**LOGO BRIEF FOR SCC:RISE**

**Program that helps people returning home from incarceration**

**build a better life**

**Background**Each year, more than 30,000 individuals return home from incarceration in Santa Clara County, California. When they return home, they often face steep barriers to finding and keeping a job. The [County of Santa Clara Office of Diversion and Reentry Services](https://reentry.sccgov.org/)—a government agency that provides resources to help people returning home heal and reintegrate back into the community—has contracted with [venture philanthropy REDF](http://www.redf.org) to pilot a program to expand employment services for this population through the creation of *employment social enterprises* and the launch of a small business incubator.

Employment social enterprises are like regular businesses—they sell goods and services in the marketplace—but they are focused on a social good—to employ and provide on-the-job training and support to people who otherwise would have a tough time getting back into the workforce, including people with histories of incarceration. This [short video](https://redf.org/latest/what-is-an-employment-social-enterprise-2/) provides an overview.

**The Project**

The name of the program you are creating a logo for is **Santa Clara County Regional Initiative for Social Enterprise**. The abbreivation fo the program is **SCC:RISE**.

This program is modeled after a successful program in Los Angeles called **Los Angeles Regional Initiative for Social Enterprise (LA:RISE).**

Because the SCC:RISE program is modeled off of LA:RISE, **we want to use the LA:RISE logo as a jumping off point.**

Below is the LA:RISE logo and brand colors. The **typeface is Trajan Pro Regular**. The [Style guide is here.](https://redf.org/wp-content/uploads/LARISE_BrandStyleGuide_FINAL-2.pdf)

Logo

Description automatically generated Logo

Description automatically generated

Chart, bar chart

Description automatically generated

Instead of showing the Los Angeles skyline in the SCC:RISE logo, you can use the sun that is in the center of the logo for the County of Santa Clara Office of Diversion and Reentry Services (logo below), or use a different sun – up to you. The art files for the that logo are included as an attachment. For the logo you are creating, please **use the LA:RISE colors, not the colors in the logo below.**

Logo

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* Use the sun from the center of this logo for the SCC:RISE logo or another sun.
* Don’t use these colors – use the LA:RISE colors
* Don’t copy this logo – the SCC:RISE logo should look different

**Summary**

1. Create a logo for Santa Clara County Regional Initiative for Social Enterprise using the abbreviation: **SCC:RISE**
2. You do not need to include the full name as part of the logo – but if it works better with your design, please do
3. Use the typeface Trajan Pro Regular
4. Use LA:RISE colors
5. Provide both a square and round verison of the logo