

ST. ANTHONY'S

Hope Served Daily



# Brand Book

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# Our Brand

## INTRODUCTION

Brand building is as important for nonprofit organizations as it is for major consumer marketing companies such as Nike and Coca-Cola.

The aims of nonprofits are often of profound social benefit to their own and other communities, and they generally haven't the resources of for-profit enterprises. Critically, however, the benefits of branding are the same for a nonprofit or a for-profit organization: being understood by and attractive to those who are essential to its success.

While the concept of branding can be complex (discovering a brand's essence, determining what factors go into a compelling brand, and working to turn an organization into a great brand), in its simplest form, "brand" is just another word for reputation. By better understanding and articulating the reputation for which St. Anthony's is striving—and why the concept of brand is important in the first place—everyone involved in our organization will be better positioned to serve successfully as ambassadors, and our materials will provide stronger and more unified messages.

Our brand is not our name, logo, or graphic identity. It is the sum of facts and emotions that come to the minds of our stakeholders when they hear or read about St. Anthony's and its services. This means that creating our new and clarified reputation takes time. Every interaction someone has with us contributes to his or her overall impression about the organization and its value.

Clearly articulating the goals for our brand internally and disciplined, consistent use of our messages externally will contribute to this effort in a way that both solidifies our desired reputation and secures needed support for St. Anthony's.

# Brand Values

Brand values are the essence of our brand. Values are the code by which St. Anthony's lives—the principles upon which we make our decisions. They are the heart and soul of the organization and do not change over time.

## OUR BRAND VALUES:

### Healing

We are committed to a healing ministry serving the spiritual, emotional, and physical needs of those who are poor. We are called to solidarity with the poor and seek to identify with those we serve, realizing that by sharing in the healing of others, we too are healed.

### Community

We seek to be an integral part of the community we serve. We invite participation in decision-making by those whose lives are affected, so that all may realize, develop, and share their gifts for the good of the community. We strive to promote an atmosphere of openness, trust, and relationship, and to foster a spirit of respect for the gifts and needs of all persons.

### Personalism

We seek to honor diversity and treat all people with dignity and respect. We recognize that each person is worthy and valued simply by being. We seek simplicity and flexibility in our operations, and we cherish our relationships with one another.

# Brand Values Continued

## Justice

We seek ways to eliminate injustice and to educate and empower people so that all may claim their rights in society. We believe we have a prophetic role to play in addressing the power structures of society, and seek to be advocates for and with people who are poor, disadvantaged, and outcast. We strive to work toward a society in which the world's abundant resources are made available to all according to need.

## Gratitude

We celebrate the wonder of life and the beauty of creation. We work to be good stewards of all the gifts given to us. We are committed to expressing our joy and gratitude to God and to all who join us in our work.

## Joy

We recognize the joy in our collective humanity. We look to celebrate the small everyday "successes" in our lives and all our guests' lives, whether client or volunteer. We share a genuine belief that we all belong. We feel blessed and strive to bring joy and hope to others.

# Brand Personality

Our brand personality captures the distinguishing characteristics of St. Anthony's. These qualities are reflected in the experience we offer and inform our external communications. They are the traits for which we are striving to be known.

## OUR BRAND PERSONALITY:

### Self-Assured

bold · inclusive · attentive · leader · confident · unapologetic

### Inclusive

engaging · educator · accessible · convener · compassionate

### Genuine

empathetic · present · authentic · dependable · human

### Nonconformist

courageous · open-minded · risk taker · edgy

### Optimist

uplifting · hopeful · advocate · empowering

### Experienced

steadfast · wise · secure · guardian

# Brand Value Proposition

The brand value proposition reflects the unique value our stakeholders derive from engaging with us. Not intended as a public message, it's an *internal* guide for what should be conveyed about St. Anthony's.

## OUR BRAND VALUE PROPOSITION:

Being part of St. Anthony's makes me feel alive, because I belong to a community where I connect with others.

# Brand Positioning

The brand positioning captures what is unique to St. Anthony's relative to others in our field. This statement represents the core ideas for which we seek to be known.

## OUR BRAND POSITIONING:

St. Anthony's recognizes genuine human connection is the best way to uplift the spirits of us all.

## Brand Promise

A distillation of the other elements, the brand promise is the heart of what's most important about St. Anthony's. It can be used as a shorthand way to talk about our brand internally, and should be used as a yardstick for measuring how well various organizational activities and communications are aligned with our brand.

### OUR BRAND PROMISE:

# The Power of Human Connection

We value human connection with our employees, our guests, and the community at large—specifically a community that seeks to understand, care for, and connect with San Francisco's impoverished, disconnected, and outcast. This brand promise supports a paradigm shift away from 'solving poverty' and embodies Franciscan values.

# The Signals



## Our Name

We use "St. Anthony's" instead of "St. Anthony's Foundation" or "The St. Anthony's Foundation" for the following reasons:

- Foundation does not communicate our need for community support; rather it implies a grant making organization
- Foundation is institutional and formal

## Our Tagline

"Hope Served Daily" is our tagline, summarizing what the power of human connection ultimately leads to.

# Hope Served Daily

# One Minute Message

Our One Minute Message provides a high level overview of what we believe and why our work matters. It is not intended to say everything but should be used when you are introducing anyone—volunteers, new employees, guests, or donors—to our work.

If they're unfamiliar with St. Anthony's or new to San Francisco, we might start with our description that frames our work:

## QUICK DESCRIPTION:

St. Anthony's is an organization providing essential support to San Franciscans living in poverty.

## WE THEN PROCEED WITH OUR ONE MINUTE MESSAGE:

We believe that supporting people in need makes the city a better place to live. Every day, with dignity and respect, we offer thousands of the most vulnerable among us the basics we all need to feel human: a hot meal, fresh clothing, an opportunity to connect with the world around us. We bring people together in this work because we know it takes a community to break down barriers and create a society where all people flourish.

# Logo

Horizontal



Stacked



OUR LOGO HAS THREE MAIN ELEMENTS TO IT:

1. Our name "St. Anthony's"
2. Our tagline "Hope Served Daily"
3. Our insignia

# Logo Continued

## OUR INSIGNIA

The St. Anthony's open hands insignia embraces both our Franciscan and San Francisco heritage, and its meaning may interpreted in the following ways:

1. The hands from the Franciscan Coat of Arms: One hand is that of Christ, the other is that of St. Francis of Assisi. We see in Jesus's crucified hand, God's incredible love for us. In Francis's wounded hand, in turn, we see the incredibly loving response of St. Francis to the love of God.
2. The hands below the safety net.
3. The hands reaching out in service.

In some instances you may want to separate the wordmark from the insignia mark. This is acceptable but should be done so with a few considerations.

## DO NOT

- Bleed the "St. Anthony's San Francisco" wordmark.
- Use the full lockup and a bleeding insignia mark on the same page.
- Put the insignia mark on a background image or color that makes it unrecognizable.
- Bleed the insignia mark so that it is unrecognizable.



CORRECT

slight bleed from bottom and one side



INCORRECT

bleeding the mark until unrecognizable

## Logo Continued

### DO's

To avoid clutter and give the logo prominence, always separate it from other text and graphic elements by a minimum distance equivalent to the capital letter height of the letters in ANTHONY in the accompanying example. It is always acceptable to use more than the minimum clear space.



The logo should always be separated from headlines, text copy, images, and other graphics.



Always enlarge and reduce logo proportionally.

## Logo Continued

### DONT's



Do not use the old logo



Do not use background that compromises legibility.



Do not change logo colors.



Do not change logo typography.



Do not change the size or position of logo elements.



Do not distort the logo.

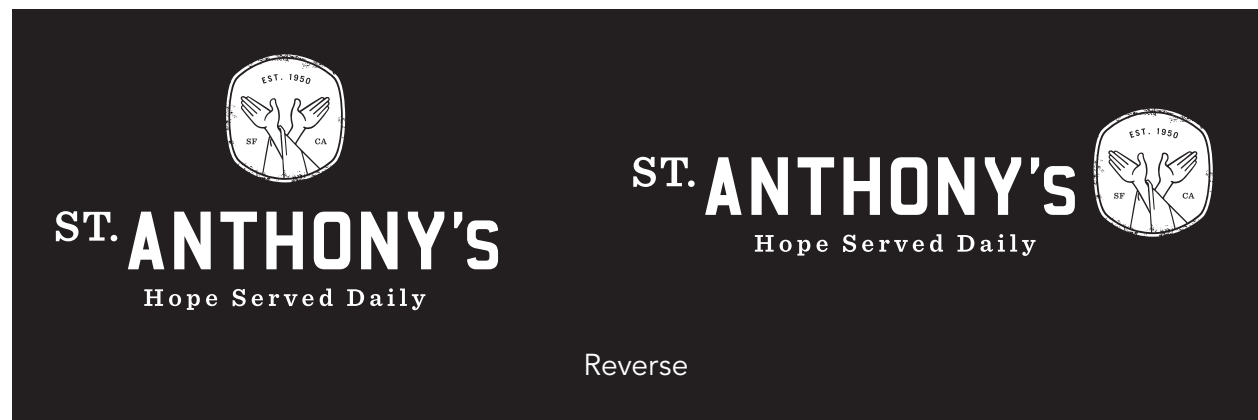
# Logo Continued

## SPECIAL USE LOGOS

Use a black logo when printed color is not available. Use a reverse (white) logo when logo appears on a solid color.



Black



Reverse

# Logo Continued

## WHICH LOGO FILE FORMAT DO I USE?

In general, there are graphics formats suitable for printing and others best for on-screen viewing.

### PRINTING AND DESKTOP PUBLISHING

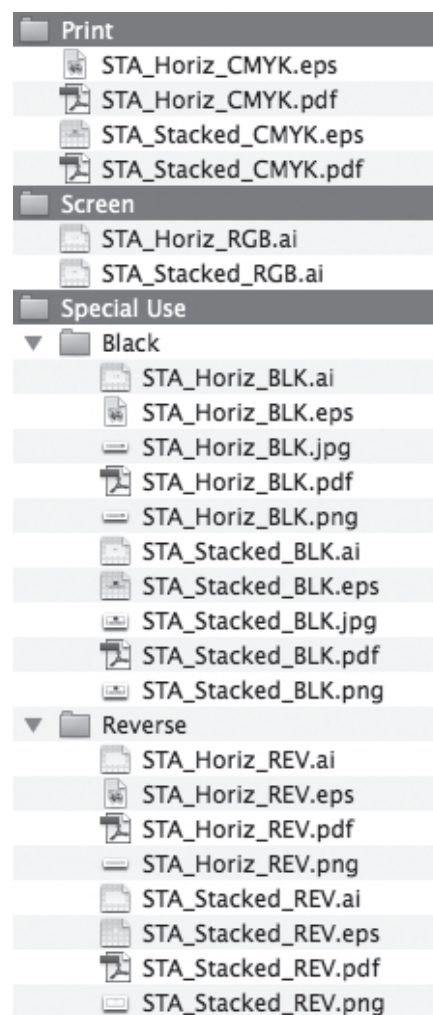
Use EPS and PDF for print publishing. EPS and PDF files are used to print flat artwork. These vector (outline) formats can be enlarged to any size and produce the highest-quality reproduction. EPS and PDF are the formats graphic designers and printers will find most useful.

### WEB AND ON-SCREEN

For web, on-screen, and desktop publishing, the most common file formats are JPG and PNG:

- JPG is intended for full-color photographs and images with smooth gradients.
- PNG files excel at all types of images, and also support full image transparency. PNG file sizes can be larger, but this increase is not significant for most applications. For on-screen use, we recommend that the St. Anthony's logo be displayed in PNG format whenever possible.

*Please note that none of the aforementioned on-screen formats are intended for high-resolution print publishing or offset lithography. All three are "raster" (bitmap) formats, meaning they cannot be enlarged without losing image quality. Using JPG, GIF, or PNG for 4-color printing may cause unwanted color changes and inconsistencies.*



# Typography

## AVENIR

St. Anthony's main typeface is Avenir, a friendly and approachable sans-serif font that is modern and forward-looking, with a flexibility of weights available to tackle every challenge.

Aa Bb Cc 1023

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 01234567890 !@#\$%^&\*

**avenir black** *avenir black oblique* **avenir heavy** *avenir heavy oblique*  
avenir medium *avenir medium oblique* avenir light *avenir light oblique*

To license copies of Avenir fonts visit this web site:

<http://www.fonts.com/font/adobe/avenir/complete-family-pack>

## SENTINEL

St. Anthony's accent typeface is Sentinel, a friendly, warm, and welcoming slab-serif that is used in conjunction with Avenir. Use "bold" for headers or call outs and "light" or "book" for body copy. Light should be used for body copy unless something thicker is absolutely necessary. Do not use both light and book in the same document or collateral piece. Italics may be used often, especially when adding "personal" touches to names or call outs.

Aa Bb Cc 1023

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 01234567890 !@#\$%^&\*

**sentinel bold** *sentinel bold italic* **sentinel semibold** *sentinel semibold italic*  
sentinel book *sentinel book italic* sentinel light *sentinel light italic*

To license copies of Sentinel fonts visit this web site:

<http://www.typography.com/fonts/sentinel/styles/>

# Typography Continued

## DESKTOP

On some occasions, document editing and formatting may need to be completed by someone who does not have access to our licensed brand fonts. In these cases, Verdana should be substituted for Avenir. Verdana is available on most computers.

## VERDANA

**Aa 1023**

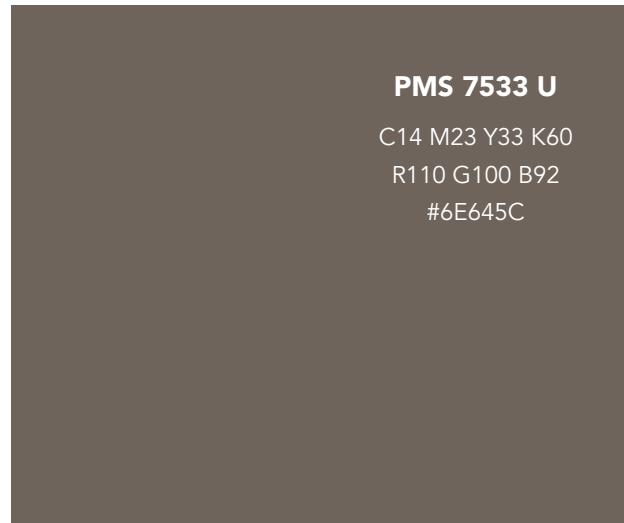
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 01234567890 !@#\$%^&\*

**verdana bold** ***verdana bold italic*** verdana regular *verdana italic*

# Color Palette

## LOGO COLORS



## WARM BOLD ACCENT COLORS



## VINTAGE ACCENT COLORS



# Photography

Photography is a powerful tool that we can use to show the power of human connection.

Select photos that feature more than one person to demonstrate human connections and to help illustrate the personism of St. Anthony's.

Mix of color photography and duotone photography to create a joyful and optimistic feeling.



Pair full color images with Vintage Accent Colors. Our logo colors may be paired with all photos.



Pair duotone photography with Warm Bold Accent Colors. Our logo colors may be paired with all photos.

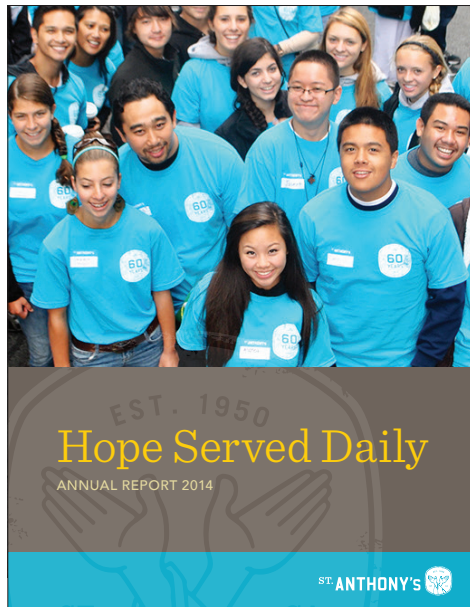
# Examples in Use



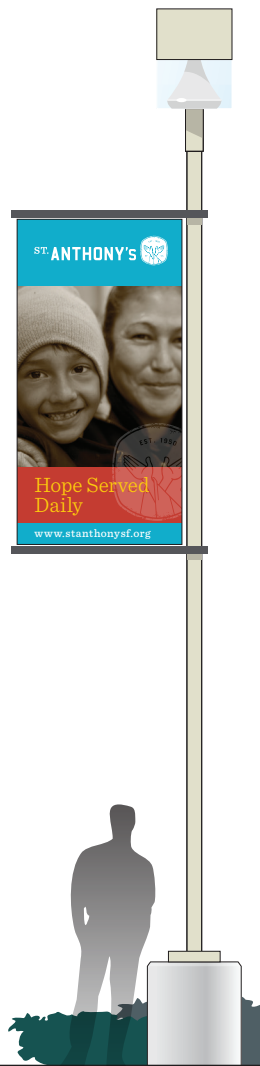
Stationery



Social Media Icon



Report Cover



Street Banners



Newsletter