

RECONSIDER

Brand Book

LOVESOCIAL

Brand Overview

What is Reconsider?

What does Reconsider Believe?

Our Mission

Voice and Tone

Brand Statement

Objective of Branding

Brand Guidelines

Official Logo

Official Logo: Stacked

Official Logo: Stacked with Colors

Proper Logo Usage: Spacing

Proper Logo Usage: “Do Not’s”

Proper Logo Usage: Sub-Brands

Brand Typefaces and Usage

Brand Colors

Using Brand Colors

Brand Icon System

Brand Imagery

Brand Elements Formula

Brand Overview

What is Reconsider?

Reconsider, verb
consider something again

consīderāre, Latin root
to be with the stars

Reconsider is an organization that inspires innovation, encourages creativity, stirs responsibility, and forms community in an effort to make our world more dynamic, connected, and inspiring.

We create experiential events, media, and workshops that catalyze reflection, dialogue, and action around how we are in relationship to life, understanding and experiencing our interconnectedness, and playing with what we want to create while we are here.

What does Reconsider Believe?

Our belief is that at the core of all the social and environmental issues we face today, are two fundamental ideas - our experience of separation, and our sense of life happening to us, as opposed to seeing ourselves as creators of our own lives. We believe that the first step in creating a new world resides in taking time to reconsider what we are valuing, what choices we are making, and what worldview we are creating from.

Mission

Reconsider's mission is to shift the way people are in relationship to life by providing education, tools, and opportunities to allow people to create a more connected way of living and being.

Voice & Tone

Voice

- Authentic
- Confident
- Knowing
- Curious

Tone

- Playful
- Compassionate
- Challenging
- Inviting
- Insistent / Strong

“

Reimagining Life Through Love

”

Reconsider Brand Statement

Objectives of Branding

1. Logo that infuses a visual element of the brand definition (stars, transformation, re or 'again') with the word Reconsider.
2. Modernize a movement often considered too 'granola' or political.
3. Prepare content for clear narratives, categorizing, containers and easy-to-follow reading.
4. Implement a naming system for Reconsider's 7 principles.
5. Move in the direction of community building and lead with education, two-way conversation and inclusivity.
6. Keep the message refined and simple.

Example Assets

RECONSIDER: Official Logo

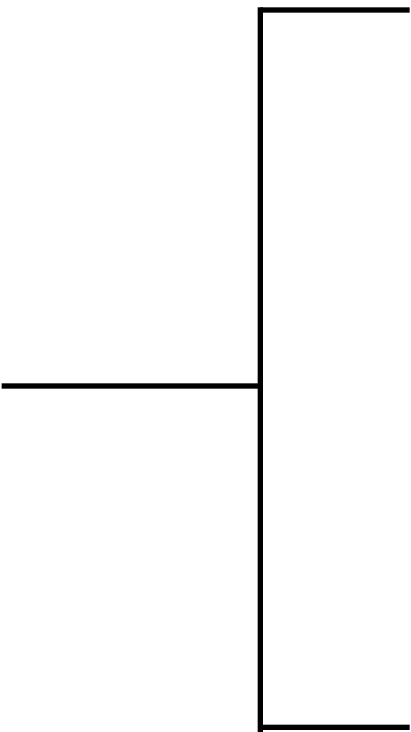
RECONSIDER

RECONSIDER

RECONSIDER: Official Logo with Tagline



RECONSIDER: Official Logo: Stacked



RECONSIDER: Proper Logo Usage - Spacing

x2



RECONSIDER

Leave x2 spaces so to not crowd
the logo. Base your spacing on the thickness
of the line over / under 'RE'

RECONSIDER: Proper Logo Usage – Sub-Brands (on White)

“CONSIDER” is to stay black at all times. Except when on black – in which case use off-white.

RE

CONSIDER

Education

“Re” is color coded and interchangeable based on topics or categories.

Topic or category to share the same color as “Re”. Use Futura typeface.

RECONSIDER: Proper Usage – Sub-Brands (on Black)

“CONSIDER” is to stay off-white at all times. Except when on white – in which case use black.

RE

CONSIDER

the Planet

“Re” is color coded and interchangeable based on topics or categories.

Topic or category to share the same color as “Re”. Use Futura typeface.

RECONSIDER: Proper Logo Usage - "Do Not's"



Squeeze
logo



Squish
logo



Use non-
brand colors



Flip
logo



Use color in
'consider'



Place over busy images



Remove line above 'RE'



Adjust original spacing



Swap typefaces

RECONSIDER: Brand Typefaces and Usage

Apercu Bold

Used for titling and headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Apercu Light

Used for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Futura Bold

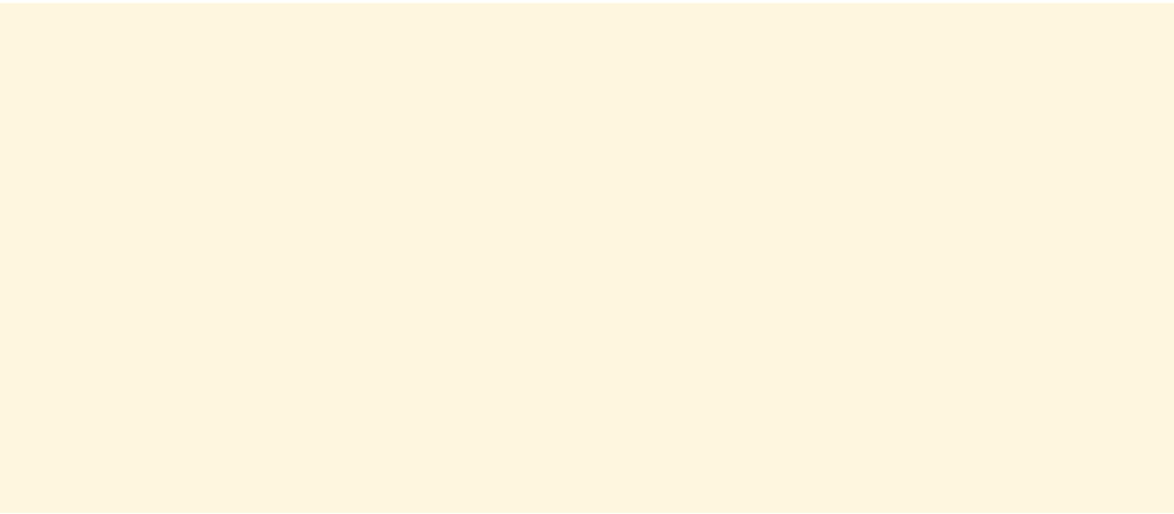
Used for bold, outstanding copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

RECONSIDER: Brand Colors



Off-White

HEX: fef6e0
R: 254 G: 256 B: 224
C: 1 M: 2 Y: 13 K: 0
Pantone: 7401 U (50% Opacity)



Black

HEX: 232323
R: 35 G: 35 B: 35
C: 71 M: 65 Y: 64 K: 72
Pantone: 433 U



Blue

HEX: b4dcde
R: 180 G: 220 B: 222
C: 28 M: 2 Y: 12 K: 0
Pantone: 290 U



Pink

HEX: fbd0c8
R: 251 G: 208 B: 200
C: 0 M: 22 Y: 15 K: 0
Pantone: 692 U



Orange

HEX: f47a46
R: 244 G: 122 B: 70
C: 0 M: 65 Y: 83 K: 0
Pantone: 1585 U



Yellow

HEX: f2b15a
R: 242 G: 177 B: 90
C: 3 M: 33 Y: 79 K: 0
Pantone: 7549 U



Purple

HEX: b2848a
R: 178 G: 132 B: 138
C: 30 M: 52 Y: 36 K: 1
Pantone: 500 U



Green

HEX: 8fc497
R: 143 G: 196 B: 151
C: 47 M: 4 Y: 52 K: 0
Pantone: 7737 U

RECONSIDER: Using Brand Colors

On black, use any and all colors in our brand spectrum.

Like this. Or this. Or even this.

They all look good.

Use off-white on any and all colors.

Use off-white on darker brand colors.

Black doesn't contrast well on purple, green and deep orange.

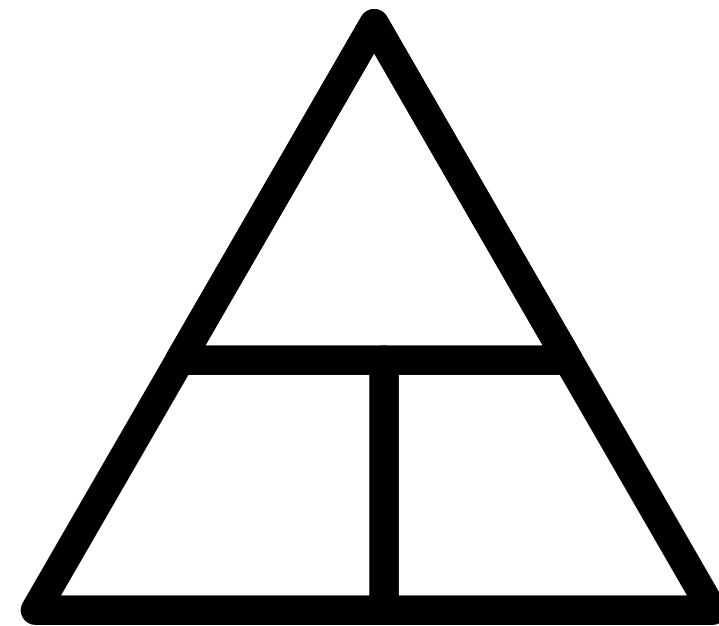
Black on off-white will be the strongest contrast but all colors work.

Like this. Or this. Or even this.

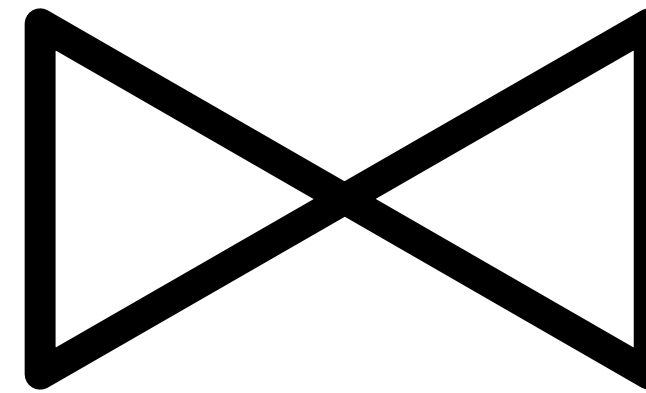
Blue and pink work less well than the others.

RECONSIDER: Internal Icon System

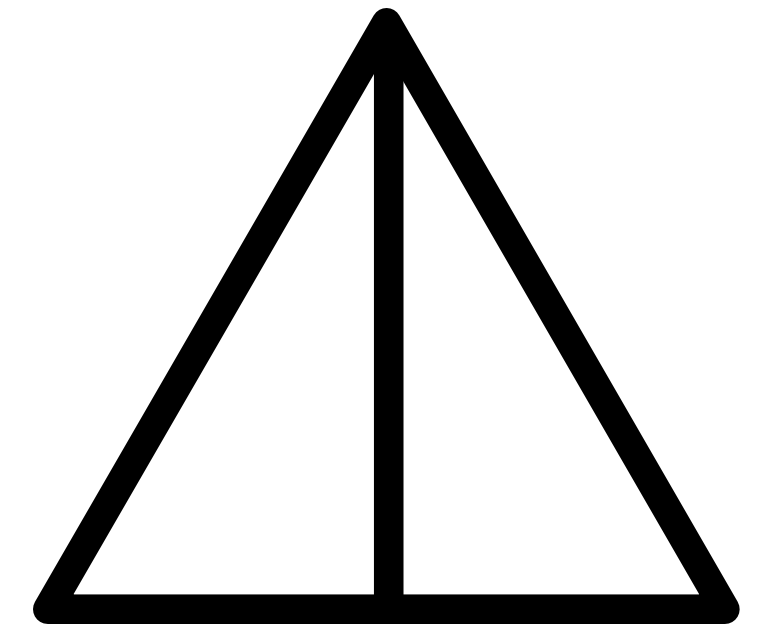
Our icons should be simple and clever, using shapes to illustrate a concept. We can carry over this idea to many words and topics.



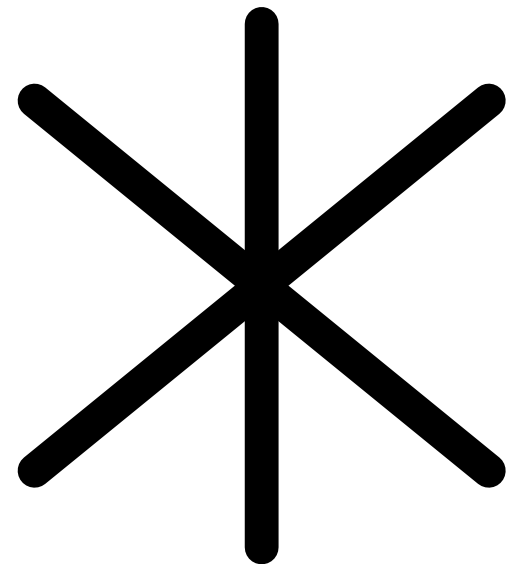
Creation



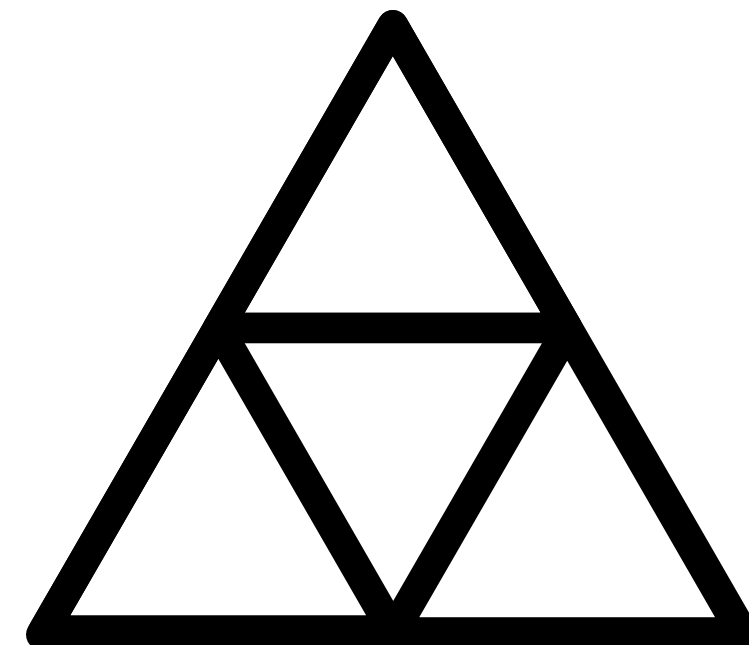
Love



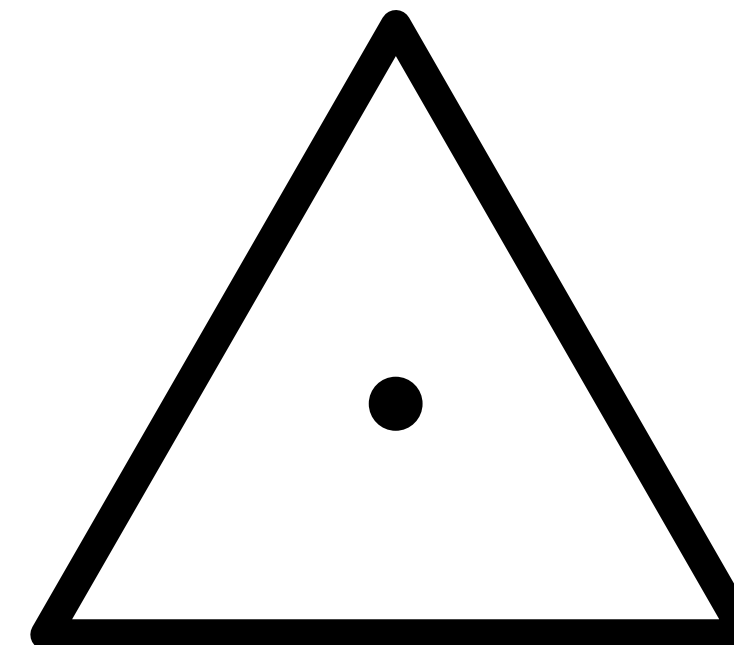
Duality



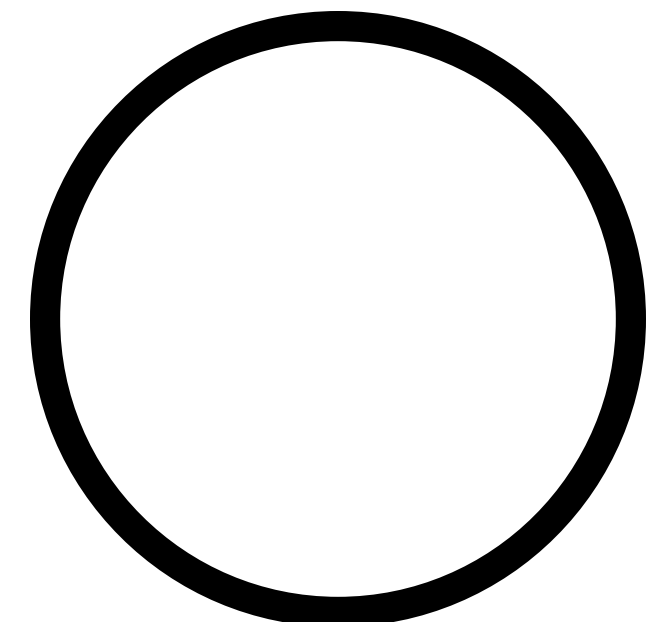
Amazement



Interconnection



Truth



Play

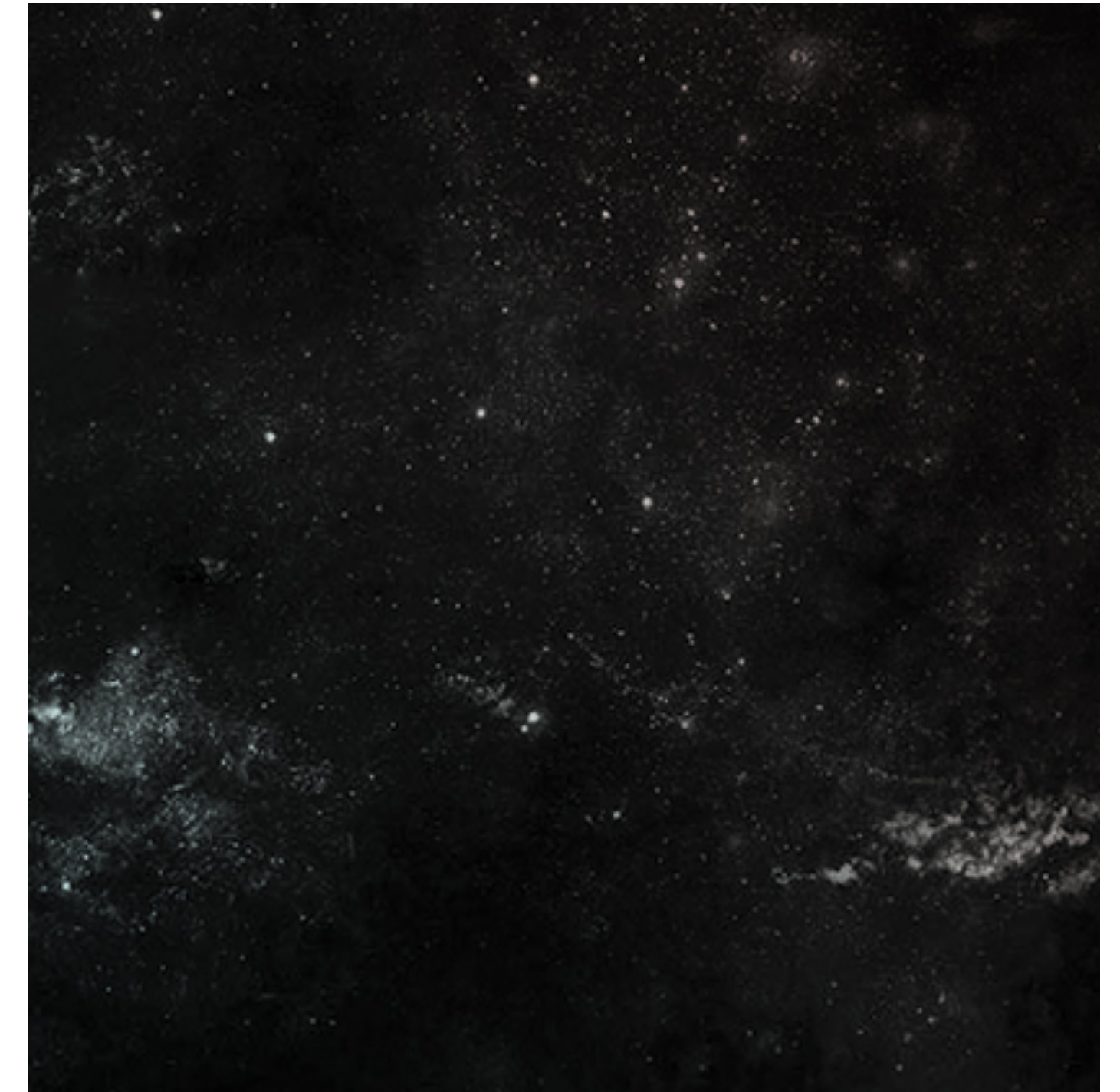
RECONSIDER: Imagery Ideas



Double exposures add power and depth to people and their environments.



Workshops and general highlighting of what Reconsider is doing at workshops, events, etc.

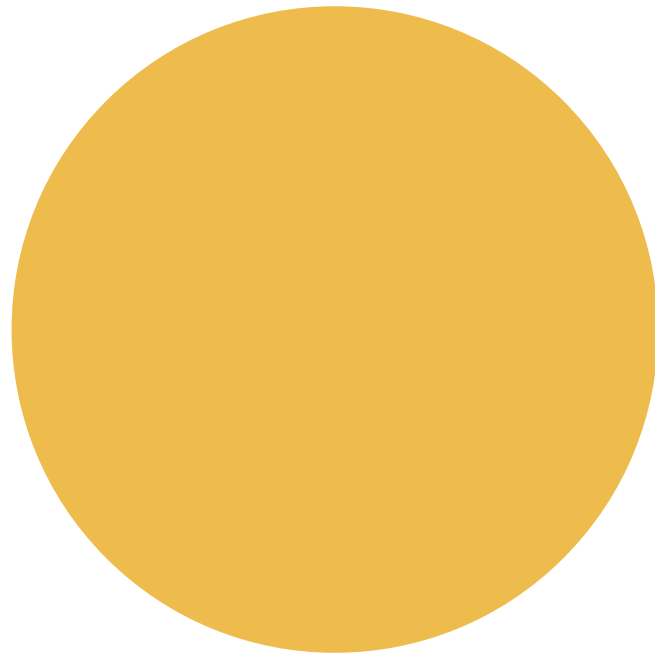


Awe-inspiring images of nature and space as a reminder of our origin.

RECONSIDER: Imagery – How to Overlay



1. Pick your image and
greyscale it in Photoshop
Shift + Option + Command + B



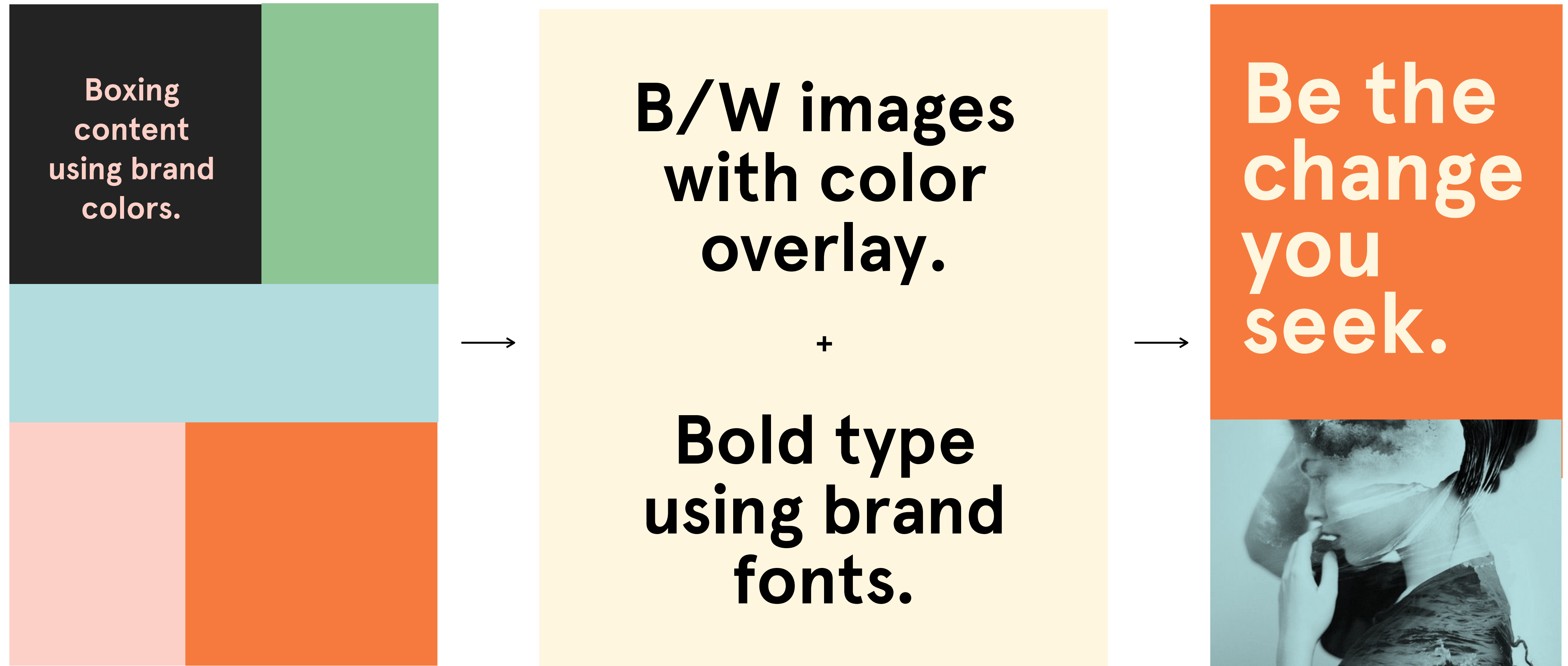
2. Add a layer of color (see
color page for usage)
Shift + Command + N



3. Blend layer using 'multiply'
options.
Shortcut?



RECONSIDER: Visual Elements Formula



Example Assets

RECONSIDER: Social Media Example

TWEETS
788

FOLLOWING
263

FOLLOWERS
555

FAVORITES
26

LISTS
2

Follow

LOVESOCIAL

RECONSIDER: Business Cards Sample

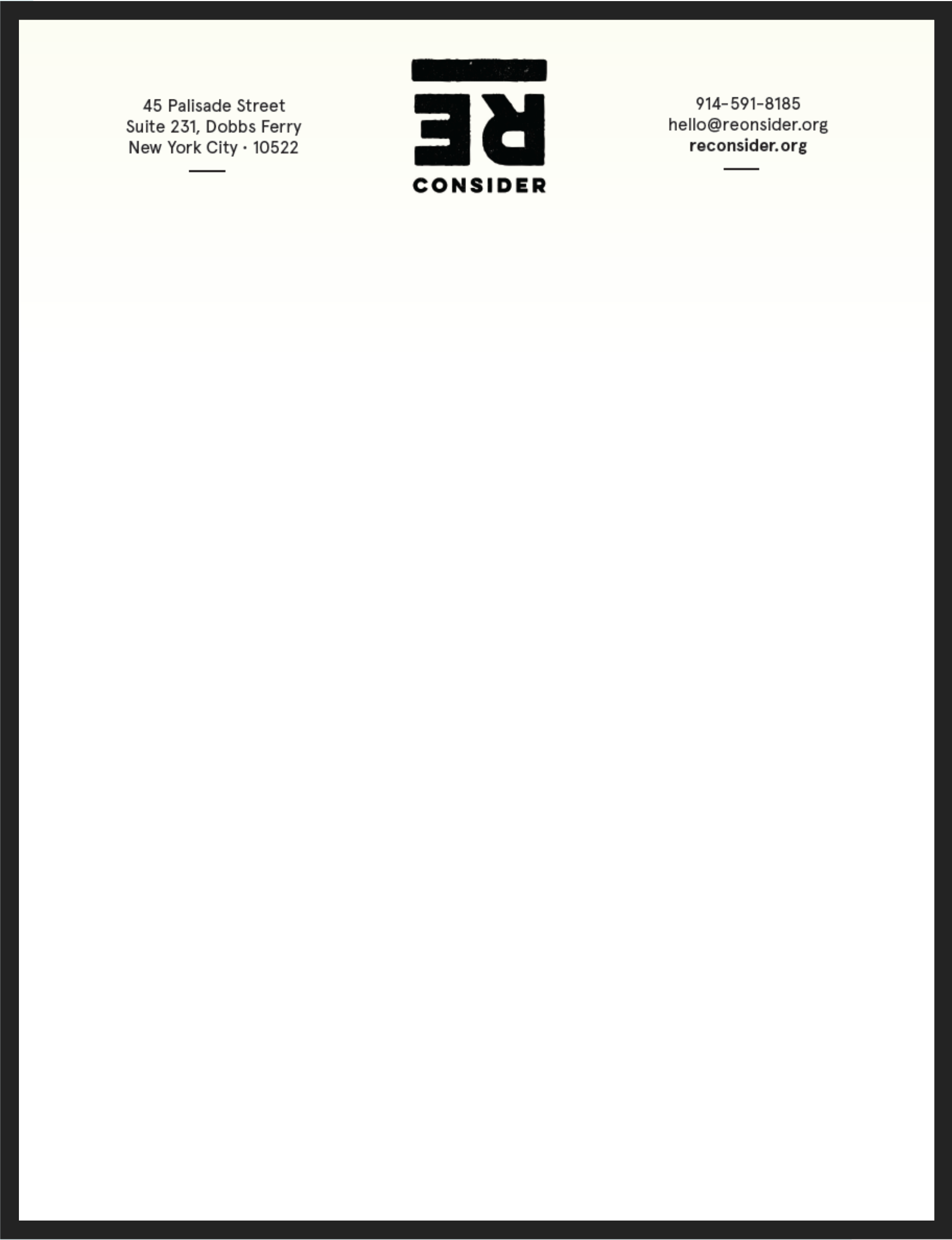


RECONSIDER: Stationery Example



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Position at Reconsider

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sapkon@reconsider.org

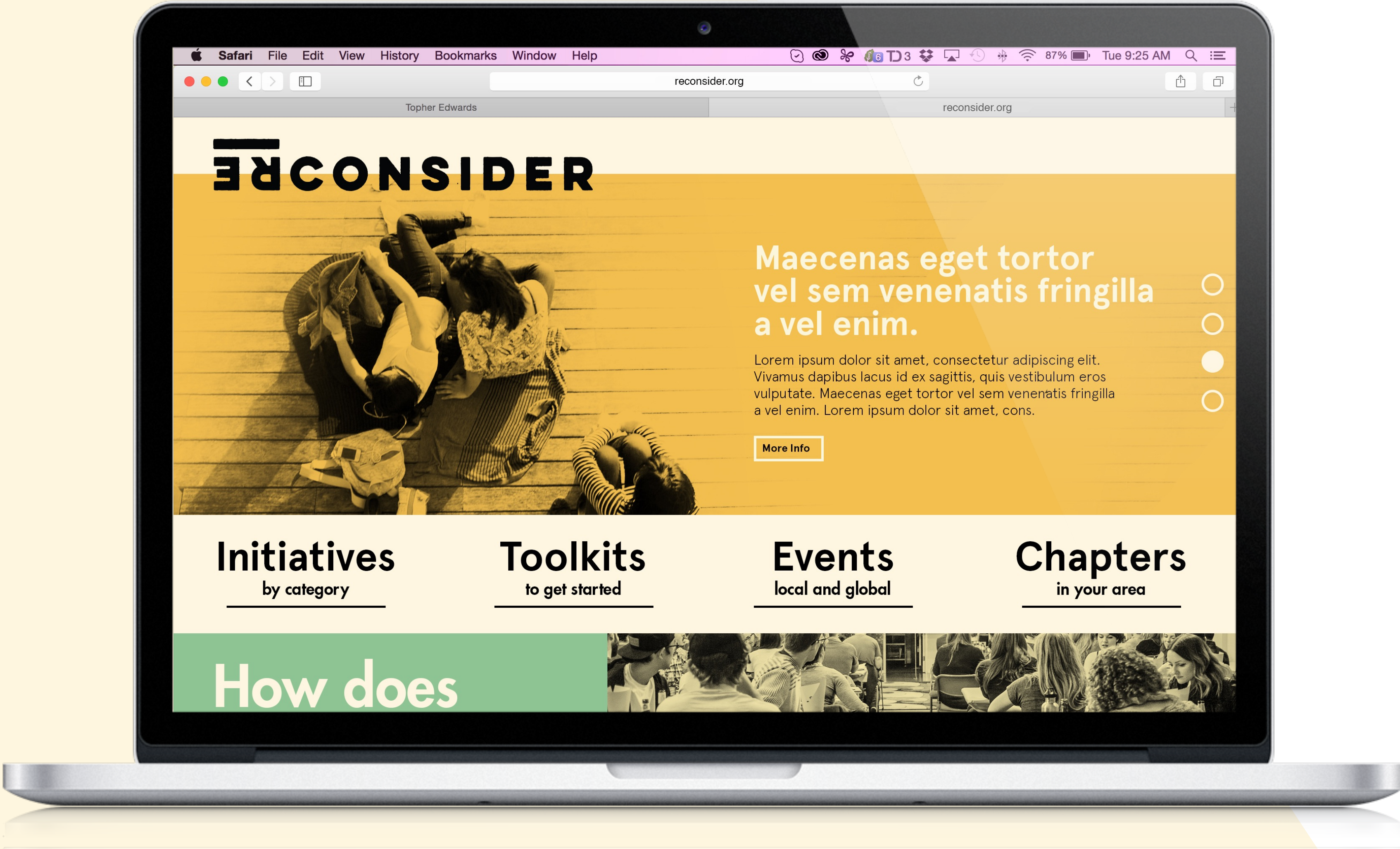


45 Palsade Street
Suite 231, Dobbs Ferry
New York City - 10522



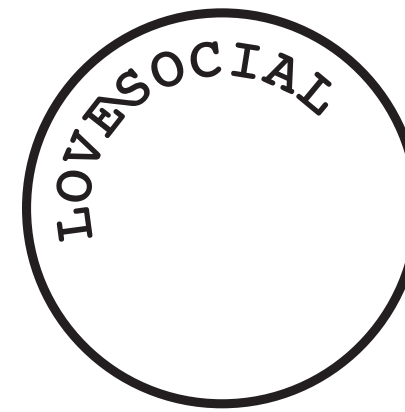
914-591-8185
hello@reconsider.org
reconsider.org

RECONSIDER: Website Example



RECONSIDER: Brochure Concept Example





Communicate with Intention

hello@lovesocial.org