

Brand Guide

September 2019



About This Guide



The brief manual is by no means a complete identity guide, but will provide the basics for initial messaging, the general application of the Spring brand mark and its graphic standards. Consistency is crucial for establishing, differentiating and maintaining strong brand awareness. This consistency must be preserved through all facets of communications from tone of voice, typography, the application of the brand logo and the experience we create for all who interact with us.



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About Spring

Spring Strategies is a future forward organization that supports and accompanies social and climate justice leaders in accelerating individual and collective capacity to solve the critical problems of our time. We offer programs that help these change makers thrive in complexity, gain fresh perspectives and forge powerful new pathways.

What We Believe

We live in a time of technological, political, economic and societal disruption. For all of us, the stakes are high. As daunting as some of our challenges are, we believe human beings are capable of great things and that present conditions are providing us with a real opportunity for systemic change.

At Spring, we view the world through a lens of curiosity and possibilities. We have our eye on a future where human beings collaborate to create just and life-sustaining societies. The way forward is about joining forces across silos, sectors and perspectives.

Our Brand



Brand Personality

Fiercely
Optimistic

Steadfastly
Courageous

Genuinely
Curious

Globally
Connected

Open-heartedly
Generous

Powerfully
Transformative

Deeply
Supportive

Intentionally
Collaborative

Purposefully
Playful

Our Voice 1

Our voice is linked to our purpose and our lens of radical hope. We ask questions, tell stories and celebrate achievement and impact.

✓ The Language of Spring

- Our language is linked to our purpose and our global community – we use **'we'**
- We use the **active**, not passive voice
- We speak about change in terms of acceleration of **positive**, not fixing what's imperfect
- We base statements on grounded **facts**, and **quiet certainty**, without hyperbole
- We use **empathetic, non-judgmental** language
- Our language is **simple, real**, and not technical language
- We explain things in examples of **human interactions**, natural metaphors

✗ Language to avoid

- Hyperbole, unsupported opinion or enthusiasm (capitals and exclamation marks) for emphasis
- Language specific to singular regions, cultures or latitudes, expressions of seasonal change
- Language specific to geographic location within regions, countries, cities, etc.
- Jargon, technical language and acronyms (don't assume readers know your area of expertise)
- Language far from purpose: competitive language of capitalist marketers

Our Voice 2

Guideline	✗ Don't Say:	✓ You may Say:
Use language that honours current state and expresses possibility	This course will fill in gaps in your team's capabilities and build skills that are missing.	Grow your team's leadership capabilities and accelerate the process of meaningful change.
Use grounded facts and learning, not empty hyperbole	Our team just loved this article – we couldn't stop talking about it!!!!	We recommend this article for anyone interested in mastering funder relations: it's a great case study about how a small, smart organization quadrupled their partner donation.
Be global, ie. region and season agnostic	<p>After a long winter, recharge your organization this spring with our new webinar series.</p> <p>It's fall – back to school time! Check out our new courses this September.</p>	<p>Engage with Spring's global community by subscribing to our new webinar series.</p> <p>New courses are open for registration this September.</p>
Express impact, not jargon	The ROI on this program exceeded predictions, resulting in recalibrated objectives and revised success models.	This program supported 10 organizations to increase their funds by 40% and reach 60% more stakeholders on average.
Avoid language far from purpose (capitalist marketers)	Create a super-powered organization and leave your competitors in the dust!	Help your organization grow its capacities to manage complexity and embrace change.

Photography Style 1

Photographic selections allow us to communicate visually and showcase our personality and values. Our vision is clear, natural and communicates optimistic emotions.

✓ Our photography style is

- Realistic and authentic, natural world, colour photography
- Not staged: showcasing spontaneous action and emotion
- Authentic: showcasing experience from real people such as clients, partners or Spring associates
- Globally diverse: showcasing all kinds of people and faces
- Thought-provoking and inspiring: including expressions of natural beauty and human accomplishment
- Non-seasonalist: no snow, autumn leaves etc.
- Location agnostic: no identifiable cities (except when promoting destination cities of our events)
- Expressions of relatable physical challenges, brave leaps, expansive challenging landscapes

✗ Photography style to avoid

- Stock photos of people who are not visually diverse.
- Large group photos where no expressions or actions are understood
- Buildings or spaces (internal and external) that are not visually inspiring.

Photography Style 2

✓ Use this image:

Unstaged human emotions



Global diversity



Expressions of natural beauty



Non-seasonal



Global and city agnostic



Relatable physical challenges



✗ Not this image:



Brand Evolution



The old logo appeared, functional, corporate, and not ownable.

In addition to keeping the spring “coil” icon and teal color, the logo now has a sense of organic energy (vs industrial) natural growth and empowerment. A sense of friendly community (vs. corporate). Ownable design.

Spring (the word) dominate vs. Spring Strategies.

- Fresh: New; change; future; positive; creative
- Jump: Leap; possibilities; out of the box; taking risks; courage; surprising
- Energy: Movement; stretch; elasticity; bounce; mechanism; spiral
- Look and Feel: Modern; textured; abstract; less is more; simplicity

Brand Lock-Up 1



The Spring primary brand lock-up should never be altered from the proportions indicated above and it should always be used as a unit. The visual center point is in the inner part of the R. When using the brand mark, leave "breathing" white space around it. "N" space is the minimum recommended gap between the logo and additional design elements.

Brand Lock-Up 2



Secondary 2 color positive

Use when limitations indicate that the gradations of the primary logo may not print at its best quality



Secondary 1 color reverse

Use when background color is not white, and darker than medium tone may be used on photograph's calm area



Secondary black

Use when limitations indicate that only one color can be used and mid tone will be too "washed"

Occasionally, the primary logo can not be used due to color limitations, print specs, size or background color. In these cases we can use the above options. Same spacing rules apply.

Brand Use



The Spring brand mark lock-up and its sub-brands should never be altered from its current form. The above are examples of incorrect use that should be avoided.

Sub-Brands - Option 1

SPRING Strategies

SPRING Facilitation

SPRING Finance

SPRING Futures

SPRING Coaching

The above lock-ups are Spring Sub-brands/departments. Do not alter the color values and shades. Always use on white background. The spaces between the letters and thickness was altered from original font.

Sub-Brands - Option 2

 **SPRING** *Strategies*

 **SPRING** *Facilitation*

 **SPRING** *Finance*

 **SPRING** *Futures*

 **SPRING** *Coaching*

When colour is limited or when sub-brands are used individually, you may use the teal and black version. The default should be option 1 full colour.

Sub-Brands Use

✓
Option 1
Use lock-ups as shown previous page, coloured sub-brand and matching coloured coil.



✗
DO NOT use any of the other colors for a specific sub-brand.



✓
Option 2
Use lock-ups as shown previous page, black sub-brand and grey coil.



✗
DO NOT create space between the Spring and the sub brand.



✗
DO NOT use coloured sub-brand and grey coil.

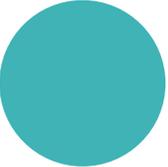
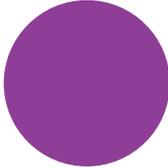
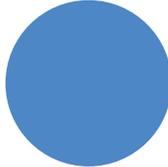
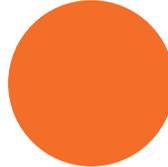
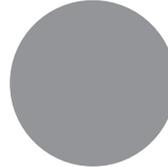
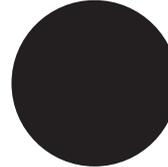


✗
DO NOT rotate or skew the lock-up.



The Spring sub-brand marks lock-ups should never be altered from its current form. The above are examples of correct and incorrect use that should be avoided.

Brand Colors

Teal	Green	Purple	Blue	Orange	Grey	Black
						
C-68 M-8 Y-30 K-0	C-50 M-0 Y-100 K-0	C-50 M-90 Y-0 K-0	C-70 M-40 Y-0 K-0	C-0 M-70 Y-95 K-0	C-0 M-0 Y-0 K-50	C-0 M-0 Y-0 K-100
R-68 G-178 B-183	R-141 G-198 B-63	R-144 G-63 B-152	R-80 G-135 B-199	R-243 G-112 B-41	R-147 G-149 B-152	R-35 G-31 B-32

The above colors originated from Spring Sub-brands and although they are associated with each of the sub-brands they can be used as supportive brand colors. The teal and grey are the main brand colors. When using the colors in sequence, use them in the above order (Teal, Green, Purple, Blue, Orange, Grey). Do not alter the color values and shades. Always use on white background, may reverse white text off the colors.

Typography

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890`!@#\$%^&*()_+{|}:"<>?.,./;

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890`!@#\$%^&*()_+{|}:"<>?.,./;

Raleway SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890`!@#\$%^&*()_+{|}:"<>?.,./;

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890`!@#\$%^&*()_+{|}:"<>?.,./;

Friday Vibes

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Spring font families have been carefully selected to reflect and support the characters of the brand. There are many weights to the Raleway font, though we narrow it down to smaller variety for consistency reasons. The selected font is a print and web font. Friday Vibes font is a secondary support font.

Tag Line



Option 1 - Horizontal layout

Center point



Option 2 - Stacked layout



Option 3 - Business card, playful

The spring tag line "the leap of leadership" is connected to the brand lock-up. **Option 1** is the default and should be used as needed as a unit (lock-up). **Option 2** can be used only in case the horizontal version can not fit within the space. **Option 3** is used only for the business card. Can occasionally be used when there is a need for playfulness.

Business Card



The spring business card contains the logo and personal details on the front, and the logo playfully tilted and cropped on the back with the tag line. The corners of the card are rounded. Recycled Stock recommended.

— Crop marks and cut line

E-mail Signature

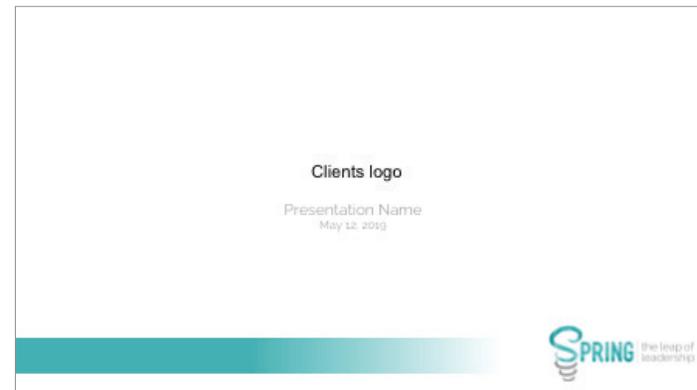


This is the email signature. Keep a safty "N" distance between the information and any other copy. Make the icons "live" for quick link.

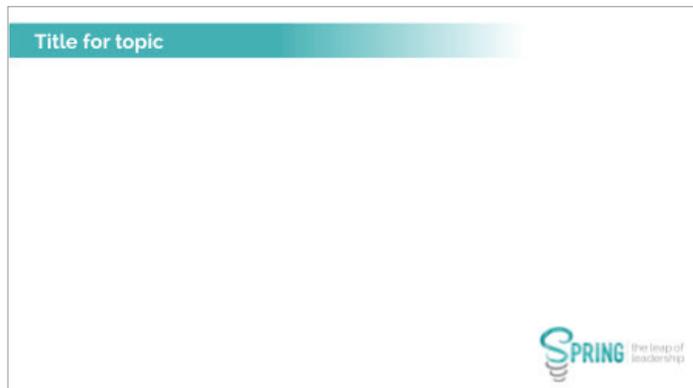
Powerpoint Template



Cover - logo, tag line, bottom bar, presentation name and date



Second page - Intro



First topic main page

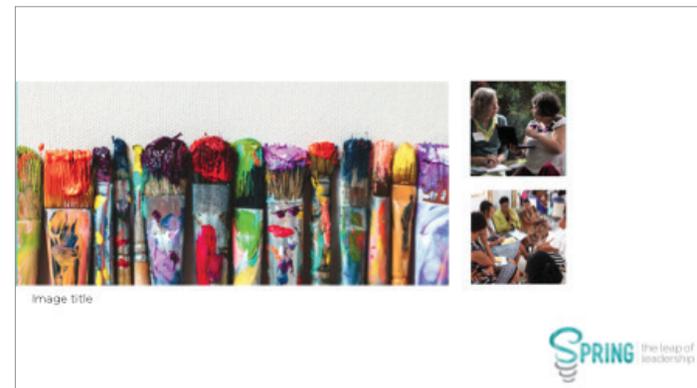


Photo pages - can be inserted between topics, or relief



Thank you