



Visual Identity Guidelines

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Introduction

The Pioneers organization is introducing a refreshed logo and brand positioning to enhance our image, awareness and presence. This will help broaden the organization's purpose, reflect today's business environment and be more engaging to younger and potential members.

The information in these guidelines provides direction for use and application of the Pioneers logo, and with each of the Pioneers Sponsor groups (i.e., AT&T, Canada, Qwest, New Outlook, Verizon, SaskTel, Aliant, Frontier, FairPoint, Telecordia, Cincinnati Bell), in addition to the "core" or master Pioneers brand (to be used when there is no sub-group or sub-group is unknown). The guidelines are divided into two sections 1) Pioneers logo and 2) Sponsor usage of the Pioneers logo.

These guidelines are intended to help execute the correct and consistent use of the Pioneers signature and brand. The objective of these guidelines is to ensure the proper application of the new Pioneers logo across the various groups that make up the Pioneers family. Additionally, as Pioneers develops and grows, these guidelines will help ensure that the Pioneers logo is positioned prominently, especially when it appears in conjunction with a Sponsor group logo.

Value Proposition

In addition to the new Pioneers logo and modified name, Pioneers is also updating and refreshing its Brand Value Proposition and Brand Pillars to better reflect who the organization is and what Pioneers stands for today.

Pioneers are truly a family with a proud, rich heritage of helping those in need in their communities. This heritage serves as a solid foundation for building an even greater volunteer organization going forward and continuing to help people improve their lives.

Value Proposition:

Pioneers are a network of volunteers who effect immediate, tangible change in local communities, in partnership with their Sponsors.

What it is:

The Value Proposition is a clear description of what Pioneers offers to our volunteers, Sponsors and communities.

Why it matters:

The Value Proposition succinctly captures what we do as an organization. It helps explain how we serve and support our communities.

Brand Strategy/Brand Pillars

What they are:

Together, these three Brand Pillars are the essence of our Pioneers brand. These pillars support our core values and mission.

Why they matter:

These three Brand Pillars are relevant and differentiate and distinguish Pioneers from other non-profit organizations. They describe the genetic makeup of our organization. These pillars provide our organization direction on what we do, why we do it and how we do it. As volunteers, everything we do should affirm our commitment to these pillars.

What we do

We move those in need from adversity to achievement

- Serves those in need unconditionally
- Demonstrates perseverance and commitment
- Immediately mobilizes local groups

Why we do it

We make a difference in our communities

- Effects real, tangible impact
- Provides infrastructure for easy volunteer navigation
- Connects Sponsor companies with local communities
- Is supported and encouraged by Sponsor companies

How we do it

We take an authentic grass roots approach

- Provides flexibility in causes and projects
- Enables intimate connections with those we help
- Inspires development of deeper social, professional and family relationships

Signature

The Pioneers Signature (or Logo) is the heart of our identity. It's the first way we connect to our volunteers, and it's imperative that we use it correctly everywhere it appears.

The signature has three components: the spark symbol, the Pioneers logotype and the descriptor 'a volunteer network'. These three components are carefully drawn pieces of artwork and should never be redrawn or altered.

It is preferred that the Pioneers Signature always be displayed with the descriptor. Only in rare extreme situations such as small sizes would the descriptor 'a volunteer network' not be present.



Clear Space

It is important to keep the signature clear of other graphic elements. To ensure this, a clear space has been established around the logo mark. The minimum allowable distance between the signature and other graphic elements is defined as "X." This clear space has been built into the signature artwork.

Minimum Size

To maintain legibility, do not reproduce the signature smaller than .375".



Signature Suite

The signature suite has been developed with different versions of artwork to accommodate various color modes (CMYK, spot, RGB and grayscale). Both positive and reverse versions have been included so the artwork can be reproduced on light and dark backgrounds.



Four color, two color spot and rgb color.



One color grayscale positive.



One color grayscale reverse.



One color solid positive.



One color solid reverse.

Background Color Variations

The background color has a big impact on the legibility of the signature artwork. Careful consideration must be given when placing the signature over a background color or photography.

Shown here are some examples of the signature placed over background colors. Legibility of the descriptor is a concern. The positive version of the logo works best on white or a light gray. Other colors may contrast with the light blue color of the descriptor. The reverse color version should be used in this situation.

Print and Web use:

Examples of full-color signature on color background for print collateral and web.



Four-color on light Pioneers light gray.



Four-color reverse on Pioneers orange.

Print and Merchandising:

Examples of two and one-color signature on color background for print collateral and merchandising.



Two-color on Pioneers light gray.



One-color screen on Pioneers light gray. Logo can be black or Pioneers dark blue.

1-Color and Specialty Printing:

Examples of one-color signature on color background for specialty.



One-color solid on light Pioneers light gray. Logo can print black or Pioneers dark blue.



One-color solid on Pioneers dark blue reverse.

Incorrect Use

This exhibit shows the possible misuses of the Pioneers Signature. To ensure correct, consistent reproduction, always use the approved electronic artwork provided in the signature suite.



Do not replace the approved signature colors with any other color.



Do not distort or skew the signature.



Do not scale the signature disproportionately.



Do not place the signature within a line of text.



Do not reposition the signature components.



Do not alter the size relationship between the wordmark and the tagline.



Do not introduce a new typeface for the wordmark.



Do not apply any effects to the components of the signature.

Color Palette

Color is a valuable asset for a visual brand identity. Colors evoke emotion and communicate the essence of the brand. The Pioneers color palette is fresh and approachable. The Primary color is a deep blue giving a solid foundation to our bright blue accent colors.

The Secondary colors give the signature a warm background color to rest on. They should be used for backgrounds and large areas of color.

The color formulas below each color have been developed to provide uniform color across all media (Web, Print, Promotional items, etc). Please follow these specs to achieve the correct color for each application.

Primary colors



PMS 280 C
CMYK 100.78.5.18
RGB 0.39.118
HTML 002776



PMS 298 C
CMYK 68.3.0.0
RGB 0.161.222
HTML 3DB7E4



PMS Cool Gray 7 C
CMYK 22.15.1.32
RGB 154.155.156
HTML 9A9B9C

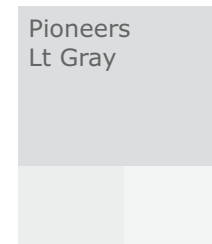
Secondary colors



PMS 021 C
CMYK 0.68.100.0
RGB 255.88.0
HTML FF5800



PMS 1235 C
CMYK 0.30.95.0
RGB 255.182.18
HTML FFB612



PMS 420 C
CMYK 6.4.7.11
RGB 206.207.203
HTML CECFCB

Primary Brand Typeface

The primary typeface for communications is Klavika.

It has simple, rounded forms that reflect a more contemporary, approachable personality. It has a softness of flow and generosity in its curved forms while maintaining a cleanliness and modern edge suitable to the aesthetic appeal of the logo and character of the Pioneers.

Klavika should be used for headlines and subheads.

The typeface is available for purchase from fontshop.com.

**AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqUuRrSsTtUuVvWwXxYyZz
1234567890><!@#\$%^&*()::”+**

Klavika Bold

AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqUuRrSsTtUuVvWwXxYyZz
1234567890><!@#\$%^&*()::”+

Klavika Regular

AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqUuRrSsTtUuVvWwXxYyZz
1234567890><!@#\$%^&*()::”+

Klavika Light

Secondary Brand Typeface

The secondary typeface for communications is Verdana.

Verdana is a very legible, versatile typeface which works well with Klavika. It is easily readable in large amounts of copy. It is also very readable in smaller sizes and in online media such as Web sites or Powerpoint applications.

Verdana should be used for body copy. It is the default font for web and other electronic materials where Klavika may not be available.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqUuRrSsTtUuVvWwXxYyZz
1234567890><!@#\$%^&*() ;: "+**

Verdana Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqUuRrSsTtUuVvWwXxYyZz
1234567890><!@#\$%^&*() ;: "+

Verdana Regular

Electronic Media Example

Example Web application with Klavika typeface in headlines and spark symbol used as background graphic.

Note:

This example is not final and is only used for design inspiration.



Print Examples

Example print collateral with and without imagery, using Klavika typeface and spark symbol as a graphic element.

Note:

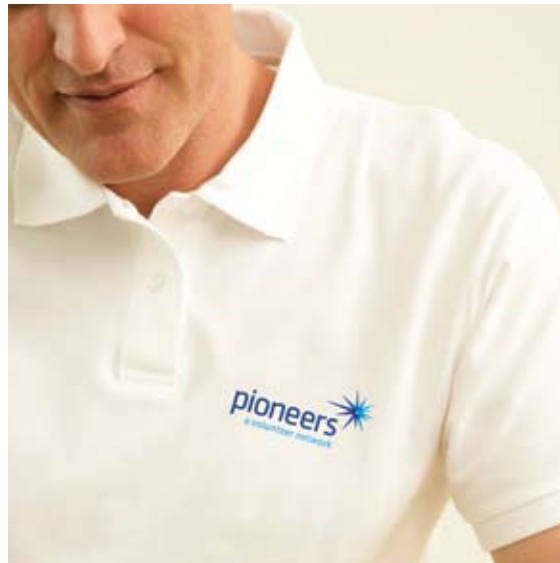
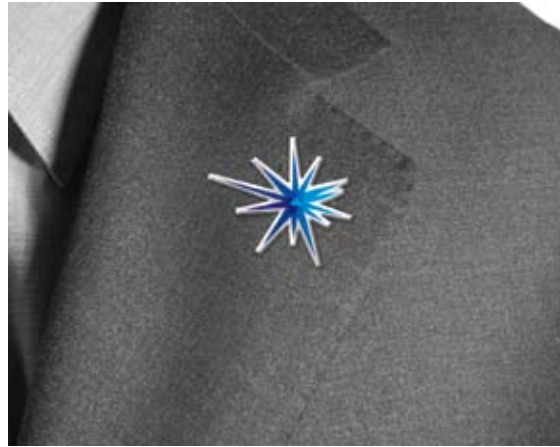
This example is not final and is only used for design inspiration.



Premium Examples

Various applications of the signature to premium items: cloisonné pin, silkscreened tshirt, embroidered cap and embroidered polo shirt.

Note:
These example are not final and are only used for design inspiration.



Sponsor Group Usage Introduction

The following section provides guidance on Sponsor group usage of the Pioneers logo.

These guidelines are intended to help execute the correct and consistent use of the Pioneers signature and brand in association with various Sponsor groups. The objective is to give the Sponsor group and Pioneers logos the appropriate balance and prominence.

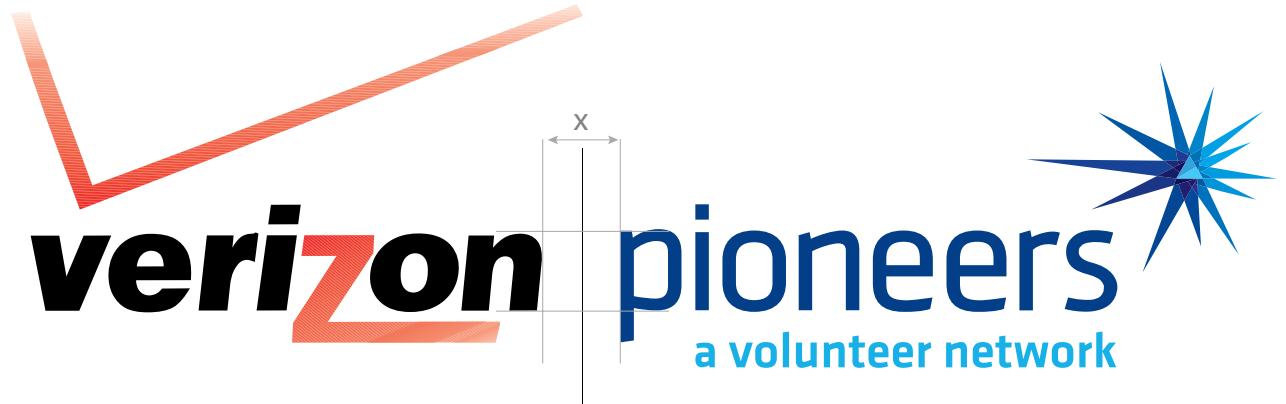
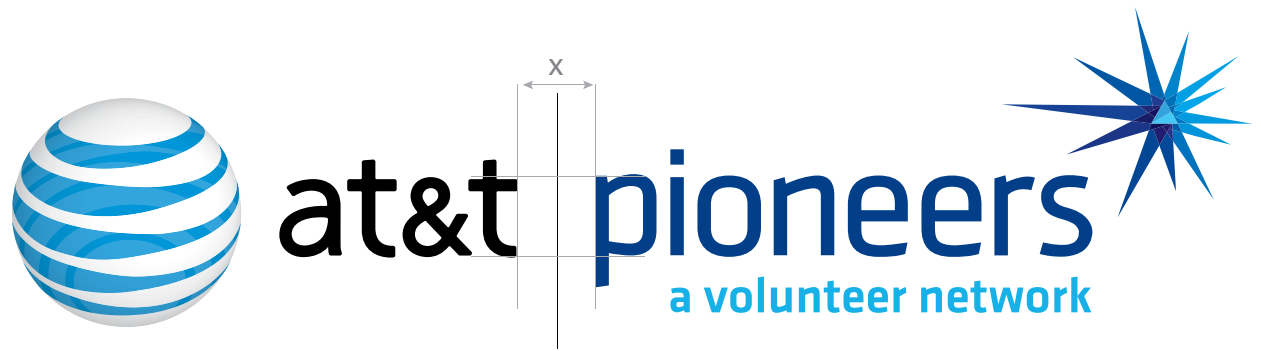
Since use of the Pioneers logo by sponsor groups is so prevalent and wide ranging, it is critically important that Sponsor groups correctly position their logo with the new Pioneers logo.

These examples include: t-shirt, signage banner and website banner usage.

Sponsor Logo

When combining the Pioneers signature with a Sponsor group signature, the two signatures should have **equal visual prominence**. The Pioneers signature is always on the right side of the two signatures. The minimum allowable distance between the two signatures is defined as "x". When possible, the Sponsors logo base line should sit on the same base line of the Pioneers signature. Also, when possible, try to match the cap height of both signature logo.

Note:
For sponsor lock-up creation, please use Pioneer Signature sponsor lock-up template file in Pioneers logo suite. File name "PIO_cmyk_sponsor.eps".



Sponsor Logo Examples

Some examples of other Sponsor group and Pioneers lock-up signatures.

Note:

These examples are not finalized and are provided for design direction. They reflect the desired sizing and relationship of the two logos.

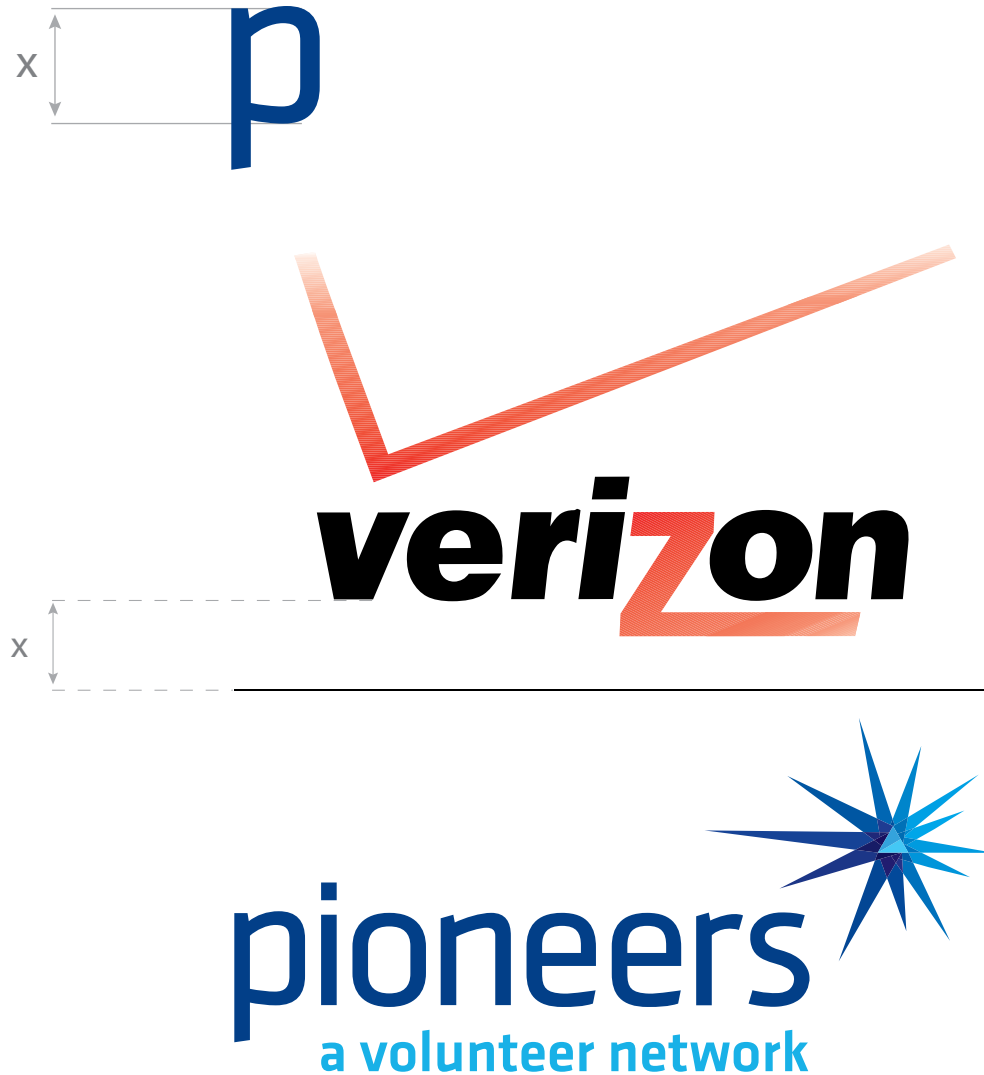
Please contact Pioneers headquarters for official Sponsor group signatures.



Sponsor Group Vertical Logo Configuration

The primary and preferred Sponsor group and Pioneers signature is the horizontal version as shown on pages 18 and 19. An alternate vertical version is available for situations where space does not permit use of the horizontal version. Please make every effort to use the preferred horizontal version in your communications and materials. An example of the vertical Sponsor group and Pioneers signature is shown on the right. The minimum allowable distance between the two signatures is defined as "x". When possible, the Sponsors logo base line should sit one "x" height from the rule line on top of the pioneers logo.

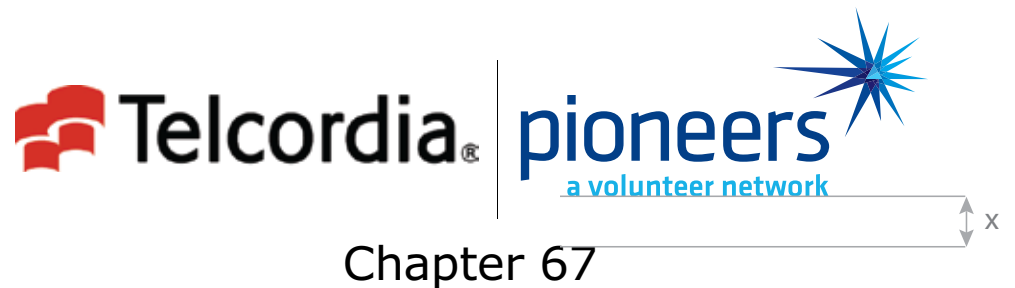
Note:
For sponsor lock-up creation, please use Pioneer Signature sponsor lock-up template file in Pioneers logo suite. File name "PIO_cmyk_sponsor_vrt.eps".



Council and Chapter Logo Usage

Pioneers councils and chapters can associate their names with the Pioneer and Sponsor Company logos as outlined in the examples on the right.

The Chapter name is centered and set in Verdana Regular. Maximum type height is not taller than two third of "x" height. The type height is no smaller than the height of the tag line. The distance between the cap height of the Chapter name and the base line of the tag line is one "x". The Chapter name must not exceed the width of the Sponsor and Pioneers logo.

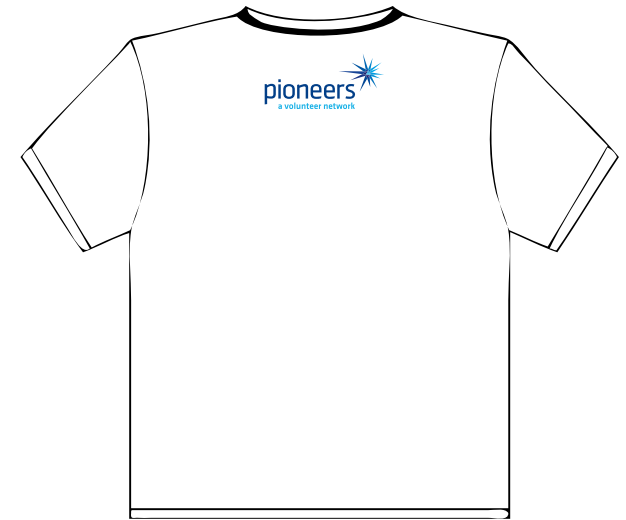


Pioneers Sponsor Lock-up: Preferred Use (T-shirt & Signage Banner)

When using the Pioneers and Sponsor logos in merchandising and print materials it is always preferred to use the approved Pioneers and Sponsor lock-up signature. It is important that the Pioneers brand has equal prominence on the materials to promote recognition, awareness and equity of the Pioneers volunteer network.



Front t-shirt



Back t-shirt



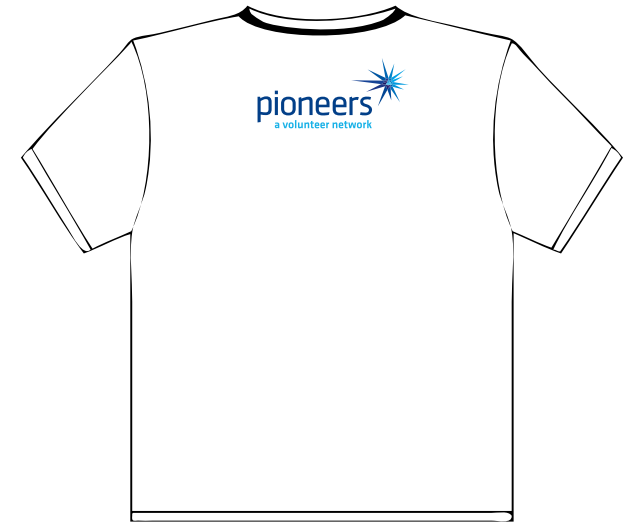
Signage banner

Pioneers Sponsor Lock-up: Alternative Use (T-shirt & Signage Banner)

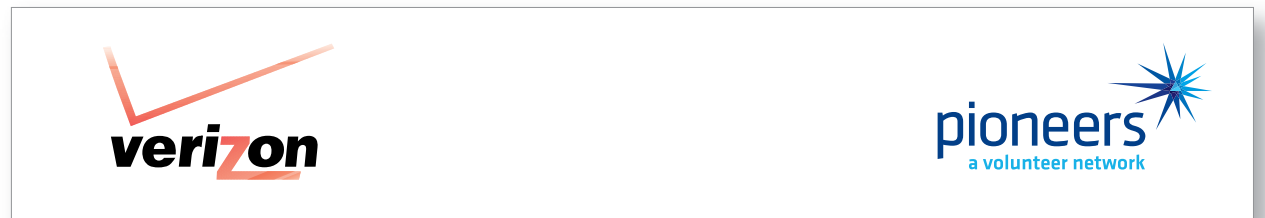
When using the Pioneers and Sponsor logos in merchandising and print materials you can separate the Sponsor logo as an alternative. It is important that the Pioneers logo has equal prominence on the materials to promote recognition of the Pioneers volunteer network.



Front t-shirt



Back t-shirt



Signage banner

Sponsor Materials: Web Banners

This is an example of a Sponsor group and Pioneers lock-up on a web banner.



Web banner

Contact Page

Questions? Please contact:

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