



MULTICULTURAL CENTER ^{OF} MARIN

BRAND GUIDEBOOK



INTRODUCTION

WELCOME to the Multicultural Center of Marin's Brand Guidebook. In this book, you'll come to better understand the visuals, the voice, and the values that guide our organization and express who we are and how others experience us.

Every organization has a brand, whether they proactively build it or passively let it develop on its own. Organizational brands are a lot like people. Just like people, they communicate who they are by how they dress (their visual identity), how they carry themselves and interact with others (their personality), what they believe (their values) and what makes them unique. In short, a brand expresses the essence of who we are and how we move through the world and do our work.

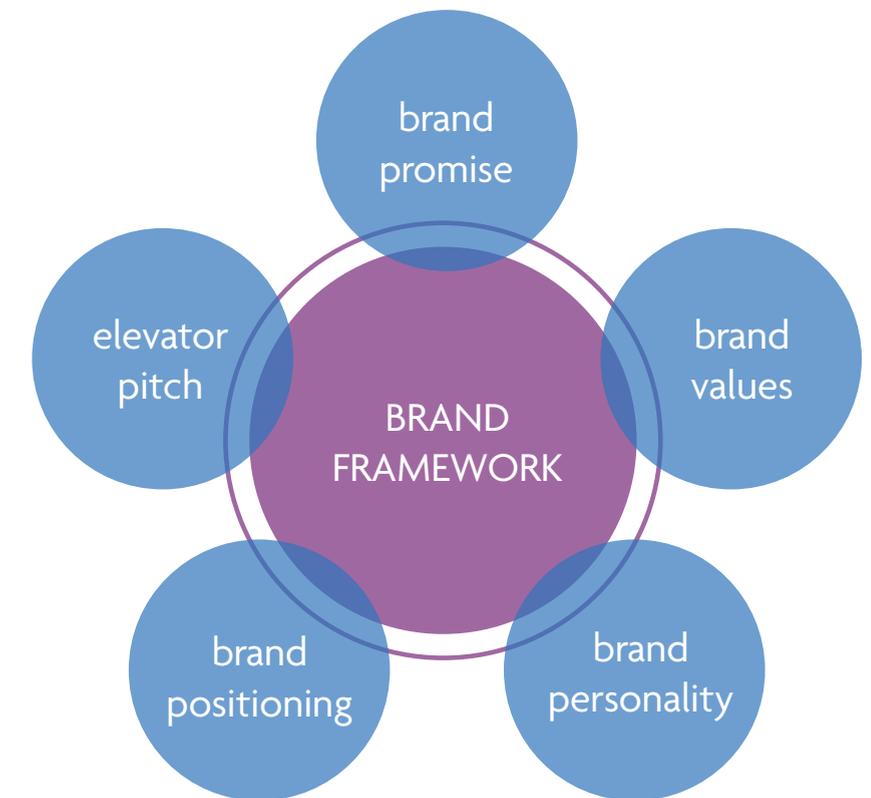
Yet just like people, brands are constantly evolving and being reshaped through time. It's important to know and fully understand our brand as it exists today so that our communications and interactions with the world around us have consistency and integrity and be easily recognizable to others.

This is what the Multicultural Center of Marin's brand guidebook is meant to help with. It serves as a manual for our communications and interactions with our stakeholders and is meant to guide how we shape our messaging and activity. But it's important to remember that every single interaction with our organization contributes to our brand, the value we add to people's lives, and the difference we make in their communities. So by embodying some of these concepts in our daily work, we are helping to breathe life into our organization's brand and ultimately make real the power and poignancy of our work.

BRAND FRAMEWORK

A brand framework is a tool for shaping the Multicultural Center of Marin's reputation and how people experience us. As such, it is meant to serve as a guide for how we should express ourselves and what we should communicate. It is aspirational, defining who we are at our best. It is also authentic, reflecting what we know in our gut is true about us right now.

A brand framework has several components that include, but are not limited to the following:



BRAND PROMISE

Our brand promise is the distinctive value that the Multicultural Center of Marin offers to others and how they benefit from their engagement with us. It is not a public statement, but rather an internal guide to create the clarity and consistency that will attract others to forge partnerships with us.

OUR BRAND PROMISE

We embrace the diverse cultural identities of all people living in Marin County and empower them to contribute the richness of their social, cultural, and economic experiences to the greater flourishing of our communities.

BRAND VALUES

Our brand values are the essence of who we are. They are the code by which we live and underscore why we do what we do. These values nurture our work and shape our approach. They animate our organization and bring to life behaviors that align with our promise.

OUR BRAND VALUES

Culture We see a person's cultural identity and their cultural experiences as among the greatest treasures and sources of inspiration for their lives and for society at large.

Empowerment We believe in giving people the tools and resources they need to be self-sufficient and contribute their voices to society.

Community Engagement We recognize members of the community must be at the table when issues are being tackled and solutions are being developed.

Leadership We cultivate and provide pathways for individuals to become leaders in their communities and drive social change.

Equity We believe in leveling the playing field so that people can connect with the opportunities they need to be most successful.



BRAND PERSONALITY

Our brand personality is a reflection of how others experience the Multicultural Center of Marin and captures our distinguishing qualities and characteristics. It's what people notice first about us. It's how we express our voice and presence in the midst of others. These are the traits for which we strive to be known.

OUR BRAND PERSONALITY

Collaborative We do not do our work in isolation but invite others — individuals, organizations, agencies, communities — to help us develop our programs. We reach across many aisles, both culturally and politically, to build bridges of understanding between people.

Welcoming We remain a warm and inviting organization to immigrants and newcomers. We look for opportunities to make people feel at home. We are particularly conscious of making sure that community youth have a voice at the table.

Diverse Our staff and Board of Directors are intentionally chosen from many different cultural, socio-economic, and demographic backgrounds. Our work with indigenous peoples is particularly remarkable and shows our willingness to go beyond traditional cultural categories.

Committed We have gathered passionate individuals to our organization and their dedication shows through in the time and energy they freely give to growing our organization's reach.

Respectful We recognize the humanity in each person. We conduct our affairs with professionalism and humility.

Rooted The people who make up our organization often come directly from the communities we serve. Our community solutions are grounded in the realities of community life.

BRAND POSITIONING

Our brand positioning captures what is unique and special about the Multicultural Center of Marin, relative to others in our field. It is what sets us apart from others, yet it also forms a foundation for collaboration. Our brand positioning statement is intentionally bold and aspirational. As such, it is meant an internal guide, not an external message.

OUR BRAND POSITIONING

The Multicultural Center of Marin recognizes that by embracing the unique cultural gifts each person brings, we can awaken their potential to access opportunities, advance their well-being, and ultimately strengthen the fabric of society.

ELEVATOR PITCH

Our elevator pitch is a thirty-second message that describes and defines the Multicultural Center of Marin at a high level, showing what we do every day. The message is meant to be a quick introduction to who we are, what we believe, and why we are needed. It should be accessible to a broad array of audiences, regardless of their level of understanding about us and our work. Rather than answer all questions, our elevator message should inspire more inquiry.

OUR ELEVATOR PITCH

At the Multicultural Center of Marin, we celebrate the cultural wisdom that is inherent in our people and our communities. Through trainings, mentorship, collaboration, and community organizing, we provide the pathways and the opportunities for people to embrace their unique gifts and awaken their potential. We believe that by empowering people to express the fullness of their cultural identity, they become a wellspring for creating positive, community-rooted solutions throughout Marin County.



BRAND VISUAL IDENTITY

A brand visual identity is a system of visible attributes that give expression to a brand. In the same way that individuals express themselves by the clothes they wear, how they wear their hair, whether they wear jewelry or have tattoos, so also are organizations able to express who they are through their logo, color palette, typography, and other graphic features. For some organizations, visual identity extends to such elements as building architecture, interior design, and even dress code.

The following pages detail some of the visual identity elements of logo, color, and typography that have been developed for the Multicultural Center of Marin's brand system. As we consistently apply and use these elements, viewers will gain confidence in and an understanding of who we are and the work we do.



MULTICULTURAL
CENTER OF MARIN

the logo symbol

the logo typeface

PRIMARY LOGO

The Multicultural Center of Marin's logo takes two primary forms: horizontal and circular that feature a logo symbol and typeface.

Our logo symbol features a circular multi-colored flower with subtle gradients. Each "petal" of the flower represents a person figure with arms stretched upward.

Taken together, our logo symbol and typeface convey a sense of individuals from many different backgrounds who join together to form a unit or family.



MULTICULTURAL
CENTER OF MARIN



MULTICULTURAL
CENTER OF MARIN



LOGO SPACING

To avoid clutter and give our logo prominence, always separate it from other text and graphic elements with a minimum clear space equivalent to the 2 times the x-height of the word “Multicultural,” as shown in the example below.



LOGO USAGE & MISUSE

To preserve the integrity of our logo, only the configurations and colors referenced in these guidelines are permitted. Do not create new configurations or use new colors. And be mindful of how the logo appears on colored or dark backgrounds to maximize contrast and allow the logo to stand out.



DON'T reposition logo elements



DON'T skew or rotate the logo



DON'T rearrange elements of the logo



DON'T use a font color other than the approved colors



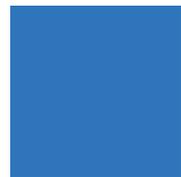
DON'T contain the logo in a box when used on a colored background



DO feel free to use the all-white version of the logo on dark colored backgrounds

COLOR PALETTE

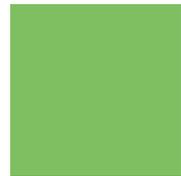
There are five main colors that make up the Multicultural Center of Marin's logo symbol. The colors are spread across the color spectrum to emphasize the diverse characteristics of our brand's personality. They are intentionally vibrant and inviting. With the addition of the black color for the font, a complete palette of colors is available for our brand's use.



C80 M51 Y0 K0
R56 G118 B187
#3876bb



C28 M91 Y12 K1
R183 G59 B134
#b73b86



C54 M4 Y82 K0
R129 G189 B96
#81bd60



C63 M100 Y17 K5
R120 G39 B121
#782779



C12 M69 Y92 K3
R211 G106 B49
#d36a31



C78 M70 Y67 K82
R12 G15 B17
#0c0f11

TYPOGRAPHY

The main typeface that is used in the Multicultural Center of Marin's brand visual identity is Agenda, which is used in ALL CAPS as part of the logo.

AGENDA REGULAR/THIN

Agenda is a humanist sans serif font that is available in a variety of font weights, making it a versatile typeface. It can be easily synced through Typekit for use with Adobe software or purchased off the web. In its italicized form, some of the letters take on smooth rounded shapes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MONTERRAT

When the Agenda font is not available, it can be substituted with this compatible typeface which can be downloaded for free from Google Fonts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS MT

This font is another great substitute for the Agenda font and can be found as a default font in most Microsoft software.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

