



# PREPARE + PROSPER

## BRAND GUIDELINES



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### ABOUT THESE GUIDELINES

These guidelines are a toolkit that should be used across all outward communications from Prepare + Prosper. They are meant to uphold the integrity of the brand and provide rules for how to establish and maintain a consistent visual representation that is unique to Prepare + Prosper.



## INTRODUCTION

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### OUR NAME

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Our name is a clear reflection of who we are: aspirational, but grounded in action. The word “prepare” hints at tax preparation while the word ‘prosper’ feels financial without being too literal. The name can also be read more broadly, as an idea that points toward a future of financial growth, for individuals and our community as a whole. It speaks to our history in tax preparation, but also alludes to the work we do to foster financial capability.

### OUR TAGLINE

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Starting with an active verb gives the tagline a strong sense of movement and energy, and the emphasis on “working” reflects the effort that volunteers, customers, and the organization all put in together. Brighter lends the line optimism, and financial future combines a clear explanation of the core purpose of our organization with the forward-looking sensibility its mission embodies.

## BRAND CHARACTER

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### MISSION

Prepare + Prosper is dedicated to providing high quality tax preparation and related financial services to individuals and families of limited means by leveraging volunteer resources and advising and assisting others to provide similar services in their communities.

### VALUES

#### INNOVATION AND EXCELLENCE

We strive for innovation and excellence in our work.

#### ACCOUNTABILITY AND RESPONSIVENESS

As an organization, we are accountable and responsive to the needs of our diverse community.

#### EMPOWERMENT

We are committed to individuals and families determining their own financial future and achieving economic security.

#### INTEGRITY AND INCLUSIVENESS

We value integrity, openness and honesty in our relationships. We respect the diversity in our community and will not allow differences to affect a person's opportunities.

### PERSONALITY

- Smart
- Experienced
- Comfortable
- Transparent
- Accessible
- Grounded
- Organized
- Advocate
- Inclusive
- Collaborative
- Quirky
- Nerdy
- Fun



Our brand logo is the primary visual expression of who we are. The surrounding frame and condensed type are inspired by elements found in tax forms, and these elements are softened by the round terminals in the lines and letterforms. Carefully applied interchangeable color adds tasteful energy to the logo. Both logo lockups are balanced by the plus sign, which is another nod to our work in tax preparation.

The two primary logos were created using the exact same elements, but arranged in two orientations for a flexible logo system. The relationship between the two primary logos can be seen below.



## BRAND LOGO

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### PRIMARY LOGO - STACKED

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One of the primary logos is the stacked lockup where the brand name is arranged on top of itself. This lockup capitalizes on the balanced nature of our name and uses the plus sign as a visual focal point on which the rest of the logo hinges.

When a tagline is paired with the stacked primary logo, it is typically centered vertically with the mark. In rare cases, the stacked logo may be large enough that the tagline can be placed underneath, centered horizontally with the logo. For instructions regarding the resizing of the tagline, see page 15.

## BRAND LOGO

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### PRIMARY LOGO - STACKED CLEARSPACE

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The clearspace is equal to the height and width of the plus sign around the box form in the logo. This area should remain free of competing graphics or typography.



With the tagline lockups, the clearspace is equal to the height and width of the plus sign around the entire lockup. This area surrounding the lockup should remain free of competing graphics or typography.



WORKING TOWARD A BRIGHTER FINANCIAL FUTURE

### PRIMARY LOGO - HORIZONTAL

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Our other primary logo is a horizontal lockup. This orientation uses the same frame elements to hold the plus sign, but with the type arranged on either side.

When a tagline is paired with the horizontal primary logo, it is always placed underneath, centered horizontally, and is always the width of the box form in the logo.



### PRIMARY LOGO - HORIZONTAL CLEARSPACE

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The clearspace around the box form in the logo is equal to the height and width of the plus sign. This area should remain free of competing graphics or typography.

The exception to the clearspace rule for the horizontal primary logo is when the tagline is incorporated into the lockup. With the tagline lockup, the clearspace is equal to the height and width of the plus sign around the lockup.

## BRAND LOGO

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PREPARE  
PROSPER +

PREPARE  
PROSPER + WORKING TOWARD A BRIGHTER FINANCIAL FUTURE

## SECONDARY LOGO

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In some instances, it may be helpful to have a logo that is more open and doesn't have the box form. For this reason, a secondary logo has been created. This secondary logo should be used sparingly.

When a tagline is paired with the secondary logo, the tagline is always centered vertically with the mark. For instructions regarding the resizing of the tagline, see page 15.

## BRAND LOGO

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## SECONDARY LOGO CLEARSPACE

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For the secondary logo, the clearspace is equal to the height and width of the plus sign around the entire logo. This area should remain free of competing graphics or typography.

With the tagline lockup, the clearspace is equal to the height and width of the plus sign around the entire lockup. This area surrounding the logo should remain free of competing graphics or typography.

## BRAND LOGO

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## COLORWAYS

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At times, it may be necessary to choose one of the brand colors to use on high-profile logo applications (Facebook profile photo, website header, etc.). In these instances, the Turquoise logos should be used. However, we do encourage all brand colors to be used in as many logo applications as possible.

## BRAND LOGO

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## GRAYSCALE

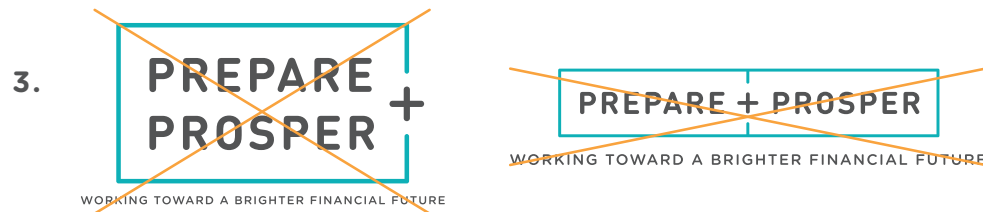
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There may be times when color printing is not available for certain communications. In these cases, the grayscale version of the logos should be used. In these logos, the colored forms of each lockup are changed to gray.

These logos should be used sparingly, only when printing restricts the design to grayscale. The value for this gray is C: 0, M: 0, Y: 0, K: 25.

## BRAND LOGO

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## RESIZING TAGLINES

At times the tagline may need to be scaled up independently of the logo so that it is larger than in the provided lockups. This can be done to help improve the legibility of the tagline when the logo and tagline lockups need to be reduced to a small size.

In these instances, adhere to the following guidelines:

1. When resizing taglines independently of a logo, the space between the logo and tagline should be scaled along with the tagline.
2. In the stacked logo lockup with the tagline to the right, the tagline should be aligned vertically with the logo.
3. In lockups where the tagline is below the logo, the tagline should always be the width of the box frame.
4. When making the tagline larger, the letters in the tagline should never be larger than the letters in the logo.

## BRAND LOGO

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1.



2.



WORKING TOWARD A BRIGHTER FINANCIAL FUTURE

3.



## INCORRECT USAGE

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1. Do not stretch or squash the logo.
2. Do not use colors from outside the brand palette.
3. Do not set the logo on any colored backgrounds.

4.



5.



WORKING TOWARDS A BRIGHTER FINANCIAL FUTURE

6.



4. Do not colorize the letterforms.
5. Do not change the typeface used in the tagline.
6. Do not make the entire logo one color.

## COLOR PALETTE

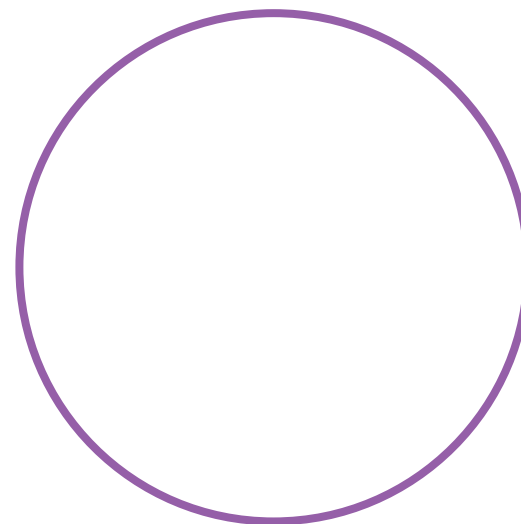
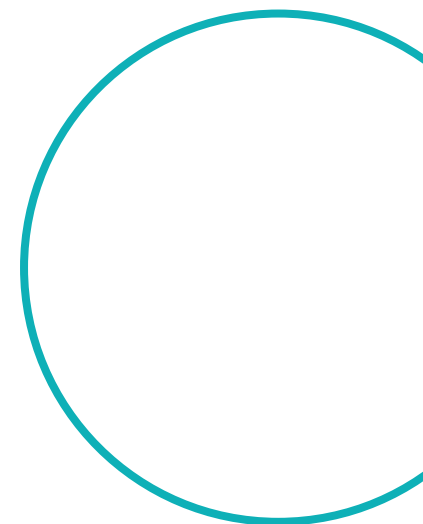
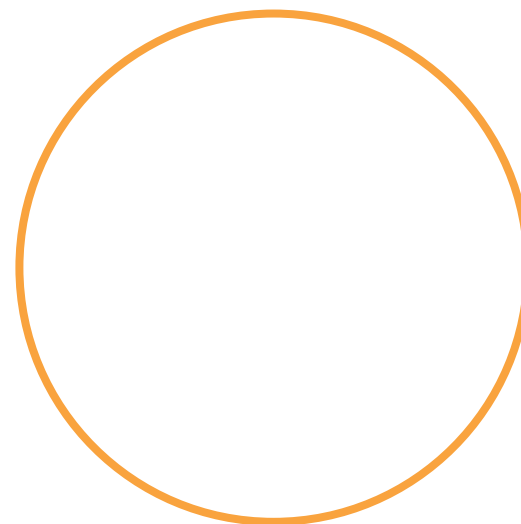
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### AN INTRODUCTION TO COLOR

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Color can express a lot in a brief moment, and a smart color palette can help support the voice and tone of a brand. Staying within a set color palette helps to establish a brand and ensure a consistent visual representation.

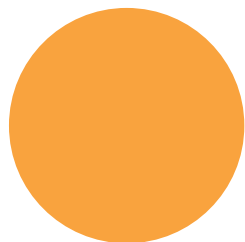
The Prepare + Prosper color palette was created by refreshing our previous brand color palette. This bright new palette is a better match for our brand's energetic personality but still maintains a recognizable tie to our heritage.



## COLOR PALETTE

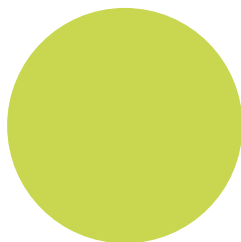
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### TANGERINE



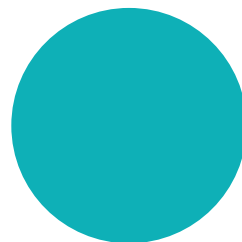
PANTONE 157 C  
PANTONE 142 U  
C:0 M:42 Y:85 K:0  
R:249 G:163 B:63  
#F9A33F

### CHARTREUSE



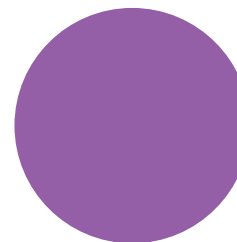
PANTONE 584 C  
PANTONE 396 U  
C:25 M:2 Y:85 K:0  
R:200 G:215 B:80  
#C8D750

### TURQUOISE



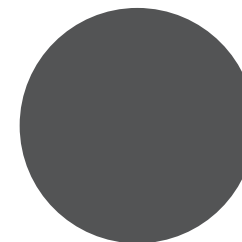
PANTONE 7710 C  
PANTONE 7467 U  
C:76 M:6 Y:30 K:0  
R:0 G:176 B:184  
#00B0B8

### VIOLET



PANTONE 2665 C  
PANTONE 267 U  
C:46 M:73 Y:0 K:0  
R:149 G:96 B:167  
#9560A7

### CHARCOAL



PANTONE 432 C  
PANTONE 433 U  
C:65 M:57 Y:54 K:31  
R:84 G:84 B:86  
#545456

## COLOR USAGE

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None of our communications should use colors outside of this palette. The exception to this is anything printed in grayscale, which would use black and a 25% tint of black for the gray.

Avoid using only one brand color in logos and other graphics across all communications. This identity was meant to be colorful, so in many instances, the brand colors are interchangeable.

Any of the brand colors can be used together in graphics (icons, patterns, talk box, etc). The exceptions are Tangerine and Chartreuse, which shouldn't be combined in the same icon, patterning, or talk box (however, both Tangerine and Chartreuse can be used in the same layout).

The Charcoal brand color can be used with a 25% tint to create a light gray. This color should be used sparingly.

AN INTRODUCTION TO TYPE

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What we say has a direct impact on how people see us, but how we say it is just as impactful. This is where typography comes in. The formal elements of a typeface add flavor and voice to communications. Depending on the choice of type, this flavor can either reinforce or clash with your message. A standard set of typefaces helps to establish a recognizable brand, especially when they're paired with color.

The Prepare + Prosper typefaces were intentionally selected to support our brand's inclusive, fun personality and reflect the character of the typography found in our logo.

SMART,  
EXPERIENCED,  
GROUNDED.

Comfortable

Accessible

Inclusive

COLLABORATIVE

Quirky!

## TYPOGRAPHY

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# FUTURA STD BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9 0**

# GOTHAM ROUNDED

## Gotham Rounded Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 0

## Gotham Rounded Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 0

## Gotham Rounded Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 0

## Gotham Rounded Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 0

Futura Bold should only be used in very large headers and may not be needed on every application. Futura Bold should always be set in all caps. Type set in Futura Bold should have tracking set at 150. Unless you are printing in black and white, Futura Bold should always be set in one of the brand colors.

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Gotham Rounded can be used in smaller headlines, subheads, and body copy. When used in headers it should be set in all caps. For headlines it can be set in any of the brand colors. When used in body copy it should always be set in Charcoal.

All weights of Gotham Rounded are available to use. When it is paired with colorful graphics or patterns it should be set in Charcoal (example: the type in the talk box visuals).

When used in headlines, Gotham Rounded should have tracking set at 75. When used in sentence casing, Gotham Rounded should have tracking set at 50. Italics are available to use, but should be used sparingly and never for headlines.

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Both of these font styles benefit from increased leading, so leading should be set a bit larger than the default setting.

I LOVE TAX  
SEASON.

SAVE A LITTLE,  
**SAVE A LOT.**

#### FONT ALTERNATIVES

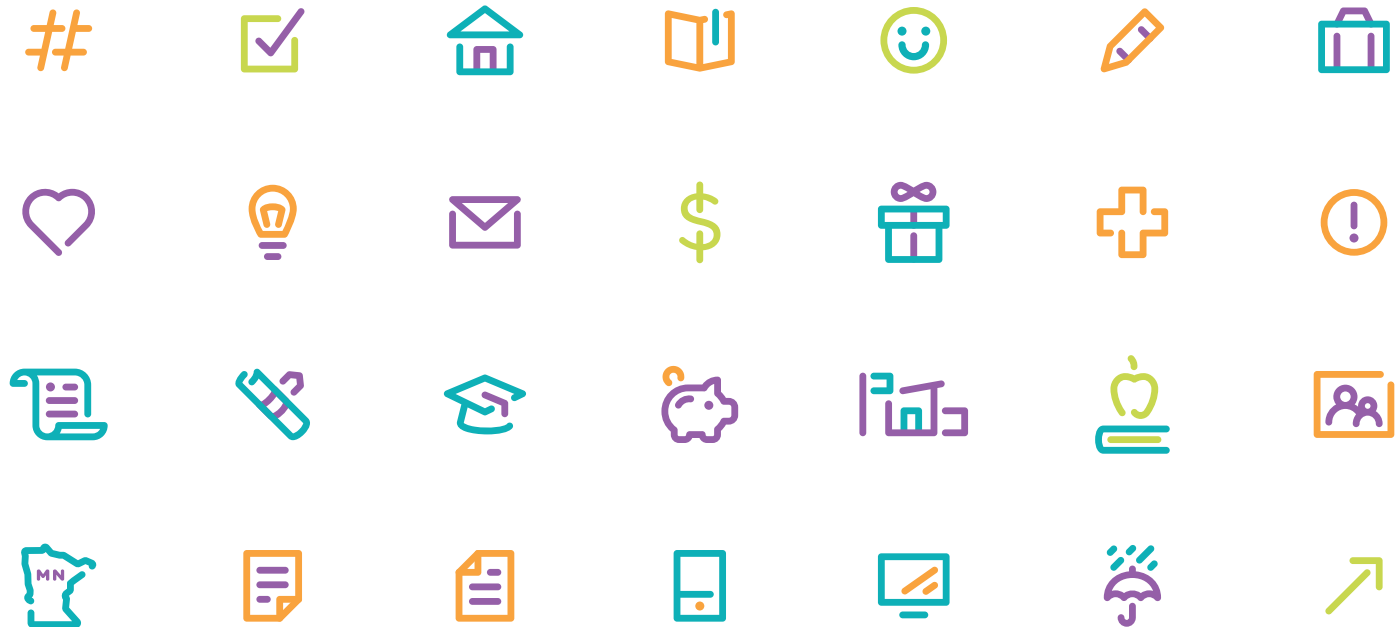
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When the standard fonts cannot be used (such as in Power Point), the suggested typography alternatives are Arial Black in place of Futura Bold and Verdana in place of Gotham Rounded.

When using Google Fonts for web type, Lato Ultra-Bold 900 can be used in place of Futura Bold and Varela Round in place of Gotham Rounded.

## ICONOGRAPHY

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The Prepare + Prosper icon set has been designed to mimic the forms found in the logo itself. Monowidth lines and rounded terminals and corners reflect the forms found in the mark.

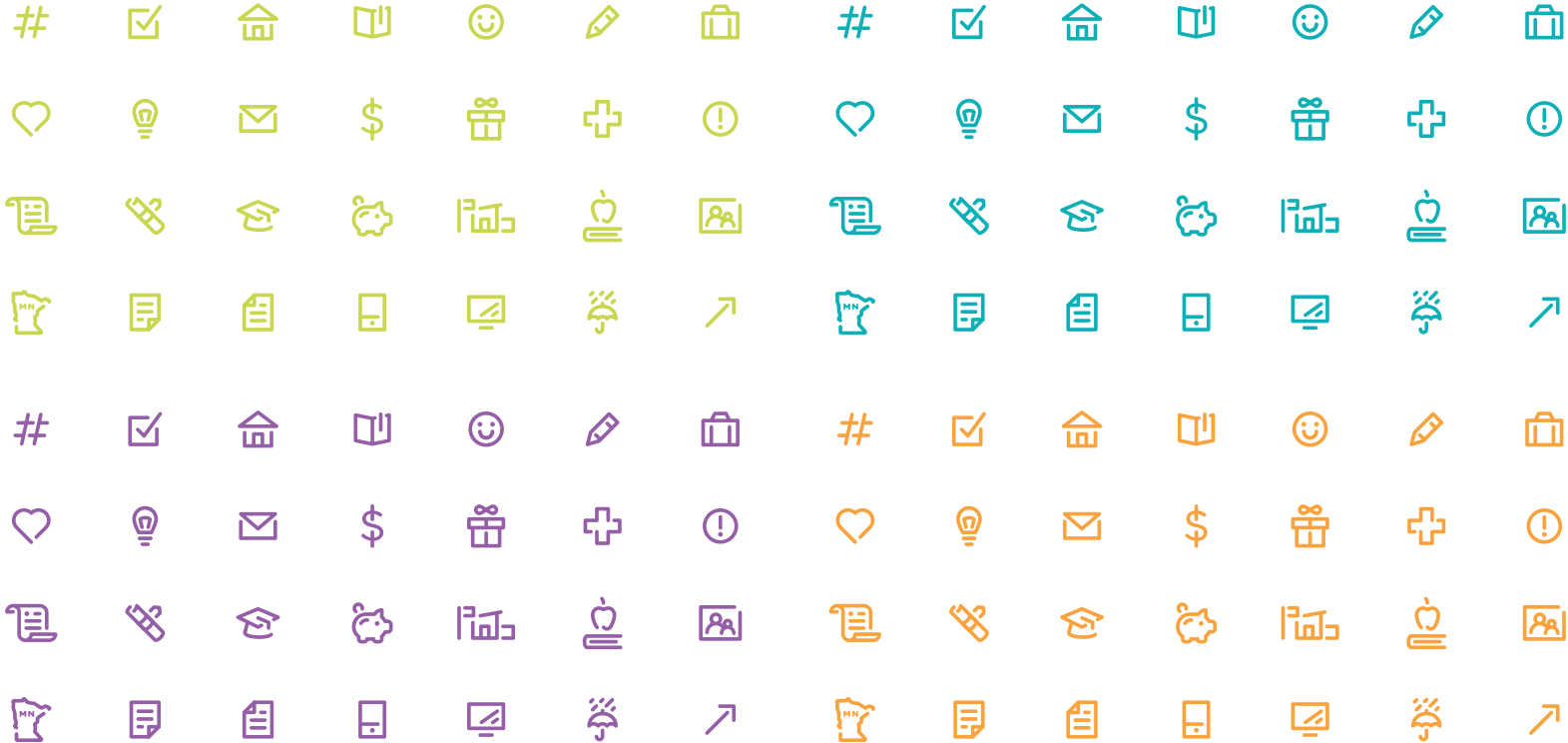
All icons are formed from lines that are 3.25px wide. Never resize icons independently; scale them up and down together as a set.

Each icon should use two colors max. These colors should be used to distinguish elements within the icon. Some icons don't read well in two colors; for these, one color should be used. The same dot element is used throughout the set, when needed.

The icons can also be used as illustrations for various internal and external communications.

# ICONOGRAPHY

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## FLAT COLOR SETS

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When using the icon set for a communication, use only one icon color set per designed piece. Do not combine the Chartreuse icons with the multicolored set, or the grayscale icons with the Violet set, etc.

### AN INTRODUCTION TO PHOTOGRAPHY

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The work we do has a profound impact on the lives of individuals, families, and communities. Because our work is so people-focused, photography is a crucial part of our brand. People-focused photography adds visual interest to any layout, and can be one of the most direct ways to show the impact of our work.

The Prepare + Prosper photographic style should communicate the character of our brand. When we choose authentic portrait and editorial-style imagery that focuses on positive moments and portrayals of people, we show our dedication to the community we serve.





## COMMON ELEMENTS

### STRIVING FOR EXCELLENCE

We strive for innovation and excellence in our work, and the quality of our photography should reflect this. Photos taken informally can be used sparingly in our communications, but our key images should be shot by professionals.

### TRANSPARENCY

Our photography shows real customers and volunteers, not models in stock photos. People are photographed in a way that shows their unique personality and quirks.

### EMPOWERMENT

We are committed to empowering individuals and families, so pride, thankfulness, and joy should be present in the photographs we use.

### INCLUSIVENESS

With our diverse group of customers and volunteers, our organization is made up many different people from many walks of life. The people shown in our photography should reflect this.

PHOTOGRAPHY - PRIMARY ASSETS

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PHOTOGRAPHY - SECONDARY ASSETS



**AN INTRODUCTION TO  
PATTERN AND GRAPHICS**

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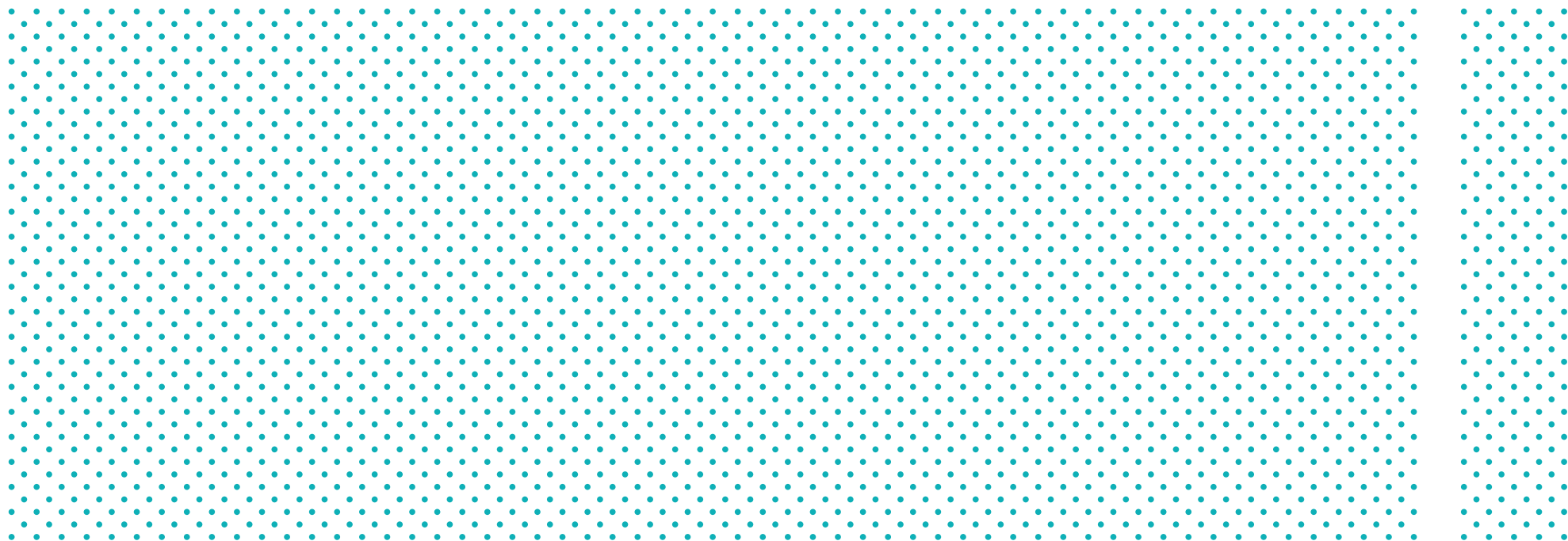
There are times when we may not be able to lean heavily on photography, or may want to support photography with additional graphics. This is where patterning and other recognizable brand visuals can play a big role. Just like color, type, and photography, patterns should match the voice of our brand. Keeping within a standard set of graphics helps our brand’s recognizability.

The Prepare + Prosper patterns and other visual elements were all created to support the human-centric and fun character of our brand.



## PATTERNS

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### DOT PATTERN

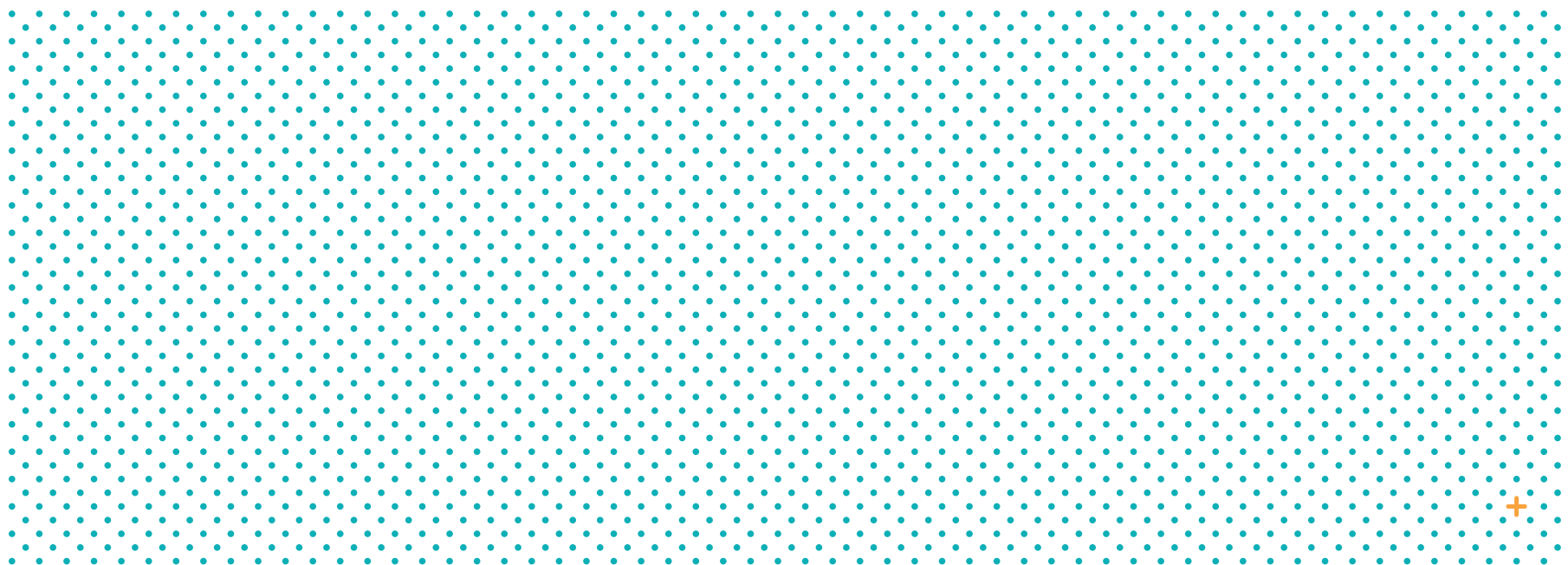
---

The primary pattern for Prepare + Prosper is a dot pattern made up of colored circles arranged in 45 degree angles and spaced evenly.

This dot pattern can be used to fill larger areas or to create bands across the edge of a layout. The pattern can be used in any of the brand colors except Charcoal.

## PATTERNS

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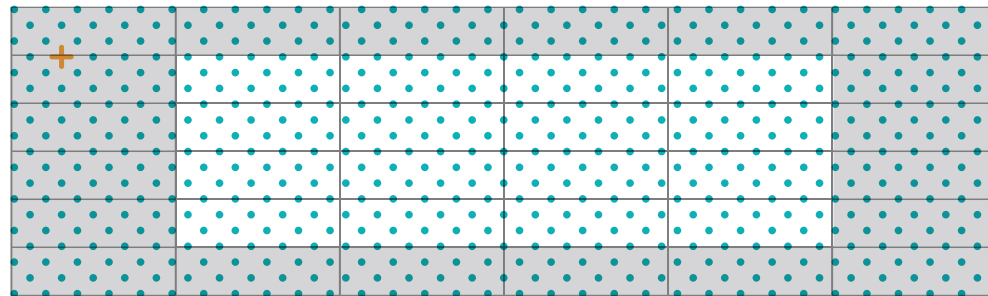
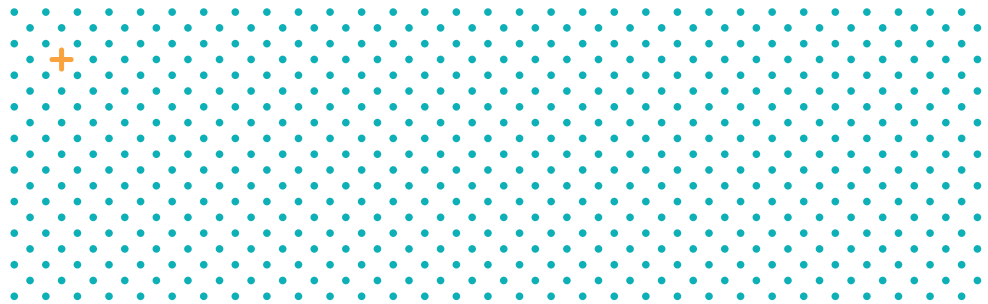
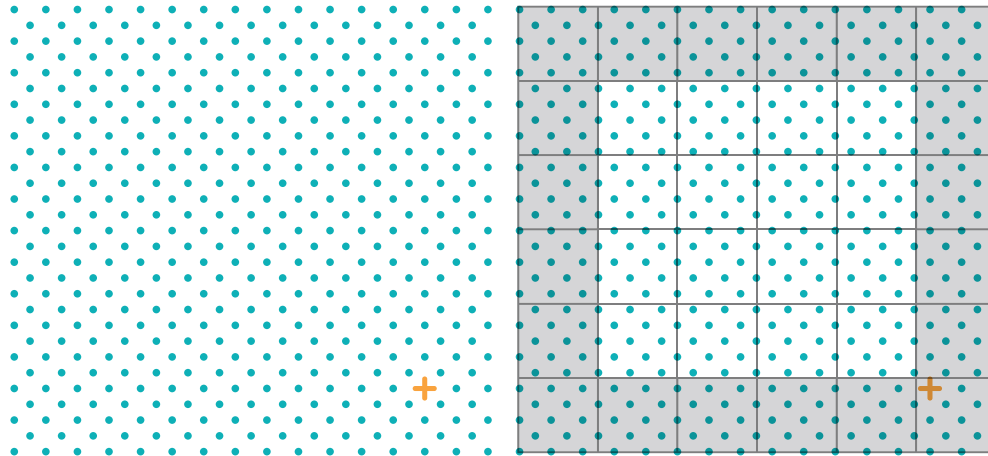
### DOT PATTERN + PLUS SIGN

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A plus sign can be integrated with the dot pattern to add visual interest when the pattern is used to cover large areas. The plus sign should only be used with the dot pattern when the dot pattern is covering a larger area - not when it's used as a band across the edge of a layout.

For this pattern, we've developed a plus sign that's based on the size of each dot. For this reason, the plus sign and dot pattern should be scaled or resized together.

The plus sign should always be a different color than the dot pattern. If printing restricts the design to two inks, the plus sign should be Charcoal and the dot pattern should be one of the other brand colors. Use only one plus sign per pattern area.



### PLUS SIGN + DOT PATTERN INSTRUCTIONS

1. Take the plus sign and place it directly on top of a dot so that it is aligned vertically and horizontally with the dot rows. Then delete the dot behind the plus sign.
2. The plus sign should always be placed within the outer area of the dot pattern. Do not place the plus sign on the edge of the pattern; it should be set in slightly.
3. To help dictate where the plus sign should be placed on the dot pattern, we have created an adjustable grid guide to use. The guide can be resized and proportions changed to fit on top of whatever dot pattern you have. As long as the plus sign is located in the outer gray area of this guide, it is an approved placement.
4. The spaces from plus sign to the closest sides of the pattern should always be equal.

Always use the provided initial art files when creating new dot pattern and plus sign combinations.

## PATTERNS

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### ICONS AS PATTERN

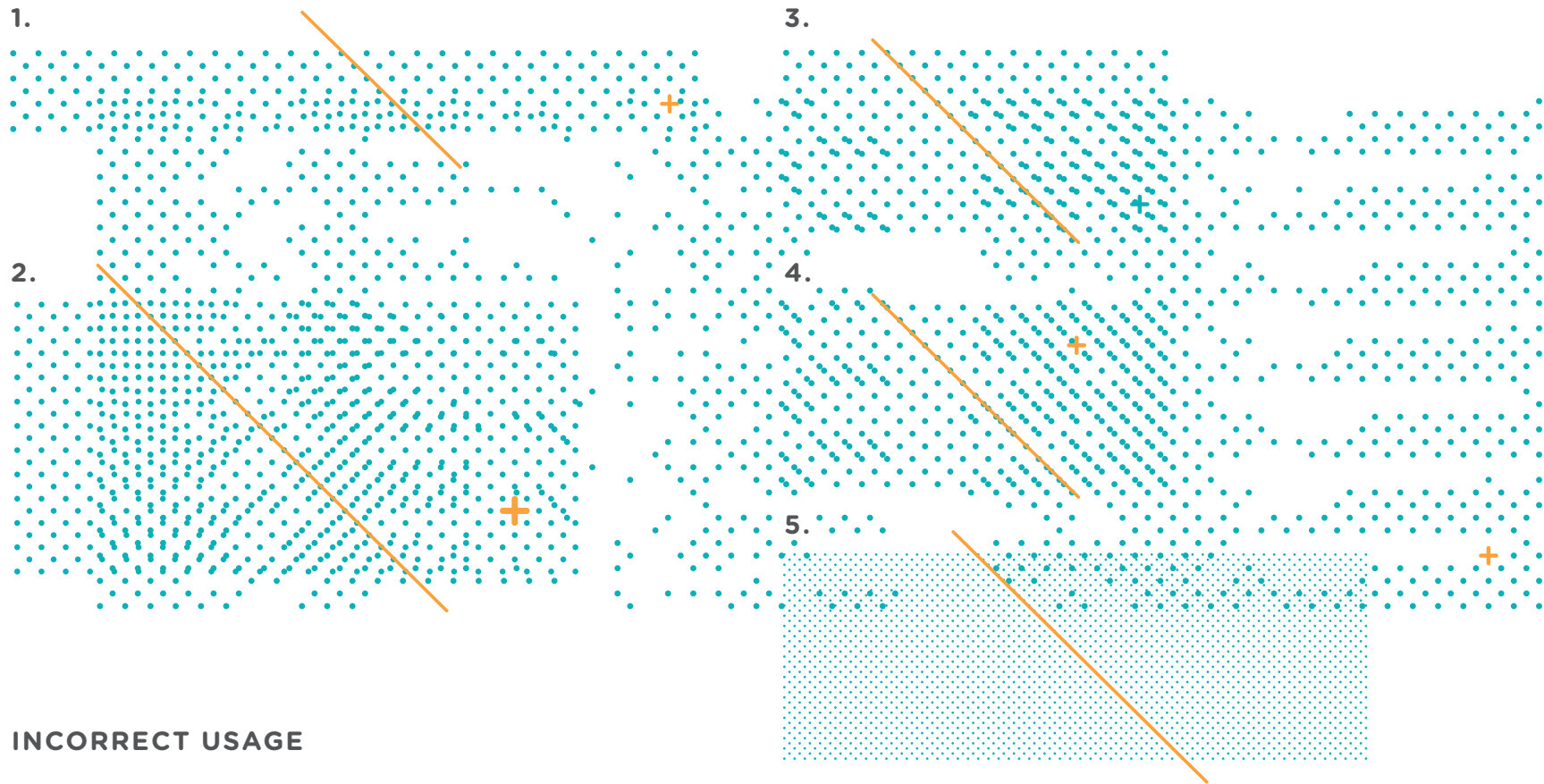
---

Our icon set can, at times, be used as a pattern. The icon patterning can be used alongside the dot pattern, and both the dot pattern and icon pattern can be used alongside photography. When pairing with an image, the dot pattern should smoothly and neatly flow behind the photo. However, photography should never overlap the icon patterning.

Only use the Chartreuse icon set for patterning. When using the icon patterning alongside the dot pattern, the dot pattern should never be the same color as the icons. The icons should be spaced evenly and not too densely packed together. Never resize icons independently; scale them up and down together as a set. The icon patterning shouldn't visually overwhelm the imagery.

## PATTERNS

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### INCORRECT USAGE

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1. Do not use the dot pattern and plus sign if the dot pattern is set up in a narrow band.
2. Do not scale or resize the plus sign independently of the dot pattern.
3. Do not make the plus sign and dot pattern the same color.

4. The spaces from plus sign to the closest sides of the dot pattern should always be equal.

5. Do not scale the dot pattern down to the extent that the dots visually blur together.

## ADDITIONAL VISUAL ELEMENTS

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### TALK BOX

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This visual element is a great way to make a message more friendly or personal. The talk box can be paired with an image of an individual or family, or used on its own.

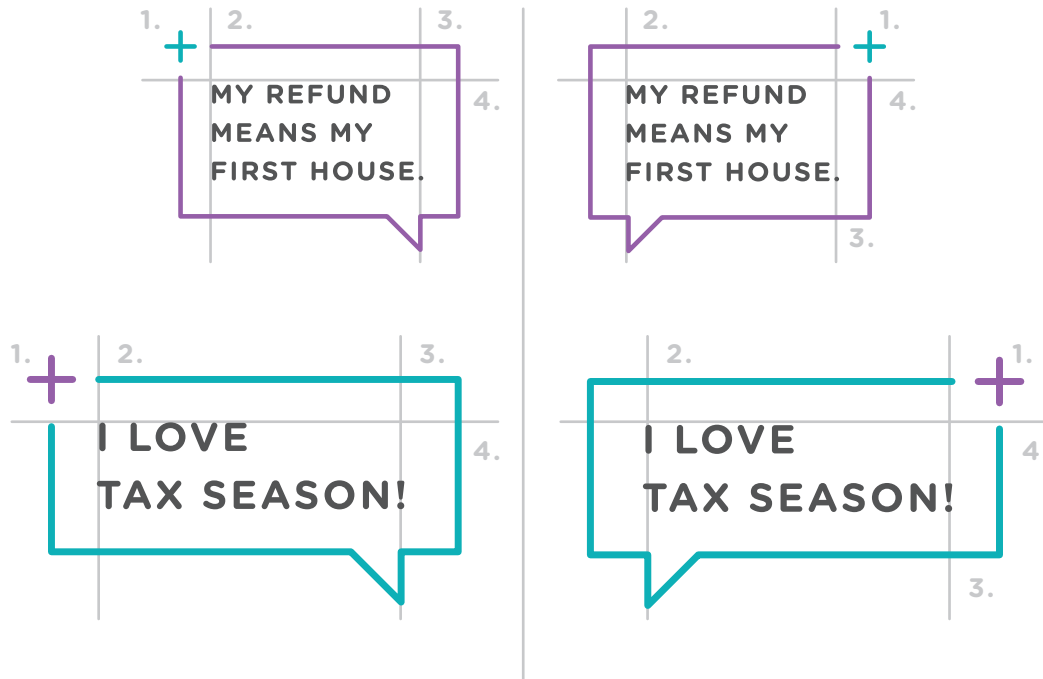
The stroke thickness of the box and plus sign should be visually similar to the thickness of the type within the box. Type used in this construction should be set in Gotham Rounded Bold, all caps, in Charcoal. Make sure that the type has enough room to breathe within the box.

Type used in this construction is always left-aligned, regardless of which box orientation is being used. Unless printing restrictions dictate otherwise, the plus sign should be a different color than the talk box. If printing restricts a design to two inks, the plus sign should be Charcoal and the talk box should be one of the other brand colors. Quotes put in the talk box should be short and concise. Avoid putting too much type inside the talk box and making it too visually heavy.

The box construction can be scaled up or down. Do not stretch or squash a box form to change its proportions.

## ADDITIONAL VISUAL ELEMENTS

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## TALK BOX CONSTRUCTION

### Left Orientation

1. The plus sign is located on the upper left corner of the box.
2. Type is left aligned with the point where the box breaks before the plus sign.
3. The right side of the notch on the bottom of the box should be aligned with the type.
4. The top of the type is aligned with the point where the box breaks before the plus sign.

### Right Orientation

1. The plus sign is located on the upper right corner of the box.
2. Type is left aligned with the notch on the bottom of the box.
3. The right end of the type aligns with the point where the box breaks before the plus sign.
4. The top of the type is aligned with the point where the box breaks before the plus sign.

## ADDITIONAL VISUAL ELEMENTS

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Tamaya + Diante,  
2013 Customers

### TALK BOX WITH PHOTOGRAPHY

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To highlight quotes from customers or volunteers, the talk box can be paired with an image of that person or family. The side of the box next to the notch can be pulled out to wrap around the photo. To better incorporate photography with the talk box, the lines should break around the people in photography (see example above). Care should be taken that the line breaks are well-spaced.

The breaks should be similar in size to the line breaks around the plus sign. The side of the box that is pulled out around the photo can run off the edge of a layout if need be. When working with photography, the notch on the bottom of the talk box can break from standard format and not align with the longest line of type. However, the notch should still align with one of the lines of type within the construction (ex: see above, where the notch is not aligned with “future”, but with “saving” instead).

## ADDITIONAL VISUAL ELEMENTS

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Alyssa,  
Tax Prep Volunteer



Alyssa,  
Tax Prep Volunteer



## TALK BOX WITH PHOTOGRAPHY - CONT.

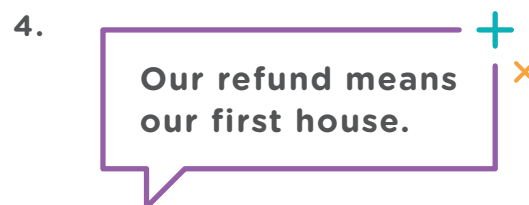
---

Photos taken while at the tax clinics are a great asset that can be used to tell the stories of people impacted by our organization. These photos should be considered “secondary” to the studio portrait photos and shouldn’t be used for high-visibility promotions, but are great for communications like newsletters, pamphlets, etc.

The two examples above show potential ways that these photos can be paired with the talk box graphic. These photos should have enough visual interest in the background to give the photo a clear border line.

## ADDITIONAL VISUAL ELEMENTS

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## INCORRECT USAGE

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1. Do not make the type larger without increasing the thickness of the box lines so they match the thickness of the type.

2. Do not set type in any color other than Charcoal.

3. Do not use any font other than Gotham Rounded Bold.

4. Do not use sentence case for type in the talk box.

5. Do not make the talk box and plus sign the same color.

6. Do not stretch or squash a box form to change its proportions.

# DESIGN EXAMPLES



## DESIGN EXAMPLES - CONT.



## DESIGN EXAMPLES - CONT.



### WORDS TO USE

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Prepare + Prosper

Prepare and Prosper

Customers

Low-and moderate-income

Hardworking families

Tax and financial services

Economic security

Financial security

### WORDS NOT TO USE

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Prepare & Prosper

Prepare & Prosper

Clients

Those in need

At-risk families

Free tax prep

Poverty alleviation

Wealth

## CREATING DOCUMENTS

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All materials containing the Prepare + Prosper logo used for external communication and/or distribution must be approved by Stacy Opitz.

Please allow three days for editing and review.

### QUESTIONS?

Contact Stacy at [sopitz@prepareandprosper.org](mailto:sopitz@prepareandprosper.org) or 651-262-2162.

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