

Determined to Vote._____

Introduction

I have rights.

I have help.

I have a voice.

This style guide is meant to help you understand the visual elements that convey the message this campaign is trying to send. It covers the high level structure of it's identity and associated brand components.

Table of Contents

- 01. Logo _____.
- 02. Colors _____.
- 03. Typography _____.
- 04. Mockups _____.

Logo

Determined to vote is statement. It's a matter-of-fact, confident description of the audience we're speaking to. Utilizing punctuation, specifically a period, as part of the logo conveys certainty, credibility and empowerment.

Blank lines and blank spaces are opportunities for input. They're meant to be filled - whether it's a signature or an answer, the choice is theirs and we're advocating for it to be heard. It's open-ended and an opportunity to share their voice.

Lines can take on various lengths. They can underline words to create emphasis, or draw connections between two things visually.

Altogether, these elements speak to our approach of advocacy and encouragement as a credible + supportive source.

Our main mark displayed here also introduces color to create emphasis on the context of voting.

Stacked

Determined
to Vote._____

Determined
to _____.
Vote._____

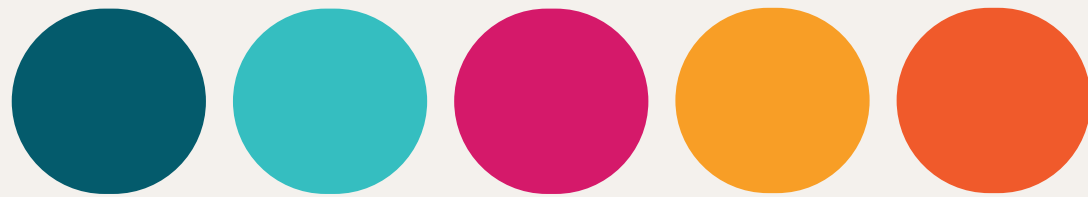
Horizontal

Determined to Vote ._____

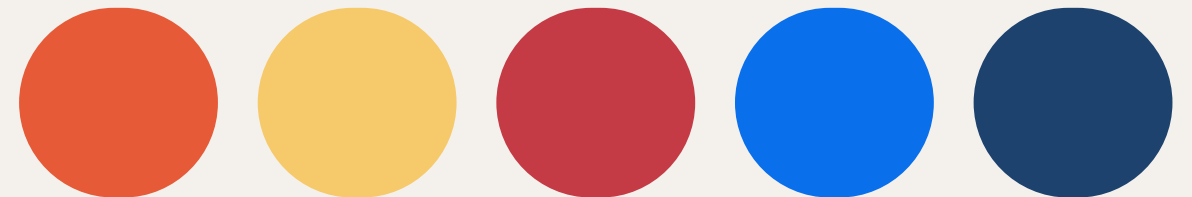


Colors

DRI Brand Palette



DTV Campaign Palette



C: 0 R: 230
M: 85 G: 90
Y: 94 B: 55
K: 0

#E65A37

C: 0 R: 246
M: 22 G: 202
Y: 76 B: 107
K: 0

#F6CA6B

C: 11 R: 196
M: 97 G: 59
Y: 76 B: 70
K: 1

#C43B46

C: 83 R: 10
M: 55 G: 111
Y: 0 B: 235
K: 0

#0A6FEB

C: 100 R: 29
M: 79 G: 66
Y: 31 B: 110
K: 16

#1D426E

Drawing inspiration from DRI's main brand palette, the Determined to Vote campaign colors introduce warmth and vibrancy to traditional patriotic shades of reds and blues. This helps our message stay on brand for our overall purpose, while keeping it subtle and understated.

Colors

Introducing one color variations of our logo requires simplicity and high contrast for legibility and accessibility.

Unless we're using the main mark, any other color variations should be kept to one shade. When the logo is utilized on color, it should be in all white to maintain high contrast (the yellow shade is the only exception, with the logo in our darkest blue).

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Typography

Indivisible

abcdefghijklmn ABCDEFGHIJKLMN
opqrstuvwxyz OPQRSTUVWXYZ

Incorporating a clean, sans serif typeface into the brand was essential to establish legibility and optimize accessibility throughout.

Aside from having a name that fits perfectly with our campaign, the Indivisible typeface maintains it's simplicity and stature no matter the size or case, making it visually appealing and consistent across the board.

Heading 1

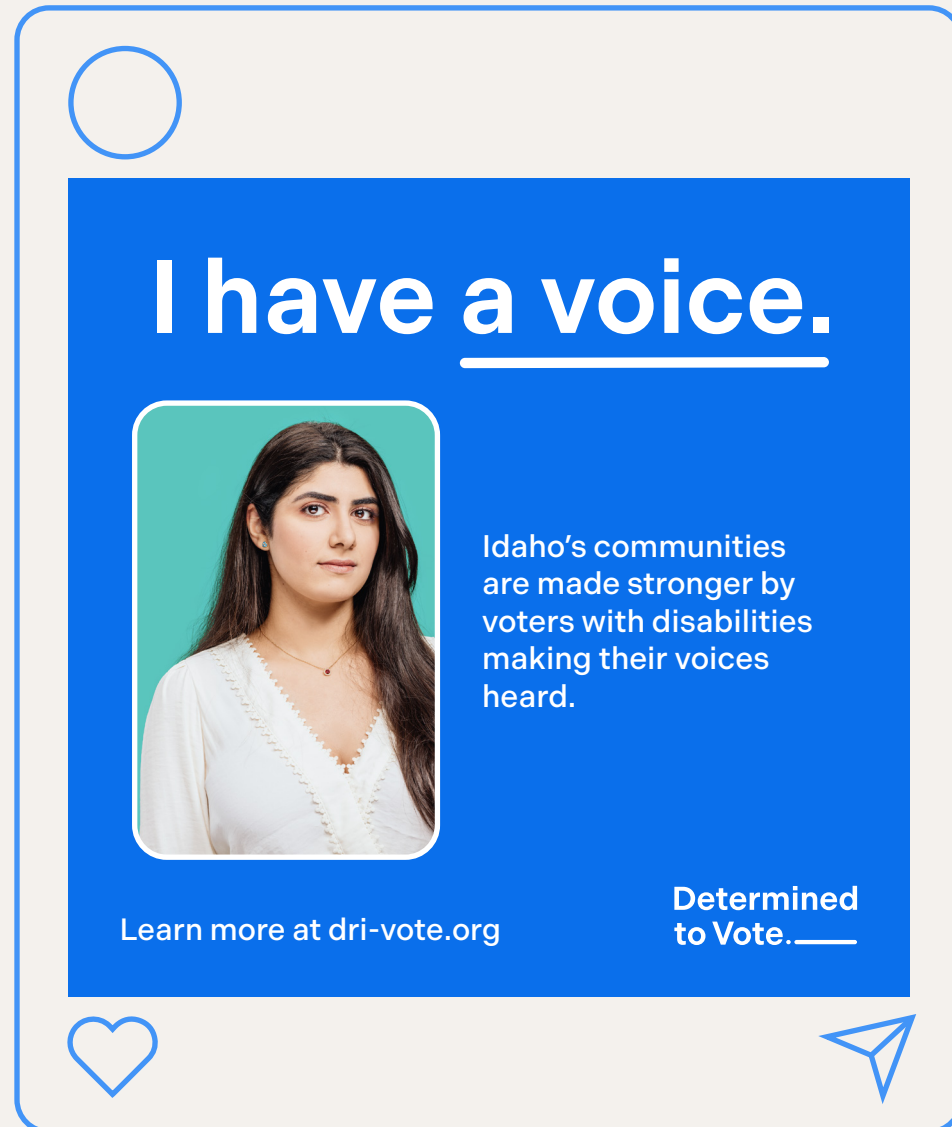
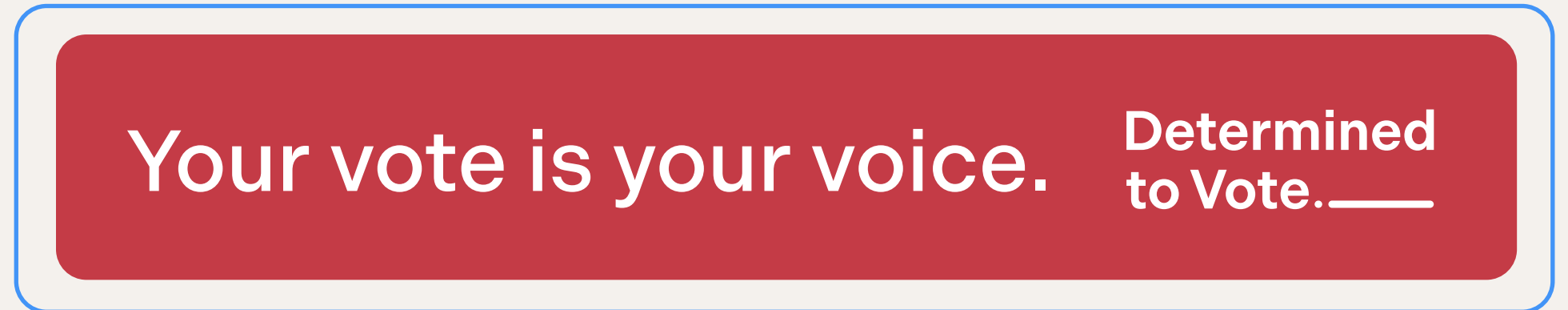
Heading 2

Heading 3

Paragraph.Paragraph.Paragraph.Paragraph.
Paragraph.Paragraph.Paragraph.Paragraph.
Paragraph.Paragraph.Paragraph.Paragraph.
Paragraph.Paragraph.Paragraph.Paragraph.
Paragraph.Paragraph.Paragraph.Paragraph.

Mockups

Banner Ad



Instagram Ad



Facebook Ad