



wholespire

Inspiring wellness in all communities

Brand Identity Guide

4.12.2021

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Creatively crafted by Trio Solutions Inc. (TRIO)



Introduction



For more than a decade, Eat Smart Move More worked with our chapters and partners to bring lasting and healthy change to local communities across the state of South Carolina.

We discovered that when you create healthy eating and active living options where people live, learn, work, pray and play, the impact is undeniable. There is a unification among people that ignites hope and champions of change. The sum of our efforts and the community's participation was equal to the goal of our mission and yet, collectively, we had become more. We were whole and poised for our next chapter.

This revelation sparked our desire to share with the world what happens when people, families and communities come together. We realized we needed a brand that would support our beliefs and catapult our reach to inspire wellness in all communities throughout South Carolina and beyond!

We needed Wholespire!

This branding resource has been created to help guide our organization, our chapters and key stakeholders working with Wholespire's brand identity. This resource aims to protect the integrity of our brand and ensure our brand is used consistently and recognizably across all mediums.

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Values, Mission & Vision

Our Name

Wholespire combines the word “whole” (referring to all of something; in good health) with the words “aspire” (what you’re striving for) and “inspire” (what you hope to evoke in people). Wholespire is the state in which a complete and harmonious community is achieved.



wholespire

Inspiring wellness in all communities



Our Promise

We promise to support grassroots initiatives that, collaboratively, will change the makeup of South Carolina and beyond—for the better.

Who We Are

The state's leading advocate, educator and supporter for ensuring all communities have access to healthy choices by providing policy, systems and environmental (PSE) change leadership across the state.

Who We Serve

Chapters, Community Coalitions and Organizations.

How We Do It

We promote healthy eating and active living as a key component of public health. We inform, engage and influence decision-makers to include health in policy decisions. We provide support at the local level for communities to achieve healthy change. We champion equality.



Our Values

Equity

We believe that all aspects of our work should be considered from an equitable lens.

Adaptability

We are willing to question the status quo and move decisively and quickly to act upon new opportunities.

Sustainability

We believe that our work should be carried out in a way that ensures the viability of our organization and supports our community partners.

Collaboration

We believe that we are stronger together.

Leadership

We believe in being champions and experts of best practices in inspiring wellness in all communities.



Our Mission

We provide communities with proven and sustainable approaches that lead to increased access to healthy choices for ALL people.



Our Vision

We want informed influencers and empowered communities who work together to ensure an equitable South Carolina, where everyone has access to healthy choices.



The background of the slide is a solid orange color. Overlaid on this are three large, overlapping, teardrop-shaped or leaf-like forms. The central form is a vibrant lime green and contains the text 'Voice & Tone'. To its upper-left and lower-right are two other similar shapes in a lighter, pale green color, creating a layered, organic effect.

Voice & Tone

Our Voice

The Wholespire voice is what we say to the world as an organization and should be reflected in the execution of our mission. It is our personality. It is our style of communication and how we speak to our communities. Our voice consists of our beliefs, attitudes and core values. Our voice is unchanging and consistent across all channels.

Approachable

We write in a way that is considered inclusive, so that everyone can understand. We do not use a lot of jargon or words that need to be defined.

Trustworthy

We leverage data. We develop complete thoughts. We speak as an authority on our subject matter.

Passionate

We use action verbs. We are encouraging. We engage our audiences where they are.



Our Tone

Our tone is the inflection we add to our voice when we communicate with our audience(s). It's not what we say (voice), but how we say it. The Wholespire tone creates an environment that encourages supportive, ethical and diverse messaging that is received as genuine and intentional.

Authentic

We strive to make an emotional and impactful connection with those we interact with.

Energetic

Our desire to spark movement and inspire change should be reflected in everything we do.

Supportive

We speak from the heart. We approach each situation with empathy and a desire to cultivate relationships and ignite hope.



The background is a solid purple color. Overlaid on this are three large, overlapping, teardrop-shaped or leaf-like forms. The central form is a vibrant lime green and contains the text 'Focus Areas'. Two other forms, one in the top-left and one in the bottom-right, are a lighter, pale yellow-green color and do not contain text.

Focus Areas

What Are Focus Areas?

At Wholespire, we have three primary focus areas on which our work is based. These areas allow us to cast a wide net, engaging with entire communities all at once. From the people who live, work and play in a community, to the decision-makers, our focus is always to inspire, partner and engage with all individuals.

A guide for secondary color palette options that represent each focus area is available.



Focus Areas



Youth Engagement

Purple represents creativity, enlightenment and peace.

We work with statewide and national partners to provide youth engagement expertise and guidance. We also work with chapters, communities, schools, out-of-school time programs and faith-based organizations to strengthen the role local youth have in community health improvement and youth advocacy efforts. We do this through The HYPE Project and current youth engagement strategies related to healthy eating, active living and health equity.



Focus Areas



Community Action

Green represents balance, health and nature.

We work with community and statewide partners to provide proven and sustainable approaches that lead to increased access to healthy choices for all people. This includes providing coaching, training, capacity building, networking, information sharing and funding opportunities (when available) to support grassroots community health improvement efforts.



Focus Areas



Advocacy

Red represents courage, life and vigor.

We advocate for equitable access to healthy eating and active living. We support policy, systems and environmental changes that lead to positive health outcomes in communities. Through a grassroots network of chapters and partners, we inform, engage and influence decision-makers to include health in all policies.





Logo & Iconography

Logo & Iconography

Brand Symbol



Word Mark

wholespire

Century Gothic Pro Regular

Tagline

Inspiring wellness in all communities

Century Gothic Pro Regular



Logo & Iconography

Our Spark of Inspiration

"Just as the branches of a tree strengthen and grow upward to the sky, we too grow, striving for greater knowledge, wisdom and new experiences as we move through life." - Unknown

A circle is a universal symbol representing inclusivity, totality and that which is complete or whole.

Leaves are the fruit of the tree. They symbolize cyclical growth and regeneration season after season, springing forth life.

A tree symbolizes growth and development. Its roots depict strength and stability.



Logo & Iconography



Full Color with Tagline



Full Color without Tagline

Brand Logos



Single Color



White on Dark Background



Logo & Iconography

Chapter Logos



Full Color with Tagline



Full Color without Tagline



Logo & Iconography

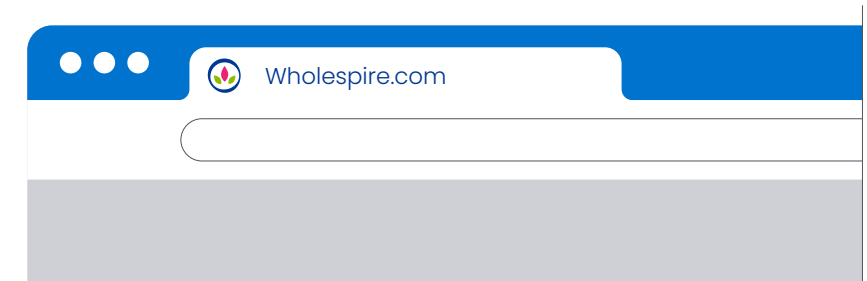
Icon Use

The Favicon is a unique mark designed to ensure the brand displays clearly on extremely small areas, e.g., on the browser tab for the Wholespire website.

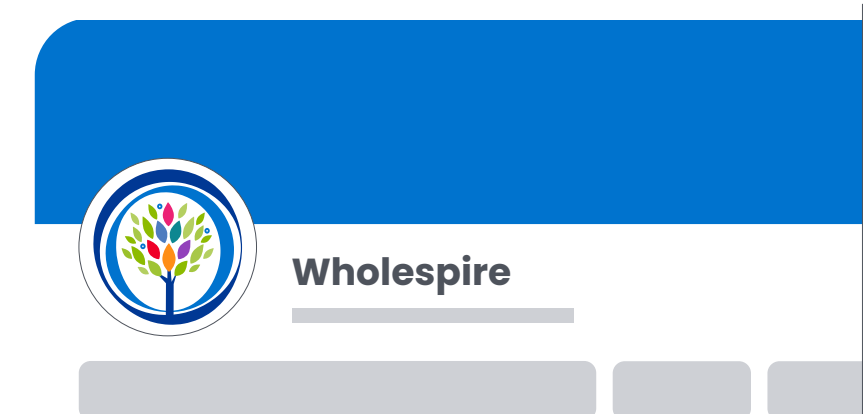
The Brand Symbol alone should always be used as the profile picture on any social media accounts associated with Wholespire or its chapters.



Favicon



Brand Symbol



Sample Applications

Stationery



Sample Applications





Color

Color

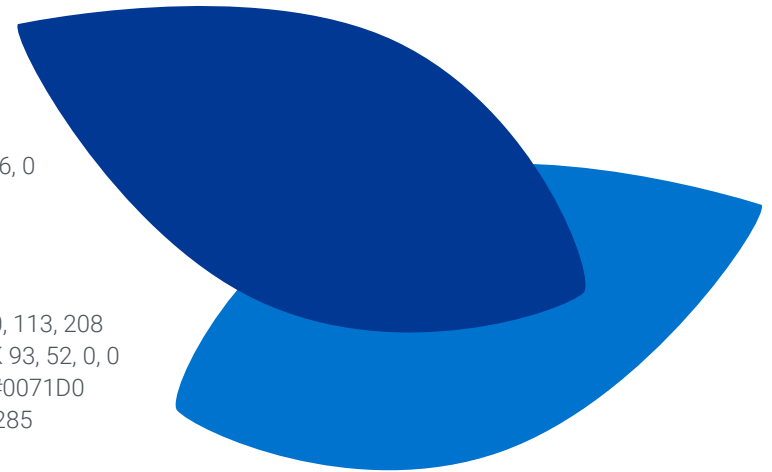
Primary

Blue evokes serenity, stability, inspiration and wisdom.

Our primary blue colors will be used in most applications to represent the Wholespire brand.

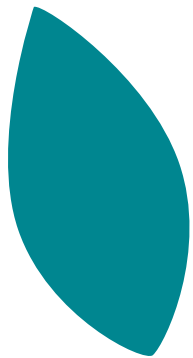
RGB 0, 53, 149
CMYK 100, 84, 16, 0
HEX #003595
PMS 661

RGB 0, 113, 208
CMYK 93, 52, 0, 0
HEX #0071D0
PMS 285

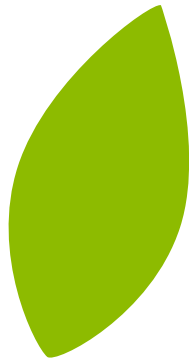


Secondary

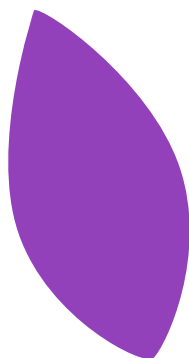
Our secondary palette is used sparingly to accent our primary palette, and may be used to represent each of Wholespire's focus areas.



RGB 0, 133, 144
CMYK 88, 31, 40, 4
HEX #008590
PMS 2237



RGB 126, 188, 0
CMYK 56, 2, 100, 0
HEX #7EBC00
PMS 376



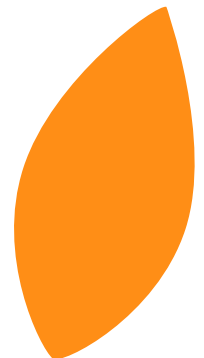
RGB 150, 62, 189
CMYK 53, 83, 0, 0
HEX #963EBD
PMS 7442



RGB 231, 35, 119
CMYK 3, 97, 22, 0
HEX #E72377
PMS 213



RGB 231, 0, 42
CMYK 3, 100, 92, 0
HEX #E7002A
PMS 185



RGB 255, 146, 25
CMYK 0, 53, 95, 0
HEX #FF9219
PMS 1495



Typography

Typography

Poppins Light

Header 1

Poppins Bold

Subheading 2

Roboto

Body copy. Ectur sequis nieni officatin por aut lant voluptatur? Aliqui dem. Ribusci sit quunte laut arcipsum erchiliquos ant moluptate vellabo. Eperferunt audio. Ovitaturis ape la nuste nis aliquie id es non provitiae peratur?

Ferum quo dollis rae quis qui restrup tatium ea dis quias re provid ullit veniendi lesedi ut pos dolupid undit, quibus, sequat aut ditiusandis etus et vident, volum.

Grand Hotel

Special Treatment Text





The HYPE! Project[®]

LOGOS & ICONOGRAPHY

Brand Symbol

Word Mark

Tagline



Komet Black (Modified)

Century Gothic Pro Bold (Modified)

HEALTHY YOUNG PEOPLE EMPOWERMENT

Century Gothic Pro Bold

LOGOS & ICONOGRAPHY



Full Color with Tagline



Full Color without Tagline



Black/White



Reverse

THE HYPE! PROJECT®

Wordmark Narrow

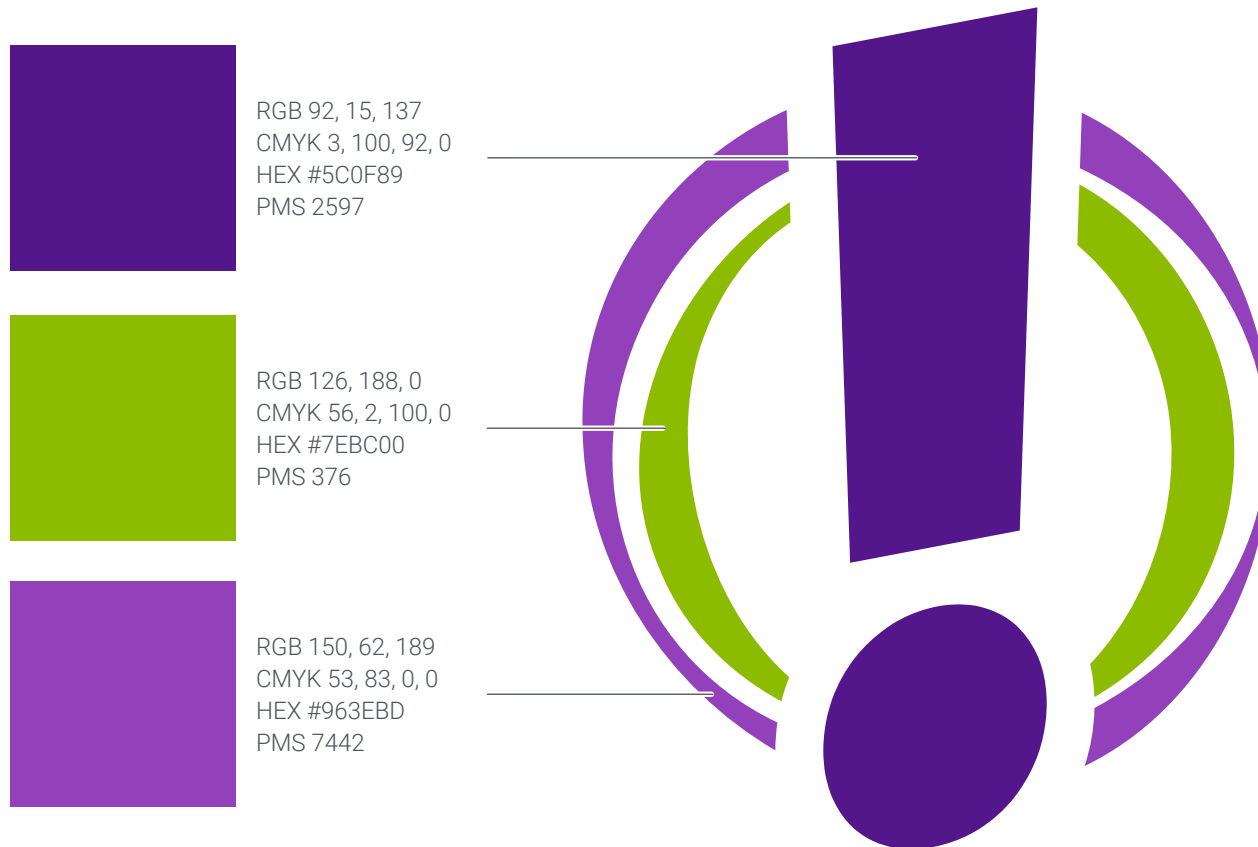
Used in specific narrow placements where the full logo will not fit (e.g. writing pens) or as a limited use design element.



Small Icon

Used in placements where the full logo would be near illegible at small sizes (e.g. website favicon, social media profile picture, etc.) or as a limited use design element.

COLOR PALETTE



TYPOGRAPHY

Poppins Black

HEADER 1

Poppins Bold

Subheading 2

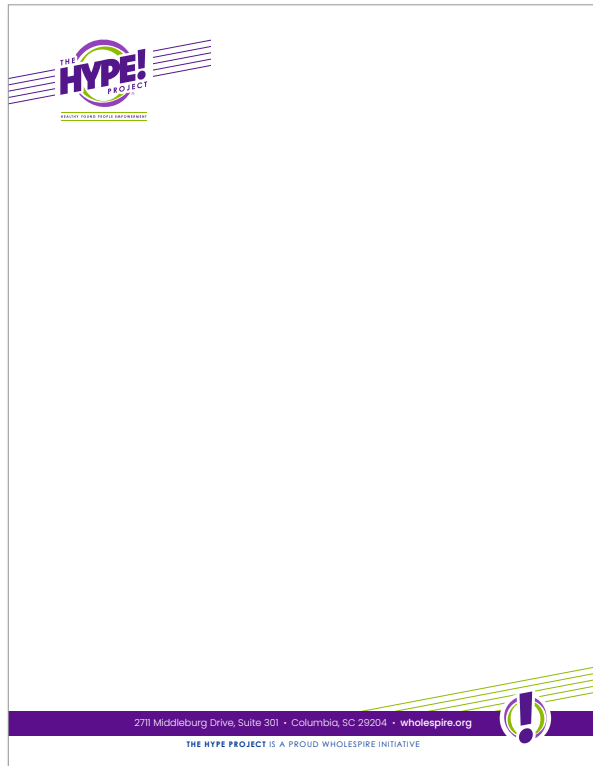
Roboto Light

Body copy. Ectur sequis nieni officatin por aut lant voluptatur? Aliqui dem. Ribusci sit quunte laut arcipsum erchiliquos ant moluptate vellabo. Eperferunt audio. Ovitaturis ape la nuste nis aliquie id es non provitiae peratur?

Ferum quo dollis rae quis qui restrup tatium ea dis quias re provid ullit veniendi lesedi ut pos dolupid undit, quibus, sequat aut ditiusandis etus et vident, volum.



SAMPLE APPLICATIONS





Photography & Images

Photo Guidelines

Consider what the image is being used for from an organizational perspective vs. project perspective. Can this be used elsewhere? Does this appropriately represent the organization and what it stands for?

Always credit photographer when appropriate.

Sources for free stock imagery:

- unsplash.com
- pixabay.com
- pexels.com



Colorful



Happy



Inspirational



Healthy



Diverse



Area-Specific

Photography & Images

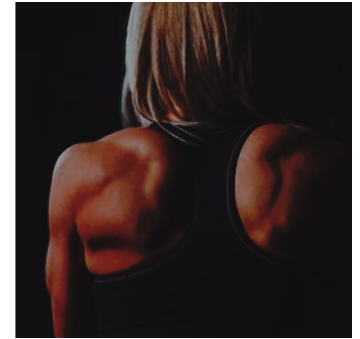
Photos to Avoid

Do not “steal” images from Google, Pinterest or other third-party sites without purchase or consent.

Do not use photography without receiving permission or crediting the photographer when appropriate.



Black & White



Dark



Sad



Confusing



Depressing



Blurry



The background is a solid red color. Overlaid on this are three large, overlapping, teardrop-shaped or leaf-like forms. The central form is a vibrant yellow-green. To its upper-left and lower-right are two other forms in a lighter, lime-green shade, partially overlapping the central one and each other.

Brand Definitions

Brand Definitions

The words we use are important. In the spirit of creating a shared understanding of our language, the following words represent our operational definitions of key concepts in our work.

Accessibility The extent to which a space is readily approachable and usable by people with disabilities.

Advocacy An informative process directed toward decision-makers within organizations and governing bodies that lends support for, or recommendations of, a specific cause, policy or initiative.

Advocate (v) To present supporting information, documentation or testimony regarding a particular cause, policy or initiative.

Advocate (n) An individual providing supporting information, documentation or testimony regarding a specific cause, policy or initiative.

Brand The perception someone has about a product or service. This is different from brand identity, which represents the tangible elements of a brand such as logo, name, colors, etc.

Champion A decision-maker with influence on the outcome of a specific cause, policy or initiative.

Chapter A local, county-level group representing Wholespire's brand in their community, including a signed Memorandum of Agreement.

Coalition A group of organizations and individuals collaborating to increase impact on the community and state.

Collaborate (v) To work together transparently with clear and thoughtful communication to determine commonalities in intentions and efforts.

Collaboration (n) The process of two or more people, entities or organizations working together transparently with clear and thoughtful communication to determine commonalities in intentions and efforts.

Collaborative (adj) Describes effort in which two or more people, entities or organizations are, or have been, working together transparently with clear and thoughtful communication to determine commonalities in intentions and efforts.



Brand Definitions

Collective Impact Different sectors collaborating to achieve a common agenda through shared activities and communication.

Community Group with shared geographic space.

Cultural The languages, customs, beliefs, rules, arts, knowledge, and collective identities and memories developed by members of all social groups that make their social environments meaningful. (Source: Center for the Study of Social Policy)

Cultural Competence The ability to understand, communicate with, and effectively interact with people across cultures. Grounded in the respect and appreciation of cultural differences, cultural competence is demonstrated in the attitudes, behaviors, practices and policies of people, organizations and systems. (Source: Center for the Study of Social Policy)

Discrimination The unequal treatment of people based on categories (i.e., race, gender, social class, skin color, sexual orientation, religion and others).

Diversity The presence of differences that may include race, gender, religion, sexual orientation, ethnicity, nationality, socioeconomic status, language, (dis)ability, age, religious commitment or political perspective. Populations that have been – and remain – underrepresented among practitioners in the field and marginalized in the broader society. (Source: <https://dei.extension.org>)

Equality The effort to treat everyone the same or to ensure that everyone has access to the same opportunities.

Equity Promoting justice, impartiality and fairness within the procedures, processes and distribution of resources by institutions and systems. (Source: Tuskegee University Cooperative Extension)

Ethnicity Denotes groups that share a common identity-based ancestry, language or culture.

Gender Pronoun The term one uses to identify themselves in place of their name.

Health Equity Thriving with conditions that support low-disease risk, education, employment and a stable economy.



Brand Definitions

Health Disparity Preventable differences in a populations' health and disease likelihood.

Health Inequity The disproportionate distribution of resources to specific populations based on social conditions such as race, ethnicity, age, zip code, etc.

Implicit Bias A belief or attitude that affects our understanding, decision and actions; and exists without our conscious awareness.

Inclusion An outcome to ensure those who are diverse actually feel welcomed. Inclusion outcomes are met when you, your institution and your program are truly inviting to all, to the degree to which diverse individuals are able to participate fully in the decision-making processes and development opportunities with an organization, group or governing body. (Source: Tuskegee University Cooperative Extension)

Infrastructure Support Operational support that may include, but is not limited to, organizational structuring and documentation, networking opportunities and engagement of additional participants.

Intersectionality The way in which race, class, gender and other aspects of one's identity overlap and interact with one another.

Lobbying Influencing a public, elected official and asking for a vote on a particular policy before a governing body.

Messaging A communication component that creates meaning and headlines the issues that need to be discussed. Messages help create a perception in the minds of the target audience and enable media and influencers to write or say the right things about the organization.

Metrics Measurements to determine level of impact.

Partners Organizations working together transparently with clear and thoughtful communication to determine commonalities in intentions and efforts.

People of Color Political or social identity among and across groups of people that are racialized as non-white.

Racism Prejudice, discrimination or antagonism directed against a person based on membership in a particular racial or ethnic group, especially to distinguish them as inferior or superior to one another.



Brand Definitions

Racial Equity The condition that would be achieved if one's racial identity no longer predicted, in a statistical sense, how one fares. When we use the term, we are thinking about racial equity as one part of racial justice, and thus we also include work to address root causes of inequities, not just their manifestation. This includes elimination of policies, practices, attitudes and cultural messages that reinforce differential outcomes by race or fail to eliminate them. (Source: Center for Assessment and Policy Development)

Resources A source or supply from which a benefit is produced. Resources may be non-financial (e.g., coaching, training, networking) or financial.

Social Determinants of Health Conditions (e.g., social, economic and physical) in the environments and settings (e.g., school, church, workplace and neighborhoods) in which people are born, live, learn, work, play, worship and age that affect a wide range of health, functioning and quality-of-life outcomes and risks. (Source: Healthy People 2020)

System A group of interacting or interrelated entities that operate together.

Systemic Racism Policies, laws and practices that generate different outcomes for persons of a different race. While not explicitly naming a racial group, advantages for white persons and disadvantages for people of color are created by these policies, laws and practices.

Stakeholders Individuals or organizations with interest in Wholespire, such as local coalitions, board of directors, partnering organizations for projects and funders.

Structural Racism Confluence of racist concepts and theories that control economic, political and social systems.

Technical Assistance Non-financial forms of help like connecting coalitions to funding, sharing information, providing training, consulting on projects and leadership coaching.

Values Principles that guide the organization's culture and operations.



The background of the slide is a solid orange color. Overlaid on this are three large, overlapping, leaf-like shapes. The central shape is a vibrant green and contains the text 'Best Practices'. To its upper-left and lower-right are two lighter green shapes, which appear to be slightly offset or layered behind the central one.

Best Practices

AP Stylebook Guidelines

The Associated Press (AP) provides consistent grammar, spelling, punctuation and language use guidelines for publications and mass media. Having a consistent way to relate to the media, write clean press releases and increase message adoption is important to any organization.

Address (such as Rd., St., Blvd., etc.)

- Abbreviate only with numbered addresses, e.g., 3377 Blossom St.
- Spell them and capitalize when part of a formal street without a number, e.g., East Bay Street.

Dates

- Spell out months five letters or under.
- Abbreviate longer months.
- It's Nov. 2 (not Nov. 2nd). Drop the -th, -nd and -st. Never use ordinal numbers.

Numbers

- Spell out numbers one through nine.
- When sharing someone's age use the numerical number, e.g., she is 2 years old.

Phone Numbers

- Use hyphens, not periods, e.g., 888-888-8888.

Professional Titles and Degrees

- Always lowercase unless it comes before the name and you refer to that person by their title, e.g., Chris is president of our company; One of the most popular leaders in our history was President Reagan.
- Use an apostrophe with degrees but do not capitalize, e.g., she has a bachelor's degree in marketing.
- Do not use a comma before Jr. or Sr., e.g., John Doe Jr.



AP Stylebook Guidelines Cont.

Seasons

- Always lowercase unless used as a proper noun, e.g., we attended a fall festival; we attended the Winter Olympics.

Money and Time

- If it's the top of the hour and/or you have no cents, do not include double zeros, e.g., we will see you at 5 p.m.; the bike costs \$4 at the store.
- a.m. and p.m. are abbreviations, therefore, you should include the period after each letter.
- Use noon or midnight vs. 12 p.m. or 12 a.m.

Other Tips

- Use Lowcountry, Midlands, Upstate and PeeDee when referring to the region.
- Toward not towards.
- GivingTuesday is the organization name. There is no space between Giving and Tuesday.
- Lose the hyphen. It's nonprofit, not non-profit.



Social Media Tips

Facebook



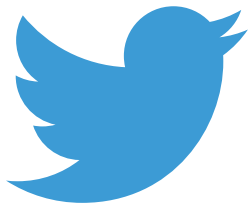
Facebook is a staple outlet for social media marketers. If you want to reach the most people, this is your channel. It is a hub for discovery, information and fan interaction.

- Maintain an active presence by posting at least three to four times per week.
- Whenever you are sharing content relevant to an organization, make sure to tag them, e.g., “@Name”.
- Understand your demographic. By looking at the back end of your Facebook page, you can view the insights of posts, who your audience is, what posts are working, what time your fans are online, etc.
- Always use visuals in your post. Videos perform best and posts with photos receive 39% more interaction than posts without visuals.
- Engage your audience. It has been found that posts that contain a question generate 100% more comments.
- Test location tagging. Posts tagged with a location see 50% higher engagement.
- Set aside money to boost posts. Facebook often changes its algorithm and you may have noticed that your post has only reached 120 people. By boosting it \$5, it can potentially reach close to 1,000 people.



Social Media Tips

Twitter



Twitter is the premier social hub for news, entertainment and conversation. Its success is largely due to mobile usage.

- Regular tweeting is key to brand success.
- Tweet at least three times per day (includes retweets and @replies).
- Tweets between 100 and 115 characters are more likely to be retweeted.
- Visual content works. If you are linking your tweet to your website, make sure to always attach a photo with it.
- Tweets with hashtags will drive more engagement than tweets without them. Don't overuse the hashtags. This could result in followers unfollowing your brand.
- Make sure to mention organizations in relevant posts, e.g., "@Name"; you no longer have to include a period before a mention.
- If your budget allows, test out Twitter ads on important events, announcements, etc.



Social Media Tips

Instagram



Instagram provides multiple opportunities for sharing a variety of content with features such as Stories, Guides, Highlights, Reels and IGTV.

- Post at least one to two times per week.
- Use hashtags to help enhance brand discovery. They will also organize posts by a certain topic.
- Relate to your followers while staying relevant to your brand.
- Make sure to tag organizations in relevant posts, e.g., “@Name”.
- Get inspiration from other brands in your industry.
- Interact with others to grow your following: Search popular hashtags relevant to your brand and like them, write complimentary comments on peoples’ posts and #regram images while giving credit to the original post.

Social Media Tips

LinkedIn



LinkedIn is the leading professional network on the web. It is used to connect with professionals, community leaders, potential boardmembers, donors, etc.

- Post at least one to three times per week.
- Add connections, join groups and browse common connections.
- Test LinkedIn sponsored updates to put your content in front of target audiences, key influencers and decision-makers.
- Add an appropriate and professional banner and logo.
- Share rich content daily.
- Record and monitor insights with company page analytics.



Video Tips

Leveraging video marketing is a powerful strategy to promote and grow your organization. It's also one of the most engaging pieces of content you can create. Whether you create your video content with professional videographers or on your smartphone, there are several ways to create custom content to enhance your digital presence.

Plan ahead. Determine the who, what, when, where and why of your video so you can effectively tell your story.

Know your platform. Dimensions and length vary on social media channels. Know where you are publishing to ensure your message is captured. For Facebook and Instagram feeds, videos cannot be longer than one minute. For Instagram stories, the max is 15 sec.

Go for a polished look. Use a tripod to keep the device steady when filming or keep your elbows on something. You can use your body to absorb unnecessary movement.

Do a practice run. When filming yourself, practice with your device prior to filming to check the distance, lighting, audio and background. If using selfie mode, be sure to hold the camera at an upward angle for the most flattering look.

Do an audio check. If you are at a location where there is a lot of background noise, use a microphone.

Be mindful of lighting. Your audience wants to be able to see you clearly. Note that it takes your device a second to adjust when moving from one scene to the next so don't make rapid lighting changes.

Don't zoom during your video. It looks blurry and amateur. Move closer to the subject.

Consider using an easy editing tool. Using a tool, such as Canva, for subtitles and on-screen text can elevate the finished look.

Keep it short and sweet. Remember that people have an attention span shorter than a goldfish (which is seven seconds) so get to the point and optimize your opportunity to capture your audience.

Use sponsored updates. This gets your message to your target audience.

Invest when it really counts.

For long-standing content that will be used on your website or other media sources, consider hiring a videographer and having your video professionally edited and produced.





wholespire

wholespire.org

