

LEAD BRANDING GUIDE

Learning, Environment, Action, Discovery
An Associated Students club of Western Washington University



INTRODUCTION

Hello! Welcome to our branding guide.

Here's how to be LEAD.

The purpose of the Learning, Environment, Action, Discovery branding guide is to create and continue a unified brand in how we are viewed by our peers, students and general community members. Our branding guide will never be finished because we will never be done growing and expanding our club. The intention behind our branding guide is to encourage knowledge and growth in those that read it.

Our target audience is everyone in Bellingham who is willing and able to participate in what we do. We once reserved ourselves for Western students, but we have decided that we want to be a part of the community. Our branding guide establishes our identity as an Associated Students Club of Western Washington University. It is also an easy way for our staff and others to understand our purpose and mission so they can help us maintain our unified message. This isn't just our brand – it's our vision.

ABOUT LEAD

We want to provide environmental awareness through hands-on experience. LEAD wants to provide people a chance to help preserve Whatcom County's natural biodiversity while also educating them how to do it alone in the future. It is important to us that we maintain all of Whatcom County's beautiful natural biodiversity because we are proud of Western, and we are proud of Bellingham, and we want others to be able to appreciate the natural beauty this city has to offer.



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LOOKING FOR SOMETHING?

Our branding guide is designed to be easy to read, navigate and understand. However, we do understand that doesn't mean we covered absolutely every question imaginable. This is why we have a hard working staff that is prepared to answer any questions you may have. Feel free to email us with any questions on how to keep our message unified.

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SECTION 1:

BRANDING POSITION

OUR BRAND

We are a growing Associated Students club of Western Washington University. Currently, we work to serve Western students by providing several work party opportunities for them to participate in. We don't close ourselves off to Western students; our work parties are open to absolutely anyone and everyone who wishes to join. It's important to note that we are extremely community based, and work many local organizations, such as the City of Bellingham, Nooksack Salmon Enhancement Association, Whatcom Land Trust, The Outback and the Sehome Hill Arboretum.

We are hoping to expand into environmental education with our members. We are also planning to expand into beach clean up in the future. As for now, we focus on removing invasive species, mulching and habitat preservation.

OUR BRAND POSITION

To give our students and community members opportunities to have hands-on learning experiences with the environment. It is important that every involved in our work parties comes out feeling accomplished. It's amazing how just two hours of work at one of our work parties can make such an immediately noticeable difference. We want everyone who comes out to learn how to preserve our county's natural biodiversity.

If you ever get confused or just need some key works to remember what we stand for, just remember these three bullet points:

- Student and community engagement
- Service learning
- Make a difference

SECTION 2:

BRANDING PERSONALITY

OUR PERSONALITY

The point of our branding guide is to give you a picture of our identity as a club as well as provide you with an idea of what our personality is like. Just like a best friend or family member, our personality is unique and our own.

Our personality derives from an earlier vision statement:

“LEAD seeks to provide service-learning opportunities in order to educate about the importance of preserving and restoring Whatcom County’s native biodiversity through the coordination of hands-on volunteer efforts in the removal of invasive plants, re-planting of native species, trail maintenance, and wetland restoration.”

While we have changed our vision statement, this original message encompasses our voice.

- Teach
- Volunteer
- Service
- Community
- Immediacy
- Hands on

SECTION 3:

BRANDING VOICE

OUR VOICE

Just like our personality, we also have a voice that is ours and ours alone. The language we use must be inclusive, welcoming, encouraging and enthusiastic.

We are trying new things and branching out, so our voice has to represent how excited we are with all of the new things we are going to try to accomplish in the future. We also try to promote environmental awareness and education as well, so we must sound knowledgeable about what we are talking about. We are trying to create long-term, sustainable opportunities and connections between students and community members, so these must be based in fact.

We've included this quote from our current director as an example of the kind of language we want our voice to come across:

“Instead of hugging trees, we pull ivy off of trees. We plant trees, we help little saplings survive, we remove invasive [species] and we literally are hands on. Everyday we go out we’re improving the Earth, we’re improving the natural habitat and we’re improving biodiversity. ... We’re just having such an incredible impact — collectively over the 15 years with the over 20,000 hours of volunteer work and almost 10,000 volunteers — we’re doing it.”

-Wendelin Dunlap, LEAD Director, Winter 2015



SECTION 4: BRANDING ASSETS

OUR ASSESTS



The above is our official logo. It is an important logo to us, so it is always highly recommended that it is used in the form it is presented on this page. The extra white space around it may be cropped, but the format of the words, the words itself and the colors used may not be manipulated in any way.

Our official color scheme is green, white and black. Green is our prominent color, while white and black are treated more as accent colors.

We like to be as consistent with our colors as possible. Here are the Pantone's for all three of our colors.

Green: 7730 C



Black: 6 C



White: No Pantone



To help us be consistent, we also have specific fonts we use.

ONLINE FONTS (fonts to use on online forums)

THIS IS HELVETICA

Use Helvetica for headings

THIS IS GARAMOND

Use Garamond for bodies of text

OFFLINE FONTS (fonts to use for printing)

THIS IS CENTURY GOTHIC

Use Century Gothic for headings

THIS IS BOOKMAN OLD STYLE

Use Bookman Old Style for bodies of text

OUR GUIDELINES

Our reputation is important to us because we are trying to integrate ourselves into the Bellingham community. This is why we have created our branding guide — to help us be consistent and unified about what we stand for so nothing may be misrepresented.

It is important that everything listed in our branding guide is used in the way we list it. Consistency is key when promoting our brand, so using the same fonts, colors, voice and message will help us be consistent.

When using our online fonts: When we use Helvetica, we allow for only the regular, bold or italic styles to be used. When we use Garamond, the style should always be used in either regular or italic styles.

When using our offline fonts: When using Century Gothic, we only use it in its regular or bolded styles. When using Bookman Old Style, we only use it in its regular style.

Our official LEAD logo must be used on all documents associated with our club. It helps to keep everything unified and also promotes our professionalism as well.



The AS logos must also be used in every printed document since we are an AS club of Western.



SECTION 5: BRANDING GUIDELINES

FAREWELL

This is our brand as well as our message.

Our branding guide is an easy handbook to help execute our brand while also sharing our work, mission and accomplishments with the community. Please take anything and everything from our branding guide and use it wisely.

LEAD

PARTING STATEMENT

