

Meaningful Change Reference Guide



meaningfulchange.org

PRIMARY BRAND COLOR

Use of the primary color is preferred for most applications and is required for City/municipal signage.



PMS 2995
C100 M0 Y0 K0
R0 G174 B239
HEX #00A9E0

The primary color should not be screened at a lighter value.

SECONDARY BRAND COLOR

The secondary color may be used when the primary color provides insufficient contrast (e.g. billboard against blue sky) or in materials for a more commercial audience (e.g. restaurant, bar, retail).



PMS 165
C0 M70 Y100 K0
R255 G103 B31
HEX #FF671F

The secondary color should not be screened at a lighter value.

BLACK

Whenever possible, body and other secondary copy should be set in 90% black to provide softer contrast with the primary and secondary colors. Some applications may require the use of 100% black (e.g. cut vinyl, screen printing, City signage).



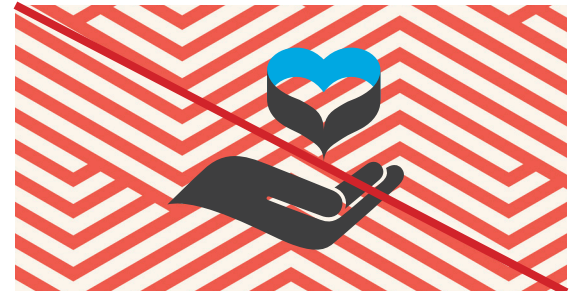
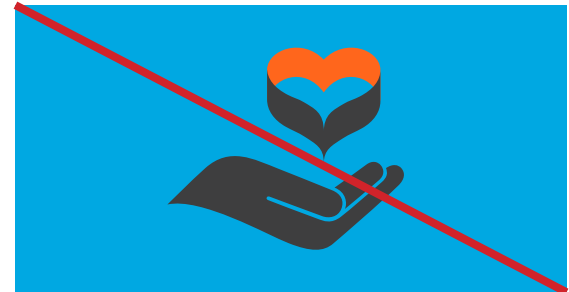
K90

K100

Lighter screens of black may also be used if helpful to establish hierarchy of information or for graphic elements such as rules, shaded boxes, graphs/charts, etc.

Meaningful Change Reference Guide | LOGO MARK

Logo mark is 90% Black with Primary Blue, Secondary Orange or 50% Black accent.



PRIMARY FONT

The primary font identifies “Meaningful Change” through use of the primary name/tagline, headlines, subheads, short lines of copy and URL.

Sirucanorm Regular

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

Sirucanorm Bold

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

SECONDARY FONT

The secondary font is used for larger blocks of body and directive copy.

Gotham Light

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

Gotham Book

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

Gotham Medium

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

Gotham Bold

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

PRIMARY HEADLINE

Don't give money to panhandlers.
Don't give money to panhandlers.
Don't give money to panhandlers.
Don't give money to panhandlers.

This is the central message of the Meaningful Change initiative, stated outright.

SECONDARY HEADLINE

It's okay to say no to panhandlers.
It's okay to say no to panhandlers.
It's okay to say no to panhandlers.
It's okay to say no to panhandlers.

This is a softer presentation of the primary message.

PRIMARY TAGLINE PRIMARY COLOR

Full Messaging

Meaningful Change — Not Spare Change

Type Specifications:

34/34 pt. Sirucanorm Bold (em dash Regular)

24/27 pt. Sirucanorm Regular 90% Black

Scale as a unit to retain relative proportions

SECONDARY TAGLINE PRIMARY COLOR

Simple Messaging

Meaningful Change

Type Specifications:

Sirucanorm Bold

PRIMARY TAGLINE SECONDARY COLOR

Full Messaging

Meaningful Change — Not Spare Change

Type Specifications:

34/34 pt. Sirucanorm Bold (em dash Regular)

24/27 pt. Sirucanorm Regular 90% Black

Scale as a unit to retain relative proportions

SECONDARY TAGLINE SECONDARY COLOR

Simple Messaging

Meaningful Change

Type Specifications:

Sirucanorm Bold

URL

meaningfulchange.org

Type Specifications:

Sirucanorm Bold (all lowercase)

meaningfulchange.org

Type Specifications:

Sirucanorm Bold (all lowercase)

meaningfulchange.org

Type Specifications:

Sirucanorm Bold (all lowercase)

CALL TO ACTION

DONATE AT: **meaningfulchange.org**
PROVIDE SUPPORT AT: **meaningfulchange.org**

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ILLUSTRATION COMPONENTS OPTIONAL



These illustrations are the only graphic elements that can be used in commercial print/digital/media applications. They serve to represent general aspects of "community" without specifically identifying urban/suburban locations.

MESSAGING MODULES

Color and messaging options are provided to create collateral best-suited to your audience.

COLOR (REQUIRED)

Choose a theme color



LOGO MARK (REQUIRED)

Choose a logo mark



HEADLINE (REQUIRED)

Choose a headline

Don't give money to panhandlers.
Don't give money to panhandlers.
Don't give money to panhandlers.
Don't give money to panhandlers.

It's okay to say no to panhandlers.
It's okay to say no to panhandlers.
It's okay to say no to panhandlers.
It's okay to say no to panhandlers.

TAGLINE (OPTIONAL)

Choose a tagline

Meaningful Change —
Not Spare Change
Meaningful Change

Meaningful Change —
Not Spare Change
Meaningful Change

URL (REQUIRED)

Choose a lead-in to the URL

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