



Community Engaged Alliance

Branding Guide

Our Objective

Create a vibrant, engaged community that supports and promotes institutions of higher education in Indiana that are leveraging their knowledge, resources, and power for the public good.

Authors of Document

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Branding

Our Name

Community-Engaged Alliance has one hyphen between *Community* and *Engaged*. Each word is capitalized. The acronym CEA is often used, but only when there is evidence that the reader understands the acronym usage. For example, a document should not only use the acronym without having the entire name somewhere else.

Tagline

Our tagline, “Empowering Minds, Transforming Communities”, is a quick way to describe the work we do.

Brand Promise

The Community-Engaged Alliance fosters and strengthens relationships between Indiana higher education institutions and communities through professional development, funding, and student leadership development.

Voice

The CEA voice should speak to the average Hoosier and embody the qualities of the typical Midwesterner: friendly, neighborly, collaborative, welcoming, caring, kind, generous, and informed (but not arrogant). CEA marketing should highlight that it is an Indiana-focused organization that directly benefits the local community. This allows us to set ourselves apart from other organizations who may offer similar services.

Meet CEA:

“Hey there! We care about Hoosier students, Hoosiers colleges, and Hoosier communities. We are here to help make our/your world a better place and we are going to do that by preparing Hoosier college students through intentional, effective, and interesting real-world experiences.”

Voice	
Personal	<ul style="list-style-type: none">• Incorporate the use of the words “Hoosier” and “Indiana” so CEA feels local• Appeal to shared character and values• Share real-life stories about students, faculty, or organizations
Relatable	<ul style="list-style-type: none">• Avoid academic jargon and acronyms• Speak in a way that every discipline and age can understand• Talk to the “average Hoosier”• Appeal to students, staff, faculty, community partners, donors, and sponsors
Simple	<ul style="list-style-type: none">• Avoid repetitive phrases and words• Only one hyphenated word or phrase per sentence• Programs and grant descriptions should be easily understood

Branding Adjustment Examples

“Educating citizens capable and prepared to pursue good in the world.”

“Preparing **Hoosier** students to pursue good in the world.”

“CEA partners with institutions of higher education around the state to implement strategies and tactics that improve their relationship with the local community and graduate civic-minded students.”

“The Community-Engaged Alliance partners with **Indiana** higher education institutions to strengthen the relationship with their local communities and graduate civic-minded students.”

Logos

The CEA logo uses the linked hexagons to reiterate the community connection brand value. It is available in a full-color, one-color, and white version.



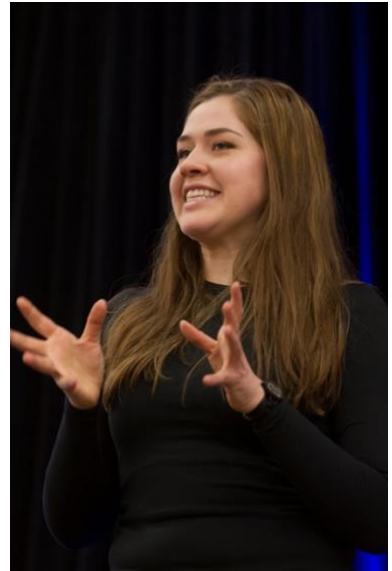
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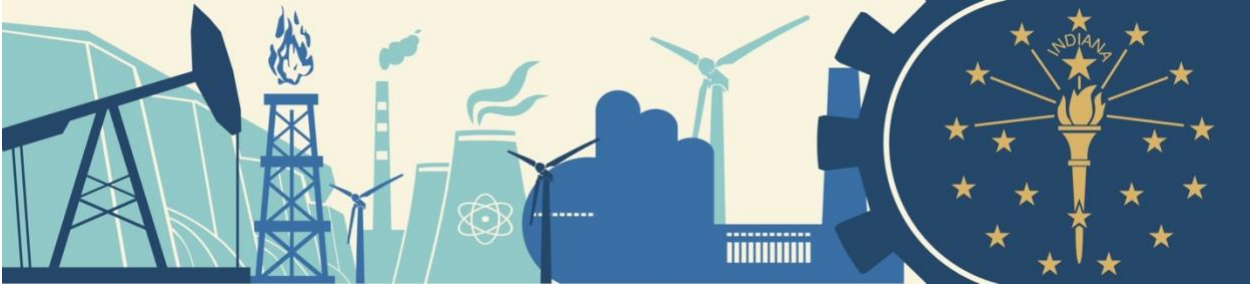
Imagery

Reinforce pride in local, Indiana communities by featuring imagery that speaks to all Hoosiers across the state. Photos of actual CEA members should be incorporated where possible without sacrificing photo quality.



Graphic Examples

Use vibrant colors, icons, and flat line graphics with plenty of white space.



Fonts

The primary font used is Quattrocento sans regular. For headings, Quattrocento Sans bold is used. In some instances, italics can also be used, but should be minimal. This font can be obtained for free from Google:

<https://fonts.google.com/specimen/Quattrocento+Sans>

Colors

Our primary brand colors are a core pillar of the way we provide consistency and familiarity throughout all brand experiences. These are the colors our audiences will most immediately associate with the CEA brand. Because of that, use of primary colors will help us build brand awareness.

Deep blue is the color most identified with our brand and is inspired by the Indiana state flag. Warm red, reminiscent of the traditional Hoosier state color and the natural beauty of fall in Indiana, brings energy and excitement to the palette. The teal balances the traditional and the excitement with a cool, calming presence and a nod to the Wabash and Ohio rivers.

Create unique color palettes by combining one secondary brand color with one primary color. Do not use more than one secondary color on a piece unless there is clear and simple logic behind doing so. Because of the vibrancy of warm red and buttercup, these two should never be used together.

Primary Colors:



Warm Red

Hex: #F05638
CMYK: 0,82,85,0
RGB: 240,86,56

Teal

Hex: #63C9DA
CMYK: 55,0,14,0
RGB: 99,201,218

Deep Navy

Hex: #1D4566
CMYK: 95,73,38,24
RGB: 29,69,102

Secondary Colors:



Buttercup

Hex: #FFDF00
CMYK: 0,9,100,0
RGB: 255,223,0

Chartreuse

Hex: #BED730
CMYK: 30,0,100,0
RGB: 190,215,48

Apricot

Hex: #F9A257
CMYK: 0,43,73,0
RGB: 249,162,87

Neutral Colors:



Cafe au Lait

Hex: #937963
CMYK: 0,21,35,50
RGB: 147,121,99

Ivory

Hex: #ECE2CE
CMYK: 7,8,19,0
RGB: 236,226,206

Light Grey

Hex: #CACBCD
CMYK: 20,16,15,0
RGB: 202,203,205

Dark Grey

Hex: #8F8E8E
CMYK: 46,39,39,3
RGB: 143,142,142