



BETHANY LEGACY

FOUNDATION

BRAND GUIDELINES | 2022



brand narrative

Our brand narrative sets the framework that grounds us and also moves us forward. Use these guiding principles as a basis for all brand communication and design.

archetypes

The Creator emerged as a highly sought after archetype for the Bethany Legacy Foundation. **The Caregiver** came in second.

THE CREATOR

The Creator is described as imaginative, inventive, and driven to build things of enduring meaning and value. Its attributes include: creative, imaginative, nonlinear, nonconforming, innovative, inspirational, daring, provocative, self-expressive, originality, ideation, and uniqueness.

WORDS AND PHRASES ASSOCIATED WITH THE CREATOR

set in motion, activate, attain, bring into action, effect, affect, jump-start, establish, form, generate, shape, mold, build, innovate, disrupt, invent, cast, undertake, initiate, set about, develop, tackle, engage, illuminate, vivid, cultivate, compel, inspire, design, make a change.

THE CAREGIVER

The Caregiver is described as someone who protects and cares for others, is compassionate, nurturing, and generous. It's attributes include: generosity, selflessness, protectiveness, quick to forgive, optimism, humility, stability, reliability, service, proactivity, compassion, and empathy.

WORDS AND PHRASES ASSOCIATED WITH THE CAREGIVER

care, attention, dedication, application, compassion, concern, committed, diligence, prevention, secure, build-up, raise-up, nourish, sustain, provide, supply, resource, and fuel.

mini voice guide

BRAND CHARACTER: THE COMPASSIONATE CREATOR

TONE

Focused excitement
Warm energy
Thoughtful tenacity
Grounded inspiration

MOOD

Hopeful
Determined

DICTION

Inspiring
Nurturing
Driven

STYLE

Compelling
Moving
Inspiring
Free
Bright
Clean
Vivid





key themes from the brand assessment

IDEAL TARGET AUDIENCE

- Nonprofits
- Government officials
- Church leaders
- Schools and Educational Entities
- Employers

TAKEAWAY

Validated. Bethany Legacy must acquire the support and collaboration of nonprofit directors and other leaders in the area to make an impact and achieve their goals. According to the research, the theme of “working together” supports this.

THE THEME OF “WORKING TOGETHER” SHOWED UP IN ALL 4 WORKSHOPS

Examples from “What is success”

- To support NFP organizations that give the most bang for their buck
- Unity of county thinking- get the county moving in same directions
- In order to find success, unified community goals are important
- Must have collaboration - Collaboration with town - county - state - and federal
- To reduce redundancy and work together more efficiently

INDIRECT AUDIENCE

- Residents of Jefferson County
- The disadvantaged
- Those struggling with mental health
- Those who have limited access to healthcare
- The youth

TAKEAWAY

Validated. Bethany Legacy desires to be known by the community as a trustworthy creator of solutions. To achieve this goal, they must become known to the community and acquire the community’s trust. Some key themes from the workshops included wishes to help those struggling with mental health, the youth, senior health, and those facing physical health and safety challenges. These insights affirm the indirect audience proposed by the board. These are, in fact, members of the community who are in need. These are the individuals with whom we want to cultivate hope and trust.

AUDIENCE PROFILE - MAIN THEMES FROM THE BOARD

DESCRIBE THE LEADERS OF THESE NONPROFITS

Some are highly capable, others are not. They struggle to accomplish anything. Many are part-time and therefore have limited time to get anything done. They are low-salary, discouraged, and exhausted. They lack inspiration and hope. Many of them are supported by a volunteer board.

TAKEAWAY

Incapable may not be true. According to the research, most nonprofit staff are highly passionate and motivated to find solutions to the problems they see. However, according to the research, they are often limited due to restrictions such as funding and support. *Most common needs listed by nonprofits in survey: funding and support from the community.*

These leaders receive a low salary, are often limited by time, and can struggle with exhaustion and discouragement. Due to these factors, they may find inherent inspiration and hope for a better future difficult to imagine.

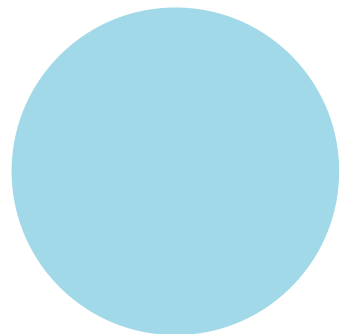
ASPIRATIONAL IDENTITY WORDS – MAIN THEMES FROM THE BOARD

This is a tricky question for this group. They lack aspiration in general. But what we hope for them is to feel like they're making a difference; to feel secure and supported; to feel impactful, empowered, and relevant.

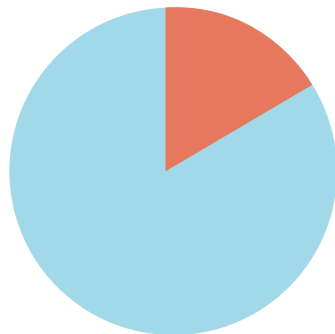
TAKEAWAY

According to the research, **what you hope for them is true.** They do aspire to make a difference, feel secure and supported, feel impactful, empowered, *hopeful, and relevant. They want to help the most amount of people that they can. The research supports this.

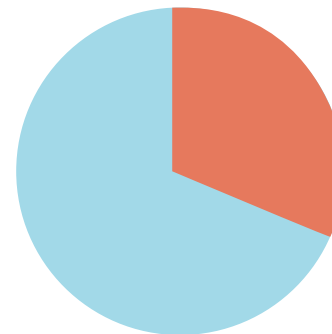
From the survey of non-profits, the question was asked, “Describe how you and your team feel on a daily basis working and serving your clients”:



DEMORALIZED
0%



EXHAUSTED
14%



INSPIRED
38%



HOPEFUL
48%

Also, from the engagement at the workshop, as well as the quantity of participants that came to the workshop, we would argue that the energy was high and the participation was phenomenal.



WHAT DO THEY WANT

To feel seen, and heard; to receive *sustainable help in the form of fresh, innovative ideas, reliable funds, and *long-term grants (5-10 yrs.); to feel like they have a voice in the potential for change.

TAKEAWAY

This idea is largely supported by the research above.

They want to feel like contributors, not that someone else is coming in as the hero to save the day. They want to be the hero.

TAKEAWAY

Invalidated. Nonprofit staff wants to feel like contributors but they aren't looking to be the hero at all costs. The research revealed an eagerness to collaborate and receive support if it is offered. The overall impression from the research seemed to be, "We need someone else to be the smartest person in the room."

ACCORDING TO THE BRAND ARCHETYPES HERE IS WHAT THESE LEADERS ARE LOOKING FOR

"Success requires out of the box thinking that incorporates inspiration, risk, discovery, & new experiences"

"We need a superhero with resources to coordinate, facilitate, educate, and would consensus & strategies"

WHAT IS THE MAIN PROBLEM OF THE LEADERS OF THESE NONPROFITS?

EXTERNAL

Lack of funding, lack of staff, limited capacity, lack of knowledge, lack of strategy, lack of talent, lack of support, lack of collaboration, lack of knowledge of how to fundraise, lack of communication, lack of action, lack of accountability.





TAKEAWAY

Mostly true. According to the research, nonprofit staff does face these challenges. This claim is supported by the research above. Most common needs listed by nonprofits in survey: funding and support from the community.

INTERNAL

Their problem can be that they admire the problem. The problem has become a part of their identity and they struggle to let it go. Internally they're worried they won't be needed anymore if the problems get better. "Who am I if I'm not a rescuer?" They feel a need to be needed. They can also fall into a victim mentality, and the problem feels too complex for them to handle.

TAKEAWAY

Invalidated. According to the research, nonprofit leaders are eager to collaborate and receive support from an organization like Bethany Legacy Foundation. They appeared passionate about and devoted to solving the problems experienced by the community. They want to take action and make an impact with their work. This claim is supported by the multiple examples above.

They experience exhaustion, discouragement, wear out, burnout, stress, loneliness, frustration, defeat, demotivation, insecurity, and hopelessness. They're prone to blaming and feelings of anger, resentment, and territoriality.

TAKEAWAY

Some of these insights are true. The research noted above does show nonprofit leaders are exhausted and need support. Bethany Legacy can tear down some of the barriers they face and they're excited to partner with us.

PHILOSOPHICAL

It is an injustice that these nonprofit directors must lead without the necessary support and resources to make a significant impact. It's unfair that they have to strive without the knowledge or tools they need to discover balance and ultimately success in their work and personal lives.





PRESENT YOURSELF AS THE ADVISOR WHO UNDERSTANDS THEIR FEAR

SPEAKING TO EVERYONE

Rooted in a culture of **care and compassion**, the Bethany Legacy Foundation exists to **generate innovative solutions** for Jefferson County. We're committed to **servng** nonprofits and area residents by **building** a sustainable future for every person – mind, body, and soul.

Purple: Nurturing | Copper: Inspirational | Blue: Driven

WHAT DO YOU OFFER?

SPEAKING TO EVERYONE

Bethany Legacy Foundation is determined to create environments that promote well-being for everyone in Jefferson County. We care about inventing new solutions that tackle mental and physical health challenges creating a brighter future for all.

SPEAKING TO NONPROFITS

We value our nonprofit community and how hard you work. Together, we collectively offer hope for Jefferson County. We're committed to supporting organizations through grants, convenings, educational resources, data, and innovative ideas. We're in your corner and want to support you as you strive to make an impact in our community. Let's design a healthier, more equitable model, together.

HOW DOES IT MAKE THEIR LIVES BETTER?

Bethany Legacy Foundation can help your organization cultivate meaningful, long-term solutions for the community. We're committed to solving the social issues that affect health in our county and healing from the inside out – mind, body, and soul. We're in your corner – let's build a healthier Jefferson County, together.

EMPATHY

We understand how hard you're working to ensure that all families receive the support they deserve.

AUTHORITY

Bethany Legacy Foundation can support the necessary innovation, disruption, research, and intentional health equity initiatives needed to ensure all Jefferson County residents thrive.

Bethany Legacy Foundation exists to help your organization design a healthier, more equitable Jefferson County for everyone. We have the relationships, resources, research, and tools to generate successful solutions.

WHAT WOULD YOUR AUDIENCE MISS OUT ON IF THEY DIDN'T GET INVOLVED?

Don't miss an opportunity to leave a legacy and make the most impact with your work. Let's collaborate to tackle the issues and form sustainable solutions - we can build a healthier Jefferson County, together.

WHAT IS THE UNIQUE WAY YOU SOLVE THEIR PROBLEM?

Bethany Legacy Foundation exists to serve all of Jefferson County. We're driven to invent new solutions for creating environments that promote well-being by bringing the community together. Join the movement today. Together, we can build healthy lives for all.

GIVE THEM A PLAN (IN 3 STEPS OR LESS), LIFT THE FOG

1. We want to hear from you – drop your request here.
2. Someone from our team will connect with you.
3. You'll be one step closer to making a significant difference in the lives of Jefferson County residents.

CALL TO ACTION

- We're eager to collaborate with you. Contact us today.
- We're in your corner – connect with us today.
- Let's build healthy lives for all. Connect with us today.
- Join the movement today. We can build a healthier Jefferson County, together.
- Let's design a healthier, more equitable model together. Connect with us today.
- Let's build a health and wellness movement. Connect with us today.

SUCCESSFUL RESULTS

LARGER COMMUNITY

Bethany Legacy Foundation is here to ensure Jefferson County is a place where future generations can work, live, and thrive.

SPECIFICALLY NONPROFITS

Your organization is already striving to make a difference. Let us work shoulder-to-shoulder with you to create innovative solutions and provide the support and resources you require to care for the community. We become a stronger Jefferson County when each individual has opportunities based on their needs.

FAILURE RESULTS

If we continue down the path we are on, disparities could get wider. The factors that affect mental, emotional, and physical health could become greater. Let's make a change together and put an end to the suffering we see.



visual assets

Our visual assets are the building blocks that create Bethany Legacy Foundation's look, tone, and feel, as well as brand recognition. Use these guidelines to ensure that all visual assets are used consistently and effectively to strengthen our brand.

primary brandmark

INFLUENCE OF THE ARCHETYPE

This logo design represents the Bethany Legacy Foundation's main archetype – The Creator. The Creator is defined as imaginative, inventive, and driven to build things of enduring meaning and value. Its attributes include: creative, imaginative, nonlinear, nonconforming, innovative, inspirational, daring, provocative, vivid, bright, original, progressive, and unique. Some words and phrases associated with the Creator are set in motion, activate, bring into action, generate, build, innovate, disrupt, invent, cast, develop, tackle, engage, cultivate, compel, inspire, design, and make a change.

THE ICON

The icon contains a circular series of edgy designs that convey the idea of movement – like gears propelling forward motion – to reflect the Creator's ability to generate progress and innovation. The secondary archetype for Bethany – The Caregiver – is symbolized through the shape of each design within the icon. The shapes are hearts designed in a more original, provocative way. The hearts also double as arrows representing Bethany's focus on taking action steps that point toward a common goal: creating a healthier Jefferson County, mind, body, and soul. The copper heart symbolizes Bethany Legacy's role as the missing link to help area partners build a sustainable future for the community. The circular form of the icon speaks to some of the main themes gathered from our community research efforts – the themes of unity and working together. Finally, the icon also contains a subtle drawing of a circle using negative space as a nod to the impact and vision of Bethany Circle.

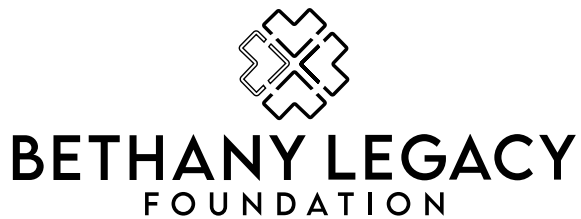


BETHANY LEGACY
FOUNDATION



alternate brandmark

For flexibility, we have created the following one-color options to be used sparingly for instances relating to color limitations or readability. The full-color brandmark is always preferred over alternate brandmarks.



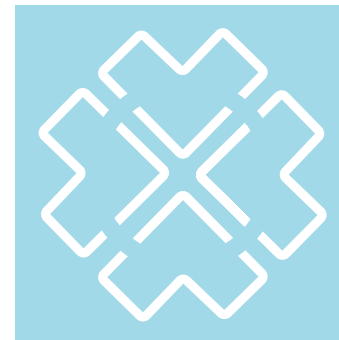
brand icon

Utilize the icon as a strong brand signifier. This icon can be used when spacing and size are restricted (ex., social media, favicon).

FULL COLOR



ONE COLOR



clear space

Proper use of clear space protects the integrity of our brandmark. A clear area free of copy, graphic elements, inset imagery, or color must be maintained around the brandmark to ensure legibility. No visual elements other than the background may violate this clear space. The brandmark and tagline should be easy to see and read. It should never appear on a cluttered or busy background.



minimum size

Our minimum-size guidelines have been established to ensure that the brandmark remains legible in all applications. The brandmark may be used as large as needed for communication materials.

Do not use the brandmark when it gets below 1.5" in width to ensure legibility. The brand icon should be no smaller than .25" in width.

BRANDMARK



1.5" width

ICON



.25" width



incorrect usage

It is critical to maintain the integrity of the brandmark at all times. The examples shown illustrate improper usage of the brandmark.

DO NOT

change the proportions of the brandmark elements



DO NOT

switch the type styles or alter the fonts



DO NOT

use secondary brand colors in the primary brandmark.



DO NOT

skew, stretch or distort



DO NOT

place the brandmark on colored backgrounds outside of the brand palette



DO NOT

alter brand colors



DO NOT

add effects, such as harsh drop shadows, glow or dimension



DO NOT

place the brandmark on complex backgrounds



typography

The way “Bethany Legacy Foundation” is displayed in the logo is very important to the audience. The classic twist on the modern San Serif font conveys the ideas of simplicity, focus, strength, sophistication, and something that will stick around long-term. Research revealed that our audience is drawn to a brand that will build sustainable solutions for the community by creating long-term grants and cultivating strong, enduring relationships.

headers - soul signature

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

SUBHEADERS - Lemon Milk Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Ultra Light, **Regular**, **Medium**, **Bold**, **Heavy**
Ultra Light Italic, *Regular Italic*, *Medium Italic*, **Bold Italic**, **Heavy Italic**

Body Text - Mr Eaves Mod OT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Light, **Book**, **Regular**, **Bold**
Light Italic, *Book Italic*, *Regular Italic*, **Bold Italic**

Web Body Text - Poppins Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789



color

When used consistently, color is a powerful brand identifier. Look for opportunities to effectively reinforce the essence of our brand.

PRIMARY

SUSTAINABILITY | NAVY

PMS 655 C

CMYK 100 89 36 37

RGB 22 40 82

HEX# 162852

TRUST | COPPER

PMS 2428 C

CMYK 11 53 98 1

RGB 223 137 42

HEX# df892a

CARE | LAVENDAR-GRAY

PMS 7667 C

CMYK 63 49 20 1

RGB 111 123 160

HEX# 6f7ba0

SECONDARY

THRIVING | CORAL

PMS 2344 C

CMYK 0 62 53 0

RGB 243 129 110

HEX# f3816e

INNOVATION | LIGHT BLUE

PMS 2975 C

CMYK 38 2 5 0

RGB 150 212 234

HEX# 96d4ea

NEUTRAL ACCENTS

LEARNING | COOL GRAY

PMS Cool Gray 2 C

CMYK 18 14 15 0

RGB 207 207 205

HEX# cfcfd





contact

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