



Arnold  
Ventures

Brand Book

# A brand is not just a logo and marketing. It's a philosophy — the expression of who we are and what makes us *us*.

Our brand guides the perception of Arnold Ventures. It's the *why* and *who* behind everything we do. It's everything people experience when they work with us and everything they think when they see our name.

This book will explain how we communicate what we stand for, what we believe, and what we hope to achieve with the work we do.

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## Purpose

# Arnold Ventures is a catalyst of lasting impact.

We invest in sustainable change, building it from the ground up based on research, deep thinking, and a strong foundation of evidence. We drive public conversation, craft policy, and inspire action through education and advocacy. By maximizing opportunity and minimizing injustice, we make change for the greater good.

*“If we all take some responsibility to start with ‘why’ and inspire others to do the same, we can change the world.”*

**SIMON SINEK**

“Start With Why: How Great Leaders Inspire Everyone to Take Action”

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## The Elevator Pitch

A decorative graphic consisting of a grid of small yellow dots. The dots are arranged in a pattern that is roughly rectangular, with some missing dots creating a sense of depth or a grid-like structure. The dots are evenly spaced and have a consistent size and color.

We invest in sustainable  
change, building it  
from the ground up  
based on research, deep  
thinking, and a strong  
foundation of evidence.

## Values

Our values are driven by what we believe and the attributes necessary to make meaningful change.

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## We believe change requires audacity.

Entrepreneurial  
Willing to go where others won't  
Nimble

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## We champion depth of thought.

Data-driven  
Thorough  
Focused on enduring solutions

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## We follow wherever evidence leads us.

No predetermined agenda  
Objective collaborators  
Knowledgeable resource

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## Vision

Our vision is a north star, keeping us on course to fulfill our purpose.

VISION

**MAXIMIZE OPPORTUNITY,  
MINIMIZE INJUSTICE**

## **Audience**

Our interests and investments are broad and ambitious, and our audience reflects this. We think of our audience in segments that can influence and manifest change.

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## **Everyone**

Build awareness of who we are and what we do.

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## **Media & Influencers**

Extend our reach to multiply awareness.

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## **Grantees & Partners**

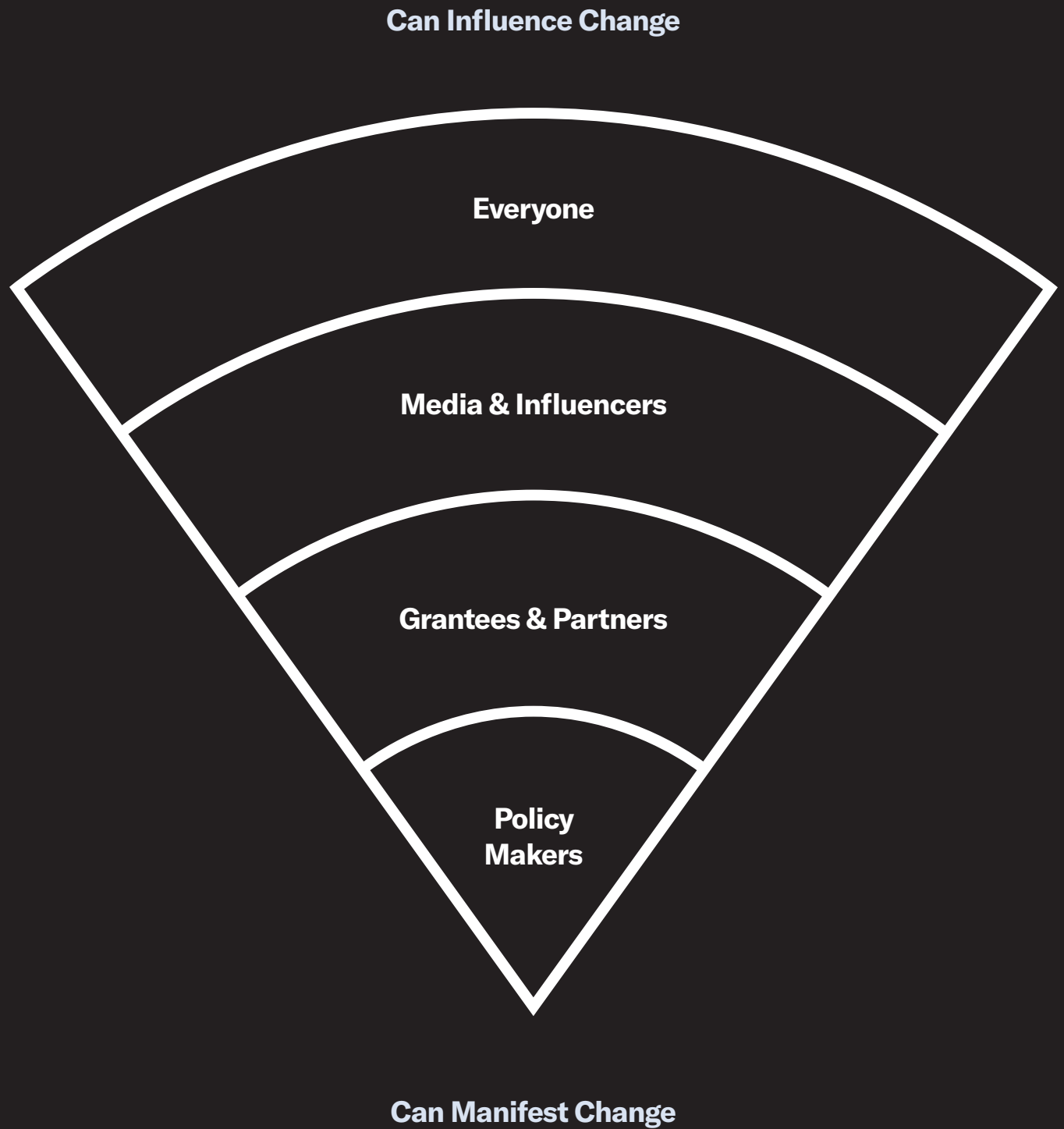
Attract, guide, and promote experts and organizations in the field.

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## **Policy Makers**

Influence and support individuals who can make change happen.

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## Mission

Our mission is the bedrock of our vision. It's the foundation that supports us as we strive to achieve our organization's purpose.

### MISSION

To improve lives by  
investing in evidence-  
based solutions that  
maximize opportunity  
and minimize injustice.

## Personality

**TENACIOUS** *not righteous*  
**OUTSPOKEN** *not brash*  
**DRIVEN** *not onerous*  
**PRAGMATIC** *not idealistic*  
**ANALYTICAL** *not cold*  
**EMPATHETIC** *not emotional*  
**OPEN-MINDED** *not indecisive*

Our brand personality defines and guides what we say, do, and create. It's the voice through which we express our values.

## Logo

### **Our logo is the keystone of our visual identity.**

The Arnold Ventures icon and wordmark are paired together to create a flexible lockup.



**ICON**

This “AV” is made up of two arrows that symbolize our mission to maximize opportunity and minimize injustice. We use this theme across our brand. And it locks up perfectly with our name.

**WORDMARK**

The primary wordmark stacks our name to further emphasize the upward and downward arrows in the icon. It’s set in Tiempos Headline, a contemporary serif that balances elegance and clarity.

## Lockups

### There are **three variations** of our logo.

Each variation combines the wordmark and icon. Although the system is flexible to accommodate any context, make sure to retain the exact proportions and spacing for consistency.



#### PRIMARY LOCKUP

This is the most widely used variation of our logo. It stacks our full name and pairs it with our icon for maximum clarity and impact.



#### HORIZONTAL LOCKUP

In some cases we may need to fit our logo on a single line. Use this logo only when there is limited vertical space.



#### LARGE ICON LOCKUP

This version of the lockup scales the icon to the full height of the wordmark. This version works best at smaller sizes.



## Other Elements

Our visual identity system is extended by these brand elements. They serve as a complement to our full logo.


### STAND-ALONE ICON

The circular icon and “AV” shape can both be used as stand-alone elements. The cutout “AV” works well layered behind other elements.



### CORNER WORDMARK

This wordmark can be used to “frame” content and collateral using a black, blue, or yellow line aligned to the baseline.

Arnold  Ventures

## Knockouts

Inverted versions of our brand elements can be placed on dark or colored backgrounds.

### ONE COLOR

Use the all-white knockout on most background colors.



### TWO COLOR

On dark backgrounds, use the two-color version of the lockup with white text.



### ON IMAGES

The icon alone works well on images. Try using a yellow version of the mark to consistently stand out on top of photography.



## Color

**Our primary color palette specifies black, white, and blue with bursts of yellow.**

These colors should be used in specific combinations to add visual interest and vibrant energy.

## Primary Palette

### ARNOLD BLUE

RGB: 0, 48, 255  
Hex: #0031ff  
Pantone: 293

### ARNOLD YELLOW

RGB: 255, 204, 0  
Hex: #ffcd00  
Pantone: 116C

### BLACK

RGB: 0, 0, 0  
Hex: #000000  
Pantone: Black 6C

### ARNOLD NAVY

RGB: 0, 20, 82  
Hex: #001451  
Pantone: 295

### WHITE

RGB: 255, 255, 255  
Hex: #ffffff  
Pantone: Opaque White

## Color Pairings

### USE THESE COLOR PAIRINGS

Use either blue *or* yellow with the primary black, white, or navy.



### AVOID THESE COLOR PAIRINGS

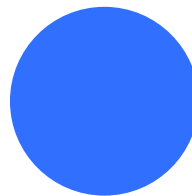
Using blue and yellow together reads garish and dilutes the impact of each color.





## Secondary Palette

We use a few additional shades of “Arnold Blue” in digital applications. These secondary colors can be used on screens to help create balanced interfaces.

**ALT BLUE**

RGB: 49, 112, 255

Hex: #3170ff

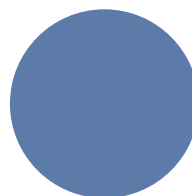
This color is used on screen when blue text appears on a black background. It reads as Arnold Blue, but is more legible on black.

**BLUE WASHES**

RGB: 246, 248, 254/216, 227, 251

Hex: #f6f8fe, #d8e3fc

We use lighter washes of Arnold Blue for subtle background colors and stroke colors.

**SLATE**

RGB: 92, 123, 169

Hex: #5c7ba9

We use a desaturated version of Arnold Blue for text that we want to appear lighter than the predominant body text. For example, we would use this color for image captions.

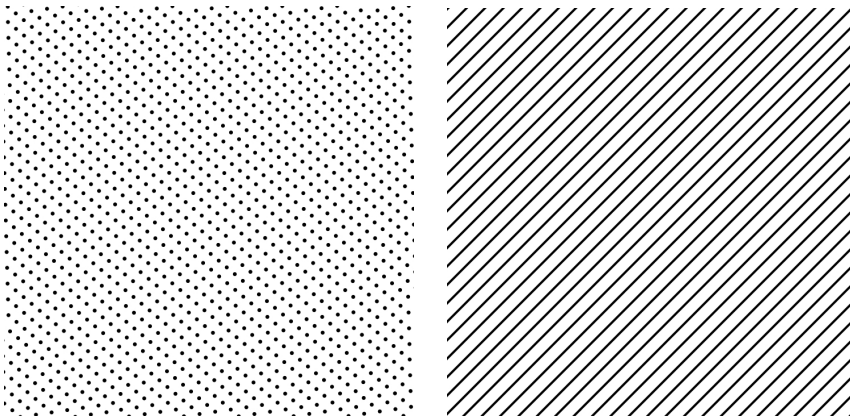
## Patterns

Patterns provide a way to create reusable graphic themes that add visual interest to communications, especially in cases when strong photography is not available.

### DOTS & DIAGONALS

Use small black and white patterns to add texture to charts and graphs.

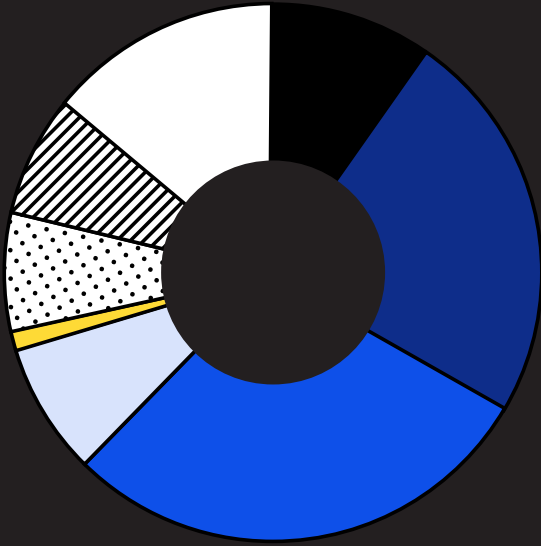
Use larger yellow dots on top of photos or video. Cut into the circles with text or the Arnold Ventures logo.



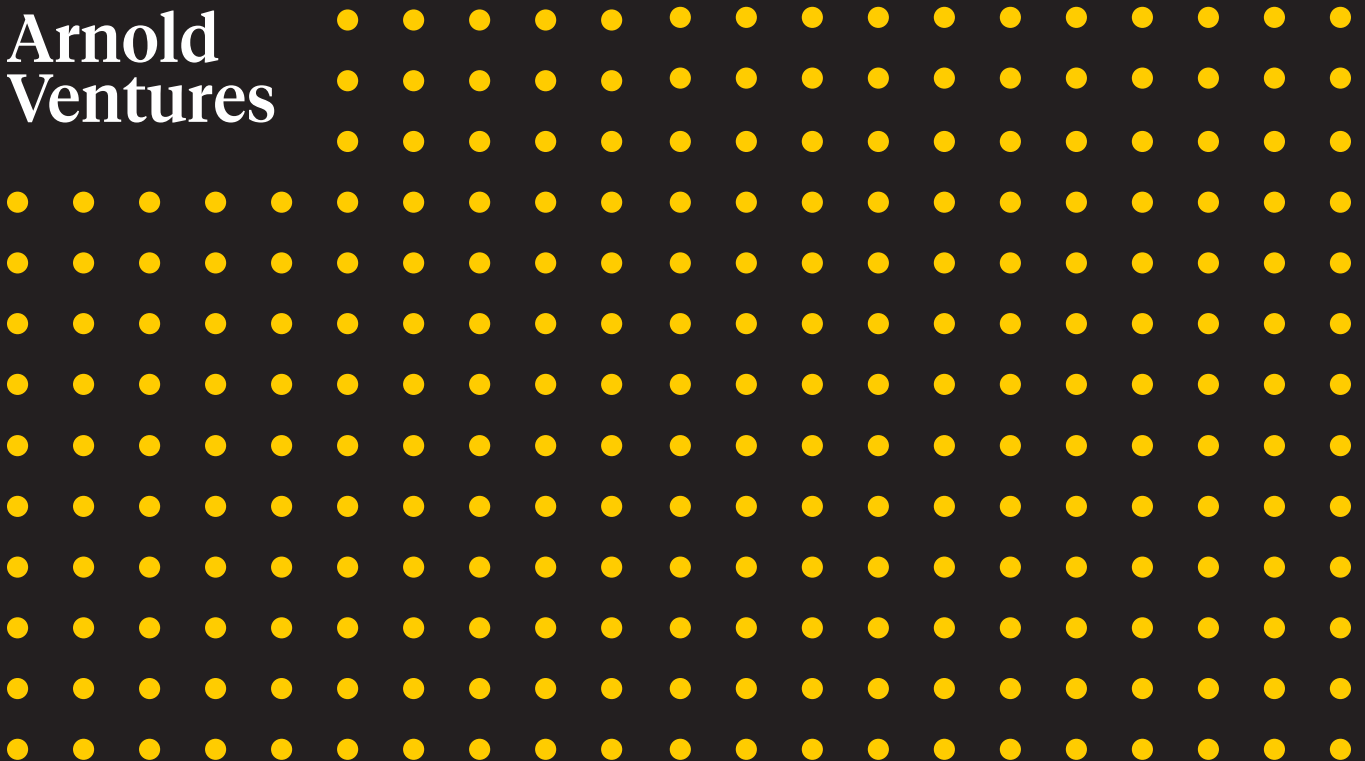
### ARROWS

Use the “A” and “V” from our icon to create a wide variety of textures and backgrounds.





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## Type

**We deliver the substance  
of our communications  
in words, with images  
playing a supporting role.**

Our typography strikes a balance  
between clarity and impact.

# GT America

## SANS SERIF DISPLAY

Our primary typeface is GT America, a family of fonts by Grilli Type. Its heavier weights make a statement of credibility and authority. Use it for headlines, even if those headlines are a sentence or two. GT America looks best with manually tightened kerning. It is flexible enough to be used at both large and small sizes. When this brand font is unavailable, Arial or Helvetica may be used as a substitute.

# Tiempos

## Headline

## SERIF DISPLAY

Our primary serif is Tiempos, a family of fonts by Klim Type Foundry. We use Tiempos when we are telling stories. It has an editorial feel and really shines in the context of longform journalism. We use it for story titles, blockquotes, and anything that is more than a few sentences long. When this brand font is unavailable, Times may be used as a substitute.

# SHARP

## NUMBERS & BIG WORDS

Sharp is an enormous family of fonts by Sharp Type. We exclusively make use of Sharp Grotesk 10. We use it for big numbers and data, or for huge headers. A good rule of thumb is to not set more than five words in Sharp. Longer headlines should use GT America. Sharp should always be set in CAPS. No substitutes for this typeface should be used if it is unavailable.

# Tiempos

## Text

## SERIF TEXT

For body text or anything below 20pt, we use Tiempos Text. It has all the character of Tiempos Headline, but is designed to be highly legible at smaller sizes, especially on the web. We use it for story excerpts, body text, caption text, and the text that you are reading right now. When this brand font is unavailable, Times may be used as a substitute.

## Type In Use

**We are a catalyst of change  
in the court of complacency.**

### PAGE HEADERS

Use GT America Bold for page headers. Try hanging the type over the edge of a photograph, illustration, or solid color block.

**Q&A: Lessons From  
the First Year of the  
Colorado Policy Lab**

### HEADLINES

For story headlines, use Tiempos Headline Medium. The Arnold "A" can be layered behind it.

GRANT DOLLARS

**\$1 BILLION**

### HIGH-IMPACT TEXT

When using Sharp for a headline, try pairing it with a small label set in GT America Bold. The contrast makes Sharp really shine.

## BODY COPY

Tiempos Text is ideal for lengthy body copy. Use regular/italic and bold/italic styles. Leading should be around 160%.

Tiempos Headline works best for headings and quotes. Use it with 120% leading.

**P**olice Officer Brad Futak walks underneath a highway overpass in Long Beach, California, amid a makeshift camp of tents and shopping carts. He's on the lookout for specific individuals — but unlike most people in his line of work, he doesn't have a name, a description, or any sort of address to go on.

He does, however, have a purpose: He's looking for members of the homeless population who want help and could benefit from a range of city services available to them.

"If a homeless person is out here and they can't get back on their feet themselves, then I'm out here to connect them with the right programs," says Futak, a member of the Long Beach Police Department's Quality of Life unit.

"Everybody's different," he says. "Some people are in bad luck. Some people do have an addiction. Some people do have a mental illness. Every situation is different."

And every situation needs customized attention. That's why Long Beach is one of three pilot sites across the United States working to sync data from all its services — criminal justice, health, and social services — into one central database to better understand who has been seeking help and give them the attention they need.

That way, when police respond to an incident involving a person who is homeless or mentally ill, they can easily access that data, and the default won't be to place the person in handcuffs and haul them off to the local jail.

**The Problem:** "Frequent users" of emergency services cycle repeatedly through jails, ERs, and shelters at a great expense to taxpayers — and often without getting the mental health, substance abuse, or housing assistance they need to break the cycle.

**“Once you know who they are, you have to figure out what you do to help them.”**

Sonya Khan  
Middlesex Sheriff's Office

For some individuals, the jail routine is commonplace. Referred to as “frequent users,” these men and women cycle through the criminal justice system dozens

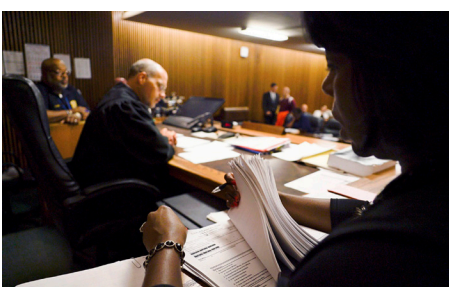


## Photography

Photography is an essential companion to our content. It can create an emotional connection, a sense of place, or empathy with a subject. Imagery must match the tone and quality of our brand.

### REAL PEOPLE & PLACES

Our style is candid, day-in-the-life, and photojournalistic. Catch people in unposed action.







#### PORTRAITS

Subjects should be making eye contact with the camera. We use a soft, toned, seamless background to unify our portraits. We are aiming for natural, confident poses where the subject is sitting with arms on a surface, either raised or lowered. Posture can be forward-facing or angled.



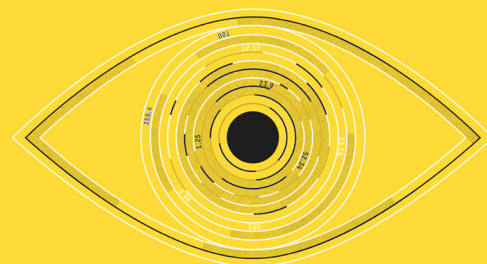
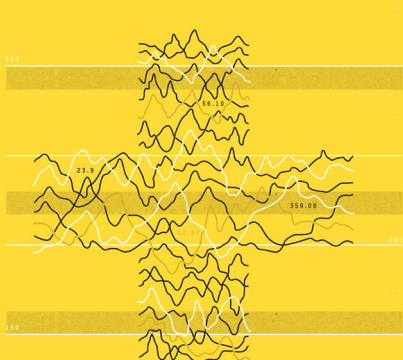
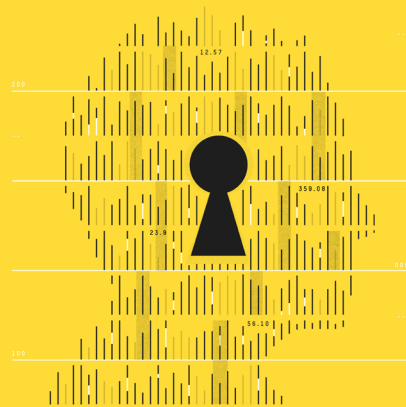
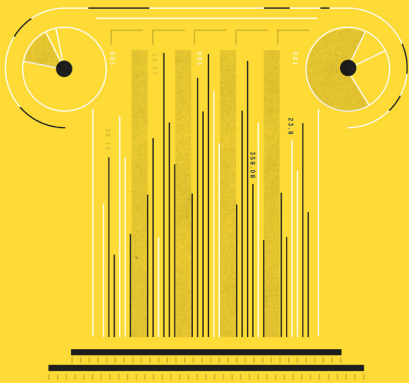
## Illustration

Our illustration style will evolve over time, but it emphasizes key themes within our work and our focus areas.

### DETAILED ILLUSTRATIONS

Illustrations that are detailed and subtle should be used at sizes where their intricacies can be appreciated, like as a hero image on landing pages.

Illustrations by Mike McQuade  
[mikemcquade.com](http://mikemcquade.com)



## ICONS

Illustrations are used to guide and inform. When used at small sizes, such as in a navigation context, a less-detailed version of the illustration retains the theme and maintains sharpness.


[OUR WORK](#)

### WHAT WE DO

## We focus our philanthropic work in these areas:



### Criminal Justice

America's criminal justice system strips too many people of their jobs, families, health, and dignity. It puts people of color at risk, disproportionately harms low-income people, limits the potential of juveniles caught in the system, and doesn't give everyone the opportunities they need to get back on track. And it does all this at an enormous cost to taxpayers.

#### › Policing

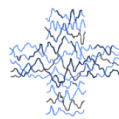
ALTERNATIVES TO ARREST  
RESEARCH ON GUN VIOLENCE

#### › Pretrial Justice

JUDICIAL RELEASE DECISIONS

#### › Community Supervision

#### › Prisons



### Health

Health care in the United States is more expensive than in any other country in the world, yet the nation's overall health doesn't reflect that level of investment. Our system results in uncoordinated and often unaffordable care for patients; inequities exist among communities; and special interests and market manipulations have inflated costs.

#### › The Opioid Epidemic

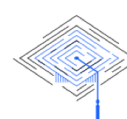
#### › Contraceptive Choice & Access

#### › Drug Prices

CIVICA RX

#### › Commercial Sector Prices

#### › Low-Value Care



### Education

High-quality education is the engine of social mobility and should be accessible to learners of all ages. But too many students lack access to good public schools, which affects their ability to pursue higher learning. And about 40 percent of students at colleges and universities don't get a degree within six years — and then often face crippling debt.

#### › K-12

#### › Higher Education

RESEARCH INTO STUDENT SUCCESS PROGRAMS  
ACCOUNTABILITY

## Applications

**The components of the Arnold Ventures brand can come together in many different ways.**

Here are some of our favorite ideas and examples. Use it as inspiration—we're excited to see what you make with these components.

## Criminal Justice

### ISSUES

- > Policing
- > Pretrial Justice
- > Community Supervision
- > Prisons
- > Reintegration

We strive to advance community safety and the values of fairness, effectiveness, and racial justice.

America's criminal justice system strips low-level, nonviolent defendants of their jobs, families, health, and dignity. It puts racial minorities at risk, disproportionately harms low-income people, and doesn't give juveniles the opportunities they need to get back on track. And it does all this at an enormous cost to taxpayers.

Our work in criminal justice is about changing the system to help the individual. Are people being treated fairly without regard to race or income? Is there an underlying issue like substance use disorder or mental illness that the system is unable to address? To get a clear picture, we look at

interactions with the justice system from start to finish — [policing and pretrial](#), [probation and parole](#), prison life and reintegration — and engage with experts and those directly affected to explore new policies and practices.

GRANT DOLLARS

\$104,577,192

\$25,000: San Francisco Pretrial Diversion Project, Inc.

\$700,000: National Center for Youth Law

\$664,000: American Bar Association Fund for Justice and Education

SEE ALL

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465K

Number of unconvicted people in jail

1 IN 14

Number of U.S. children who have had an incarcerated parent.

2.3M

Number of incarcerated adults in the U.S.

\$80.7B

Amount the U.S. spends annually on prisons, jails, probation, and parole.





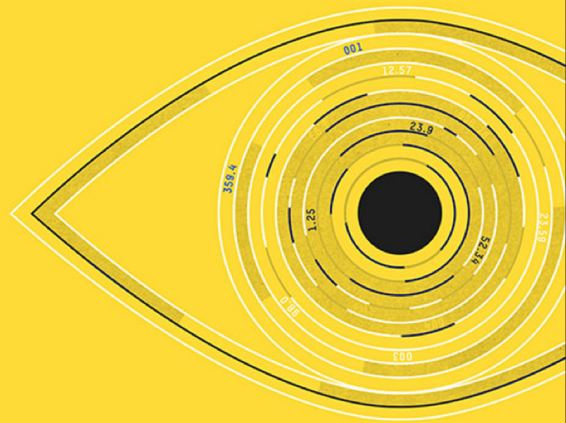


## Applications





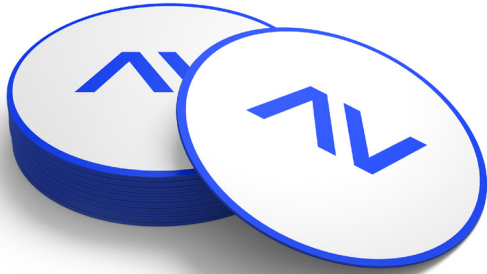
May 23 2019







## Applications









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1111 WEST LOOP SOUTH, SUITE 1800, HOUSTON, TEXAS 77057

 Arnold Ventures

## Applications



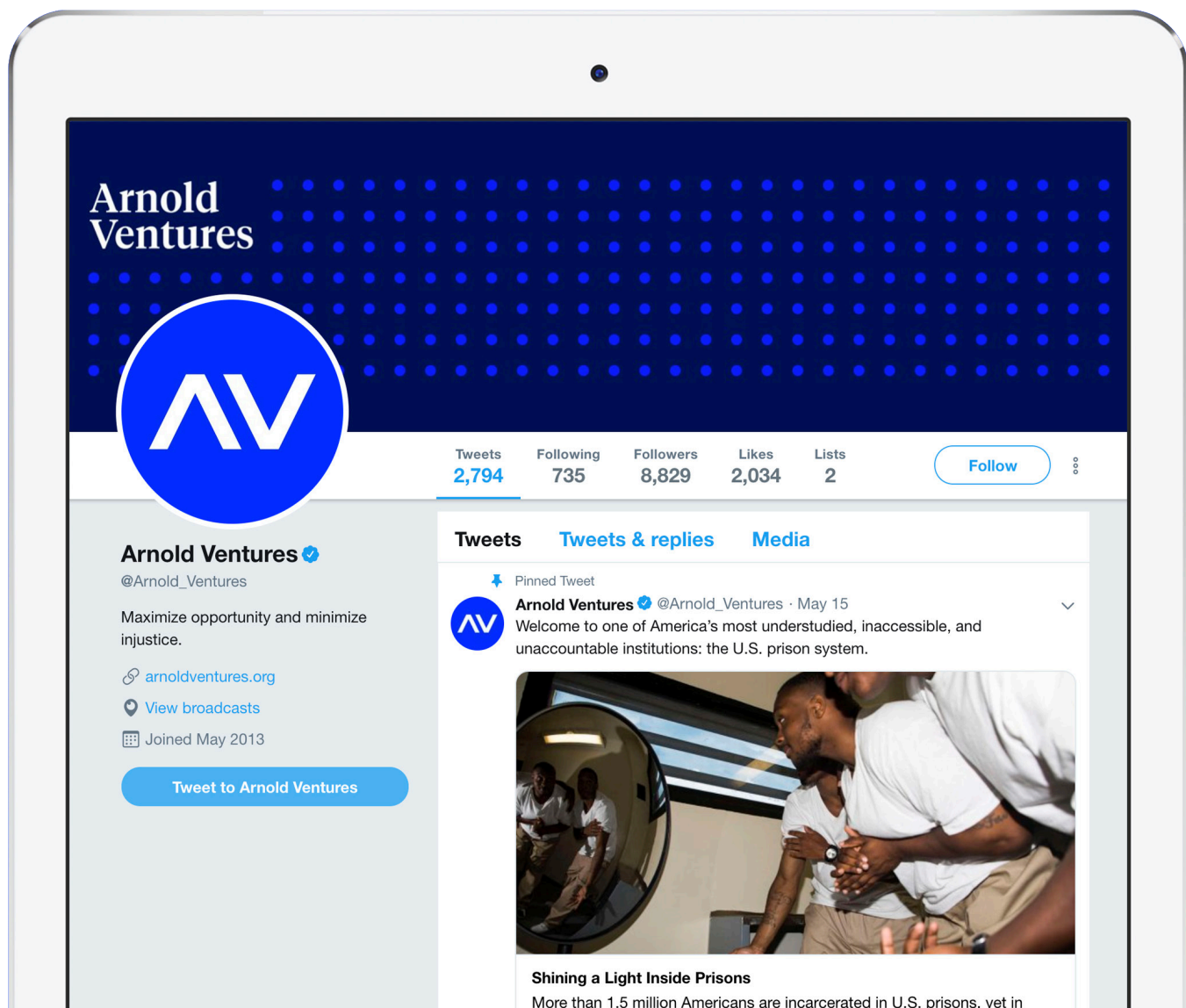
## Social Media

### AVATAR

The circular “AV” icon is our avatar in social media contexts, since it will always appear near our name.

### COVER IMAGES

Use any pattern or photograph as a cover image, but it shouldn’t overwhelm or clash with the blue avatar.





5% of the world's people.  
Nearly 25% of the world's incarcerated.  
What's wrong here?



Arnold Ventures

- ^ Maximize opportunity.
- ^ Minimize injustice.



Arnold Ventures

We don't fund programs.  
**We invest in change.**



Arnold Ventures

Mountains of debt,  
but only a 1 in 10 chance  
of graduating.



Arnold Ventures

## Additional Resources

Contact **info@arnoldventures.org** for approval of all uses of the logos and branding prior to beginning the design process. Once completed, design proofs should be submitted to the Communications team before production.

For additional guidance and the latest applications of our brand, visit **arnoldventures.org/media-toolkit** or the Communications team page on the Intranet.

### LEGAL

No third party is authorized to use any of Arnold Ventures' trademarks (i.e., logos, lookups, branding, etc.) without the express written consent of Arnold Ventures. If authorization is given for use of Arnold Ventures' trademarks, and unless Arnold Ventures expressly agrees otherwise in writing, you must comply in all respects with the requirements and conditions set forth in this policy and in any other guidelines promulgated by Arnold Ventures.

### ABOUT THIS BOOK

Prepared by Upstatement in partnership with Arnold Ventures.  
*upstatement.com*





