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.
Contents

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• Values
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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”
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.

We believe change requires audacity.

Entrepreneurial
Willing to go where others won’t
Nimble

We champion depth of thought.

Data-driven
Thorough
Focused on enduring solutions

We follow wherever evidence leads us.

No predetermined agenda
Objective collaborators
Knowledgeable resource
Our vision is a north star, keeping us on course to fulfill our purpose.
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.

Everyone
Build awareness of who we are and what we do.

Media & Influencers
Extend our reach to multiply awareness.

Grantees & Partners
Attract, guide, and promote experts and organizations in the field.

Policy Makers
Influence and support individuals who can make change happen.
Everyone Can Influence Change

Media & Influencers

Grantees & Partners

Policy Makers

Can Manifest Change
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.

To improve lives by investing in evidence-based solutions that maximize opportunity and minimize injustice.
Our brand personality defines and guides what we say, do, and create. It’s the voice through which we express our values.
Our logo is the keystone of our visual identity.

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

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.
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.
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.
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.
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 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.
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.

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

**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.

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

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

$1 BILLION

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

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

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.
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.

Police 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.

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

American's criminal justice system strips low-level, nonviolent defendants of their jobs, families, health, and dignity. It punts racial minorities at risk, disproportionately harms low-income people, and doesn't give prisoners 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. We help those who have been locked up for years or even decades. And we help those who are about to be sentenced. We do this to make the system fairer and more effective at helping people get back on track.

We conduct research and analysis. We design and test new approaches. We engage with lawmakers, judges, and other stakeholders. We connect people who need help with those who can help.

Our work is about creating a system that is fair, effective, and just. It's about creating a system that works for everyone.
Applications
Applications
Applications

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**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?

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

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

Maximize opportunity. Minimize injustice.
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

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upstatement.com