



MINDS MATTER
OF LOS ANGELES

Brand Identity Guide



WHAT IS “BRAND?”

Brand is more than just a logo. Brand is perception. Brand is reputation. Brand is what distinguishes one organization from another. Brand is what others come to expect from a business or organization.

THE MINDS MATTER OF LOS ANGELES BRAND IS:

- What people think and feel of when they hear “Minds Matter of Los Angeles” and is both factual and emotional.
- What differentiates Minds Matter of Los Angeles from other college preparatory programs.
- Something that needs to be carefully managed.

Let's get started.



MINDS MATTER
OF LOS ANGELES

Brand Identity Guide

This guide serves as a unifying principle, leading to strong ideas which can be connected across our communication and marketing mix. It serves to clarify how Minds Matter and our services are represented, and how our persona will be perceived. The guide includes a brand philosophy, core values and graphic standards. The document should be consulted and closely observed to ensure consistency in look and tone.

WE START WITH THE BRAND PROMISE.

Vision

We will strive to be the cornerstone college preparation program for high-ability, low-income high school students in the Los Angeles area.

Mission

Minds Matter transforms the lives of accomplished high school students from low-income families by broadening their dreams and preparing them for success in college and beyond.

Organizational Culture

Transformative, collaborative, supportive, opportunity, partner, preparation, guidance, learning, leadership, service, rewarding, dedicated, family.

Taglines

- *Transforming lives through education*
- *Preparing accomplished, low-income students for college success*



Brand Platform

Higher test scores and admission into competitive universities are two of Minds Matter of Los Angeles' (MMLA) primary goals but they are not the only ones. Our broader goal is to lay a foundation for bright students who lack economic resources and opportunities so that they become successful in college as well as in life beyond the classroom.

The rigorous Minds Matter program equips the students with exceptional competencies, both tangible (higher test scores and improved math, writing, and critical thinking skills) and conceptual (unparalleled confidence and determination.)

We begin each and every day with our goals and core values in mind.

The Philosophy

We are inspired by the commitment and drive of the students we serve. Minds Matter cultivates the talents of low-income high school students to prepare them for college success and beyond. Our students are transformed through unique opportunities and experiences that no other college readiness/mentoring program provides. Our volunteers are a motivational powerhouse, providing inspiration, guidance and encouragement to the students they mentor. Minds Matter paves the way so highly committed, high potential students gain a deep understanding that they not only belong in this world, but that they can also change it.

The Values

Core Values

COLLABORATIVE: Working together allows us to discover more effective ways to better prepare our students. Collaboration benefits both the students as well as the tutors and mentors.

COMMITTED: Our students and volunteers are deeply committed to spending the time needed in order to ensure the success of the program. No broken promises here! We commit to be there for the students and the students commit to be dedicated and engaged.

CREATIVE: The Minds Matter program itself is an innovative solution to a serious problem. We utilize creative approaches to teaching and preparation.

INSPIRING: Our tutors, mentors and staff promise to inspire our students to dig deep, putting forth the time and work the program demands—even during the difficult times.

FOCUSED: In order for our students to be successful, our processes and efforts must be focused on the needs of the student and the end goal.



The Persona

Brand Persona

Believe. Motivate. Achieve.

We **BELIEVE** in our students' potential and our volunteers' talents and skill. We trust in their combined abilities to work hard, never give up and cross the finish line, time and time again. We believe in their inner strengths to test their potentials and push their limits.

We **MOTIVATE** our students to develop confidence as well as skills and inspire our volunteers to guide and support the transformation. The Minds Matter program requires loads of talent but talent alone won't cut it. Our volunteers need to be advocates and an inspiration for our students.

Our students and volunteers **ACHIEVE** success through lasting relationships built on trust. Students trust the guidance and encouragement of the volunteers and volunteers trust their own leadership skills to instruct and advise the students. They all have the drive and the determination it takes to reach the end goal of success in college and beyond.

Audience Personas

Students

Minds Matter students are hard-working and committed to their goal of achieving a college education. They come from diverse backgrounds, many from immigrant families. Most are the first in the family to go to college. They all have the potential to achieve and become leaders within our community.

Volunteers

Our volunteers are driven by a commitment to lead by example and inspire success in our students. Most are young professionals who have recently graduated. Many come from backgrounds similar to our students. They are propelled by their desire to "pay it forward" and give back to the community.

Supporters

INDIVIDUALS support MMLA because they believe in our mission and the impact on the Los Angeles community. They often have a relationship with someone already involved in MMLA.

CORPORATE supporters are motivated by a sense of social responsibility and a desire to impact the community. They are often introduced to MMLA through a volunteer or board member.

FOUNDATIONS support MMLA when our mission aligns with their goals and when we show how our program provides return on their investment.

The Logo



Navy on white background



DON'T...

Don't change the logo color



*White on navy background
(can also be placed on other color backgrounds)*



Don't stretch or distort the logo. If the "M" icon isn't a perfect circle, the logo is stretched or distorted.



For use when color isn't an option—black on white background



For use when color isn't an option—white on black background

ALWAYS REMEMBER...

- Only use the logo with official colors as shown here.
- Never stretch or skew the logo. If you need to resize the logo, hold down the shift key while you resize to constrain the proportions.
- Give the logo some breathing room. Never put text or images directly next to the logo. Leave about 25% of the height of the logo as white space around the logo on all four sides.
- Visit www.mindsmatterla.org/brand-assets to download logos and fonts.



Icon for profile photo on social media accounts



Icon for use in email signatures

The Fonts

Headline Font: Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body Font: Open Sans

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Download Fonts

- Visit www.mindsmatterla.org/brand-assets to download logos and fonts.



The Colors

Primary Color Palette



NAVY

CMYK: 100, 77, 12, 2

RGB: 5, 79, 148

PMS: 2140 C

HEX: #054F94



WHITE

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

PMS: ----

HEX: #FFFFFF

Color Choices

Two colors are at the core of the Minds Matter of Los Angeles color palette—navy and white. In addition, the secondary colors may be used for accents or subtle background colors.

Secondary Color Palette



GREEN

CMYK: 61, 0, 93, 0

RGB: 91, 197, 0

PMS: 2287 C

HEX: #5BC500



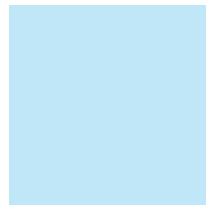
BRIGHT BLUE

CMYK: 59, 0, 22, 0

RGB: 45, 204, 211

PMS: 319 C

HEX: #2DCCD3



LIGHT BLUE

CMYK: 23, 0, 1, 0

RGB: 185, 217, 235

PMS: 290 C

HEX: #B9D9EB



ORANGE

CMYK: 0, 63, 75, 0

RGB: 255, 106, 57

PMS: 1645 C

HEX: #FF6A39



YELLOW

CMYK: 0, 31, 100, 0

RGB: 240, 179, 35

PMS: 7409 C

HEX: #FOB323



DARK GRAY

CMYK: 64, 56, 53, 28

RGB: 88, 89, 91

PMS: 425 C

HEX: #58595B

Storytelling

Sharing our success stories is a powerful way to expose others to the impact MMLA has on the lives of our students, volunteers, and supporters. Stories do the hard work of inspiring others to help—whether that means donating their time, talents or treasure or just spreading the word about our program. Stories can be told through social media, photography and video. Here are helpful tips for each.

Social Media

- Share the joys and experiences of our program through social media, but be certain the stories remain faithful to our brand.
- Build relationships with followers by creating a diverse range of content about our program, students, volunteers and supporters.
- Use maturity and discretion with posts, photos and videos.
- **Always protect the privacy of our students.** Only mention them when relevant and use their first names only. **NEVER** tag them in posts.

Photography and Video

You've heard the expression, "A picture is worth a thousand words." A photo or video of our students and volunteers having fun and learning together tells the wonderful story of our program.

- When taking photos, think about the story each image can tell. Real moments evoke real emotions. They are compelling, conveying the mission and culture of Minds Matter with sincerity.
- Photos and videos are a perfect way to demonstrate the diversity of our community of students and volunteers.





What does Minds Matter of Los Angeles do?

Answer that question with this 30-second elevator pitch

Minds Matter of Los Angeles is a not-for-profit organization that transforms the lives of accomplished high school students from low-income families by preparing them for success in college and beyond.