

# Brand Guidelines

creative action institute

## Use this Guide!

**Creativity powers people, and people working together power change.**

Our branding is essential to the Creative Action Institute experience. We are a lively, professional and inspiring organization with a mission. This guide will show you how to use Creative Action Institute standards correctly, so our brand can maintain a consistent and look and feel no matter where in the world it is seen.

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# Style Guide

creative action institute

## Brand Style

The Creative Action Institute brand style illustrates the creative personality of the organization.

### **Creative Personality**

Colorful, inspiring, accessible, original.

### **Professional personality**

Conscientious, committed, respected.

## Look and Feel

### **The Brand Style includes**

Logo

Fonts

Colors

Tone



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# Logo

Our logo is the touchstone of our brand, our most visible identity mark, and a valuable asset. Let's make sure it's used right!

## About the Logo

The Creative Action Institute Logo is an emblem embodying the power of creativity to break free of constraints. Featuring the Quetzal - a Central American bird considered sacred in its native Guatemala - and richly interwoven colors, it pays homage to the place where our work and mission began.

**For logo files, visit our Press Kit page:**

[www.creativeactioninstitute.org/press-kit](http://www.creativeactioninstitute.org/press-kit)

# Brand Artmark

## 1. Primary Logo

The official Creative Action Institute logo.



## 2. Secondary Logo

This alternate logo can be used when a rectangular version is best.



## 3. Transition Logo

Logo featuring 'Home of ArtCorps:' specially for use during the brand transition.



# Logo

Our logo is the touchstone of our brand, our most visible identity mark, and a valuable asset. Let's make sure it's used right!

## Icon-Only

Only use the Creative Action Institute icon without the text below it as an avatar, or in places where the name of the organization has been visibly featured nearby.

# Sub-brand Artmark

## 4. Sub-brand Logo

The ArtCorps logo should be limited in use. This logo echoes the bright colors of the CAI logo. It should be used without tagline.



# Fonts

**Typography is a key element in successfully communicating who we are. Used more often than any other element, adhering to the correct font style really matters.**

**Our header Serif Font 'Kreon'** is playful, personal and clear. While this font does not always work well in large chunks of text, it shines at the larger sizes as a simple heading or title.

**Our primary Sans Serif Font 'Myriad Pro'** is an approachable, soft but highly legible type. Use this font for body texts where you want to keep the information crisp and clear.

**Our Script Font 'Native Land'**, for the rare but sometimes called for creative flourish, is bold, eye-catching and textured - bringing to mind the creative process and the stroke of a nice, thick pencil. Use this script font sparingly! It's the Diva of the show - don't crowd it with competitors or it may lose its sparkle.

# Print Fonts

**Sans serif**  
Myriad Pro

**Serif**  
Kreon

**Script**  
Native Land

# Website & Digital Fonts

**Sans serif**  
Quattrosans

**Serif**  
Georgia

**Script**  
Native Land

# Colors

## 1. Primary Colors

Color A - Chartreuse

Color B - Marigold

## 2. Secondary Colors

Color C - Teal

Color D - Fuchsia

Color E - Eggplant

## 3. Supporting Palette

Color F - Grey

Color G - Moss

Color H - Letterpress Red

Color I - Goldenrod

# Full Palette

Our colors are what give us personality. We are vibrant, clear, inspiring, personable and professional.

**A. Chartreuse** RGB: 203 205 54

**B. Marigold** RGB: 230 150 37

**C. Teal**  
RGB: 56 145 138

**D. Fuchsia**  
RGB: 205 102 183

**E. Eggplant**  
RGB: 77 69 92

**F. Grey** RGB: 136 136 136

**G. Moss** RGB: 141 142 39

**H. Letterpress Red** RGB: 181 81 40

**I. Goldenrod** RGB: 220 177 10

# Language & Copy

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## Boilerplate

**Creativity powers people, and people working together power change.**

This section provides the standard copy and language style you should use for official Creative Action Institute descriptions.

### **Mission**

Creative Action Institute works at the intersection of creativity and social change. We build the capacity of leaders and organizations for innovation, collaboration and resilience to advance conservation, health and human rights globally.

### **Vision**

Creativity powers people, and people working together power change. We seek to build an inclusive and just world where individuals, communities and ecosystems flourish.

### **Values**

We believe every person is inherently creative.

We believe expanding creative capacity is essential to spark innovation.

We believe art has the power to break down barriers and unite across differences.

We believe effective communication is critical for a peaceful world.

We believe in the power of human beings to overcome challenges through collaboration.



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# Name

## **Creative Action Institute**

Whether it's an intergenerational mural created to raise awareness for endangered marine animals, or innovative approaches to communication and collaboration within a group of Public Health professionals, Creative Action is the heart of what we do.

## **Name**

Creative Action Institute

## **Tagline**

Reimagining Social Change

## **Conversational Name**

Creative Action

## **Conversational Acronym**

CAI



# Copy

## Creative Action Institute

This section provides the standard copy and language style you should use for official Creative Action Institute descriptions.

### **What We Do**

We reimagine social change through original initiatives, experiential training and collaborative projects that harness the power of art and creative processes. We help leaders, educators and organizations committed to social and environmental justice realize their full potential as critical agents of change.

### **Why It Works**

Social change organizations often struggle to enlist communities as full partners, compromising their ability to achieve long-term, sustainable impact. Our trainees become more innovative, effective leaders when they are equipped to build trust, navigate constraints and foster an inclusive environment where creative initiatives can flourish.

### **Focus Areas**

- Environment
- Gender Equity
- Social Justice
- Youth Leadership and Development
- Sexual and Reproductive Health

### **Why Creativity**

Creativity is often thought of as a talent that a few special people are born with. In reality, the ability to create is an unlimited wellspring of innovation within us all and the key to meeting increasingly complex challenges. In the face of climate change, dwindling resources and social instability, our world needs more innovative collaboration and people-powered solutions. Our education, training and outreach programs are designed to ignite and equip this process.

### **Where We Work**

Our programs span the globe, including Guatemala, Belize, Honduras, El Salvador, Nicaragua, Kenya, Cameroon, Ghana and the U.S.

# Copy

## Creative Action Institute

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### What We Offer

Our experiential courses, coaching and onsite assistance equip leaders and educators with an interactive toolbox of creative skills to cultivate critical thinking, generate dialogue and inspire innovation. From sowing trust and motivation among disengaged groups to achieving meaningful action on divisive topics, we empower social change makers and the communities they serve to crack open complex challenges and develop solutions together.

- Training & Facilitation
- Coaching & Support
- Creative Action Toolkits
- Custom Course Design
- ArtCorps Community Engagement

Our creative team is highly experienced and skilled in awakening the capacity of individuals and groups to reflect, collaborate and innovate together in a safe and inclusive learning environment.

### About Our Work

We've compiled best practices gained from over a decade in the field into a dynamic, hands-on curriculum for educators, advocates and organizations to better realize their missions.

Our goal is to spark three levels of transformation:  
Individual Empowerment  
Community Development  
Systemic Change

### Skills We Develop

- Creativity
- Leadership
- Collaboration
- Artful Facilitation
- Systems Thinking

# Copy

## Creative Action Institute

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### **ArtCorps Community Engagement**

Social initiatives make greater impact when they engage community participation. ArtCorps fosters that engagement by matching Field Artists with partner organizations to lead focused, high impact arts-based actions in the field.

Creative actions may entail a school mural featuring local species in danger of extinction, theater plays that promote messages of gender equality, photography or painting that helps to develop a collective vision of the future, or community-wide creative outreach events, such as festivals, competitions and performances.

### **Transition to CAI**

As Creative Action Institute, our name will better reflect the expanded scope of our work. Since the shift of our model in 2014, our focus has widened to include a systematic transfer of knowledge and skills to our partners on the ground to enable them to independently imagine and enact creative strategies for environmental and social change.

ArtCorps will return to its roots as the community engagement program of CAI- artists directly supporting our partners' creative initiatives in the field.

# Tone

## **Creative Action Institute**

CAI sees and engages some of the most serious issues the world is currently facing. We do so with gravity and creativity, sincerity and hope. The tone of our written copy, presentations and public presence should reflect this.

## **Keywords**

Warm, personal, approachable. Use an informal tone wherever possible.

# Lexicon

## Creative Action Institute

Depending on the audience, certain vocabulary fits better than in other contexts. These are words and synonyms that are commonly used in reference to the organization's mission, vision and messaging!

### Program Keywords

Arts based processes  
Creativity  
Action  
Communication  
Change  
Community  
Collective  
Gender issues  
Environment

### Training Keywords

Facilitators  
Clinic  
Curriculum  
Workshop  
Trainings  
Participants  
Facilitate  
Coaching

### General Keywords

Training the Trainers  
Funders  
Partner NGOs  
Methodology  
Clients  
Services  
Artists in Residence  
Donor