



Dana Brown

CHARITABLE TRUST

BRAND STYLE GUIDE

v.1.0 - 07.25.2016

OVERVIEW

A critical piece of grant-making excellence is consistent written, verbal, and visual communication for the grant-making brand.

Contained within this document are meticulously crafted guidelines designed to ensure efficient and effective understanding of The Dana Brown Charitable Trust in a public-facing context.

The brand style guide is intended to be the foundation on which the reach and reputation of The Dana Brown Charitable Trust will continue to grow. Changes to this initial document are not recommended. However, a brand style guide is a living and breathing document intended to grow with an organization and should be updated and evolved accordingly.

TABLE OF CONTENTS

Value Proposition and Key Messaging	1
Primary Messaging and Supporting Concepts	2
Colors	3
Typography	4
Imagery	5
The Logo	6
Logo Governance and Clear Space	7-8
Contact Information	9

To provide for the health,
education and welfare of
disadvantaged children in the
St. Louis Missouri metropolitan
area and the health & welfare
of animals in the St. Louis,
Missouri metropolitan area

KEY MESSAGING

- The Dana Brown Charitable Trust is an example of grant giving excellence
 - Language about Dana Brown Charitable Trust's process and mission should be straightforward, clear, and to the point, indicating transparency, efficiency, and ease of navigation.
 - Created written and visual content must be of the highest quality to reinforce Dana Brown Charitable Trust's position as a community leader in all aspects.
 - Whenever possible, simplicity is paramount
- The Dana Brown Charitable Trust is committed to partnering with organizations that will have a strong and direct impact on society.
 - When speaking about grant recipients, the focus should be on the positive outcomes those organizations produced within their community
 - Inclusive phrases like "partnership," "relationship," "together," "sharing," and "collaboration" should shape the Dana Brown Charitable Trust narrative.
- The Dana Brown Charitable Trust honors Dana Brown through a positive impact in the present
 - Dana Brown is part of the history of the organization, but the majority of language and imagery should be present or future focused
- The Dana Brown Charitable Trust is versatile within its mission
 - The Dana Brown Charitable Trust does not discriminate against potential recipients based on their size or experience
 - The Dana Brown Charitable Trust is primarily interested in securing positive outcomes for children and animals in the St. Louis region, how this accomplished is less important than the high return their investment provides
 - Although open in terms of grant-making opportunities, there is a preference towards organizations concerned with outcomes for children
- The voice and tone of the brand is positive and optimistic

Receiving a grant from The Dana Brown Charitable Trust is an invitation to explore what's possible for St. Louis, together.

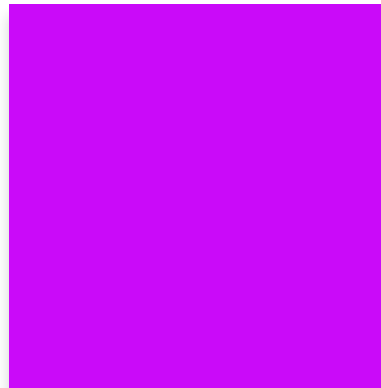
SUPPORTING CONCEPTS

- Adventure no longer has a connotation of risk. For The Dana Brown Charitable Trust, adventure means a shared journey towards a common goal. When we make grants, we're going on an expedition with you to see what we can really accomplish, together.
- The outcome of our adventure is opportunity. As a recipient, you will have the opportunity to have a strong positive impact on society. That strong positive impact must manifest as opportunities for those who need it most: children and animals.
- We believe in discovery. We're specifically on a search for organizations who embrace new perspectives and innovative approaches to seizing possibilities and turning them into outcomes.
- Positive change takes courage and ambition. The Dana Brown Charitable Trust is here to act as your partner and guide as we pioneer for a better St. Louis.
- We champion story-telling. Our hope is that, our narratives will intertwine to produce a truly happy ending.

COLORS

Dana Brown's warm, bright colors emanate positivity and hopefulness. Their vibrance is reminiscent of colors kids use in arts and crafts. Being on roughly opposite ends of the color wheel, fuchsia and sunflower are great complements to each other.

To avoid overwhelming the viewer, these colors should be offset by plenty of whites and neutrals, such as DB taupe.



DB Fuchsia (Primary)

PMS Purple C
R 202 **G** 10 **B** 249
CMYK #CA0AF9



DB Sunflower (Secondary)

PMS 137 C
R 255 **G** 171 **B** 21
CMYK #FFAB15



DB Taupe (Neutral)

PMS 8003 C
R 132 **G** 128 **B** 124
CMYK #84807C

TYPOGRAPHY

The Dana Brown Charitable Trust's typography was chosen to be timeless, modern and most importantly, versatile. All fonts are "web-first" and freely available.

DISPLAY TYPEFACE IS COUSTARD REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MONTERRAT REGULAR (HEADINGS) ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Montserrat Regular (Subheadings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Roboto Light Italic (Callouts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Roboto Regular (Body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

IMAGERY

All photography should be positive, warm and uplifting. Refrain from using imagery of sad and lonely animals or children.



THE LOGO

The painted hand & paw print mark represent those that the trust benefits - kids and animals. By being literal, the trust's goal of having a direct impact on the community is made clear.

The balance between playful & professional pays off the spirit of the beneficiary as well as the established reputation of the trust.

The bright colors and friendly, optimistic vibe makes the trust approachable by NFPs both big and small.

Primary Logo – Landscape



Secondary Logo – Stacked



LOGO CLEAR SPACE

Allow for breathing room around the logo,
equal to the height of the capital D



LOGO GOVERNANCE

Use only approved versions of the logo and brandmark. Don't distort or deconstruct the logo or brandmark.



Don't add pattern or color overlays.



Don't add effects – drop shadows, strokes, etc.



Don't stretch, skew or rotate the logo.



Don't change fonts.



Don't use low quality images



Don't place over busy backgrounds.

CONTACT INFORMATION

Carol A. Eaves

**Personal Trust Associate | The Private
Client Reserve | U.S. Bank**

10 N. Hanley Road
Clayton, MO 63105

o: (314) 505-8204
f: (844) 416-4193

carol.a.eaves@usbank.com

