



Brand Guide by FreeSpiritFreelancer.com

Brand Guide

Use this when making content to make sure it matches the brand voice, mission and other goals we've established here in this Brand Guide.

Brand Voice



Overall Tone: Journalistic

The goal is for this to feel like an online journal that is easy to digest. A news magazine, but mobile. Enjoyable to read as well as: professional, empowering and engaging.



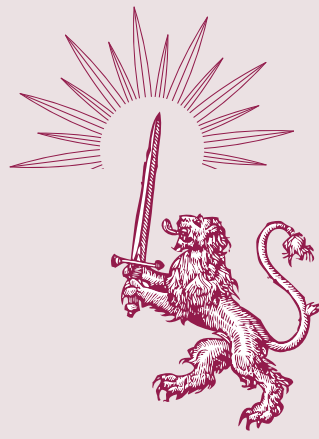
Mission and Values

To bridge the gap between Iranian & other Americans to support the women's revolution in Iran. Encourage advocacy & activism.

Brand Mission

Themes:

Intersectional feminism



*"I am not free
while any woman
is unfree, even
when her shackles
are very different
from my own."*

Audre Lorde, 1981 "The Uses of Anger"



Brand Pillars

Current Events - Journalism

"Say their Name" Campaign, other Iranian Revolution news

History / Education

History of the apartheid since 1979, vs what it looks like now

Advocacy / Activism

Calls to action - petitions, making calls, events, vigils, etc.



Journalism - Current Events

Report on current protests, petitions, ways we can help and other current news.

Iranian History for Americans

Pre and Post 1979 Iran - education audience on what changed, why it should matter to them.

Advocacy - Activism

Encourage readers with calls to action in change.org petitions, calling state reps, etc.

Events - Collaborations

Use consistent post templates for events or collaboration posts with other orgs.



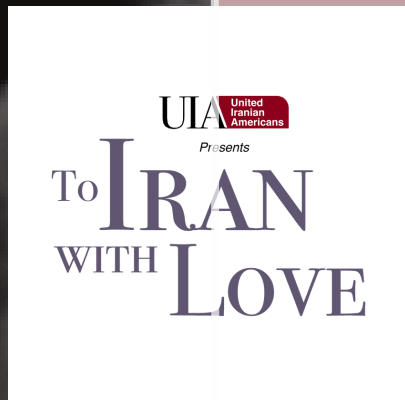
Brand Visuals



Visual Elements



Visual Elements



Logo Variations:
DO



Logo Variations:
DONT (no clashing)



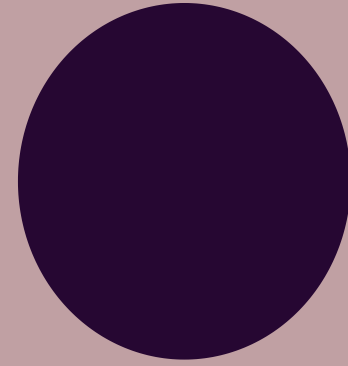
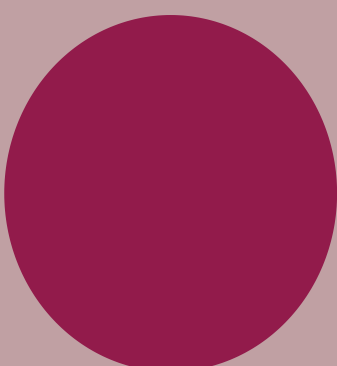
Background: Light
or Transparent

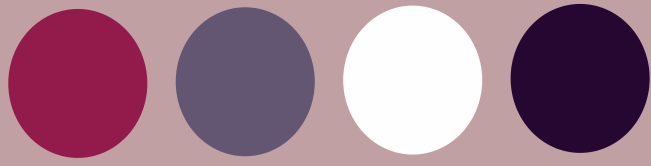


Event Variation

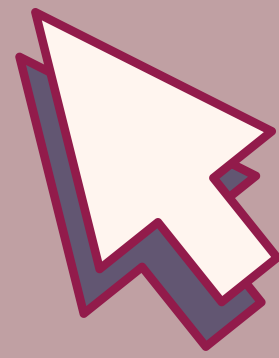
Logo - Color Combos

Make sure not to use the main logo against any badly contrasting colors, Opposite of maroon or a neutral, light color background are best colors to place the logo in front of.





Shapes & Elements



Mobile & Web Apps

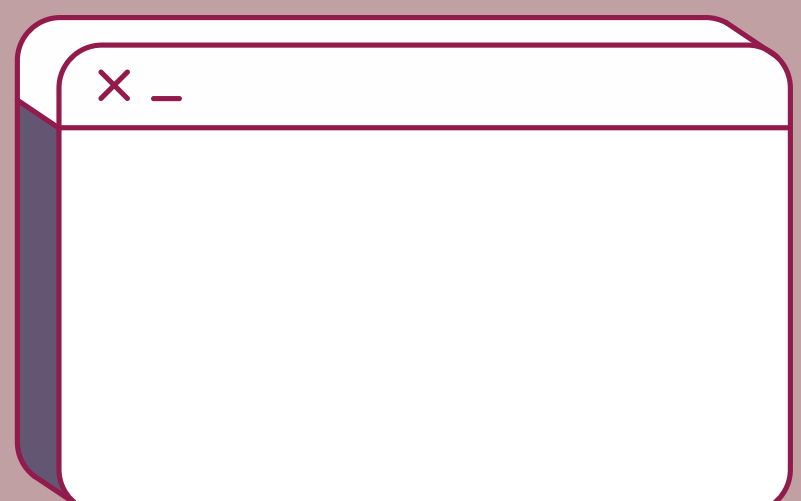
Use imagery that makes posts feel like a web page or online journal.

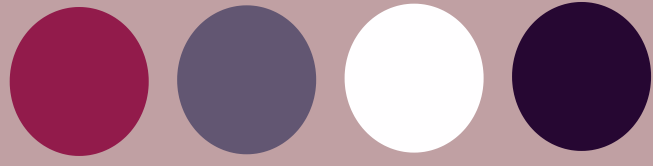
Muted Tones

We want content to feel professional & easy to read.

Rounded Rectangulars

Rounded square and rectangles work best for our brand scheme.





Shapes & Elements

Inspirational Voice

All posts are meant to educate and inspire audience to action.

Bold Headings

Use bold heading fonts sparingly for grabbing attention.

De-saturated Imagery

Always bring down saturation of brightly colored photos to match.



acceptable mods:

Slight deviations that stick to the color themes, brand style and voice.

(ie: organic event photos, news re-posts, or otherwise related)

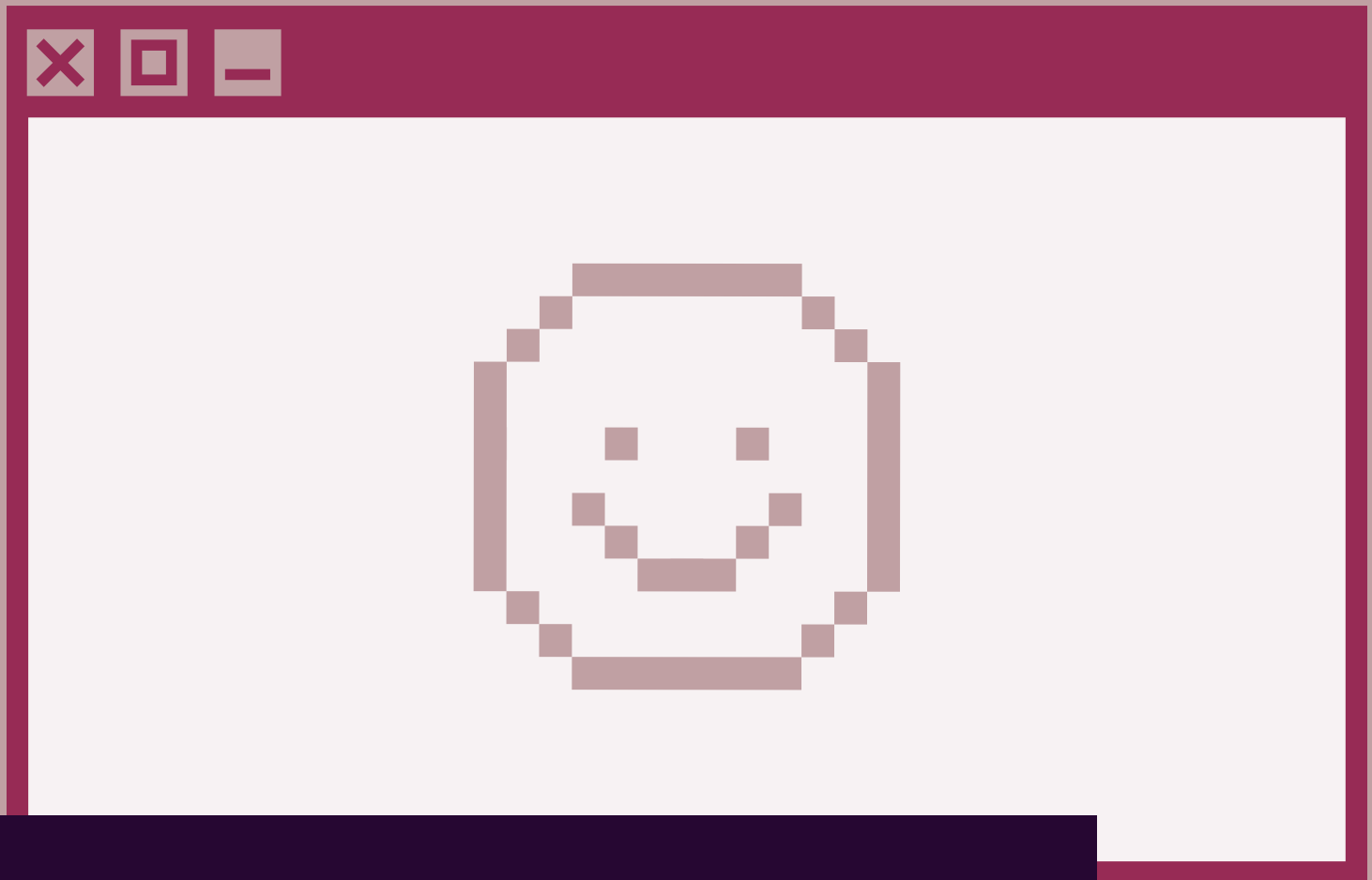
not acceptable:

Posts that deviate from the color scheme, brand pillars, are too 'busy', or simply don't match the overall professional tone or goals of the account.



Target Audience

Non-Iranian Americans and
Global Non-Iranian Allies.



Brand Mission:

Connect to allies and
fundraise to support the
cause. Increase reach to
non-Iranian Americans
and inspire to take action
and be active allies.



#921B4B

#625672

#FFFEFF

#260732

TITLES:

Shrikhand

SUBTITLE:

Neue Einstellung

BODY TEXT:

Neue Einstellung Medium

Colors & Codes

Muted Tones of Maroon,
Desaturated Purple,
Cream and Charcoal.

Shape

Use rectangular shapes,
rounded corners are
okay. Simple arrows and
lines, webpage or
magazine style elements.



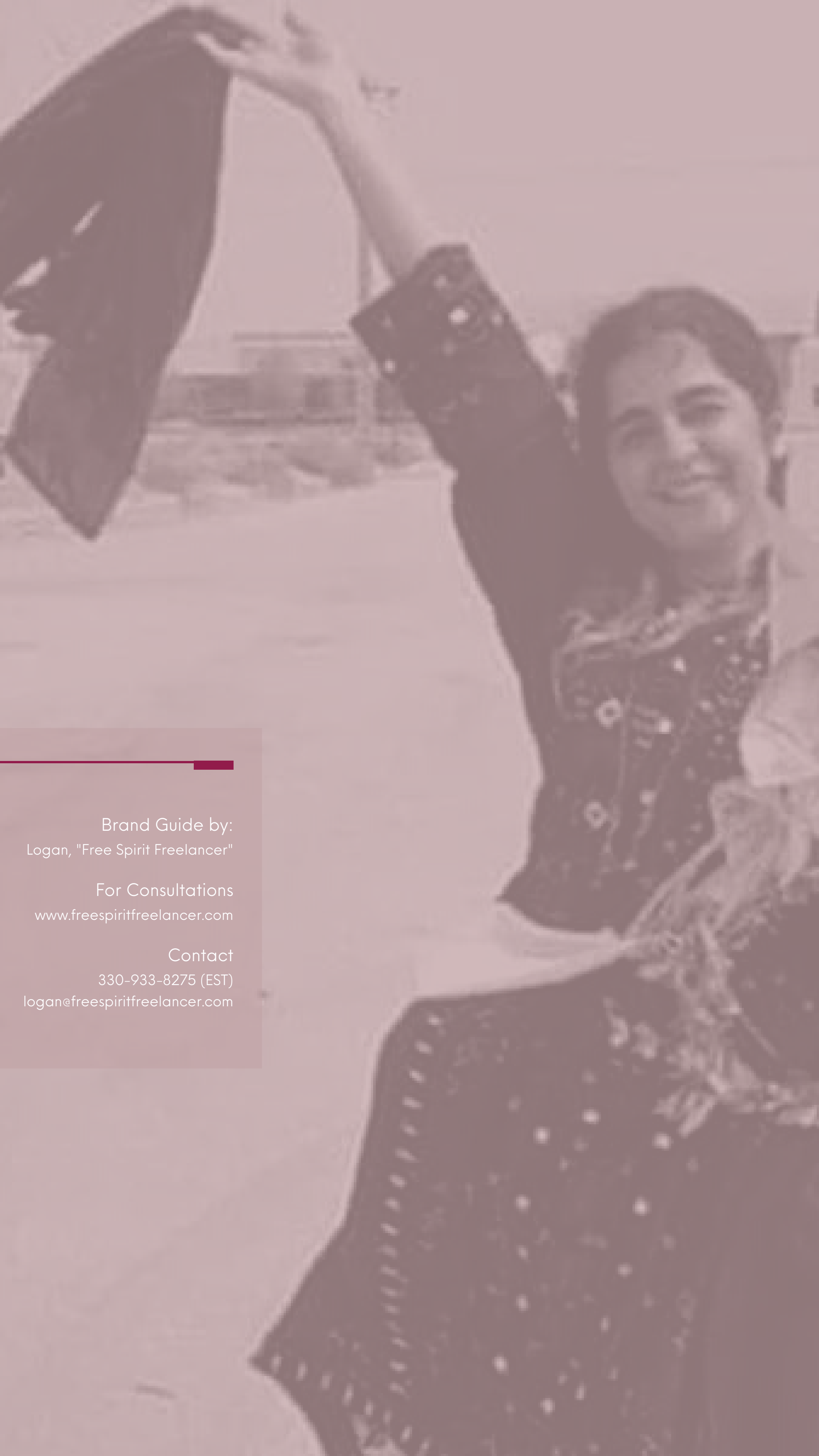
Contact/Get Involved:
shiva@weareuia.org



Website:
www.weareUIA.org



Instagram:
[@weareUIA](https://www.instagram.com/weareUIA)



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