GRAPHIC CHARTER

LATEST REVISION: 13 NOVEMBER 2013

serve
the city.

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INTRODUCTION

Serve the City has grown into an international movement mobilizing volunteers to show kindness in practical ways to people in need all over the world. As we continue to expand into new cities, it is imperative that we communicate a clear message to the international community. Serve the City exists in many cities, but it is a single movement united in clear purpose and calling.

One of the tools we use to promote this unity is a common visual identity and branding. While Serve the City will always celebrate expressions of creativity by local leadership, adherence to these standards is a non-negotiable. Our willingness as a Serve the City community to abide by these guidelines will allow each of us greater partnership with global corporations and non profit organizations. These standards are reviewed by Serve the City International's leadership on an annual basis.

LOGO

The logo is universal. It cannot be modified in **ANY** way. It also must appear on every publication, either in its horizontal or vertical form.

In some case, a translation of the name Serve the City can be granted. However, it must be approved by the international office and the translated logo will be sent by the international office. The rules stated here apply to the translated version of the logo as well.

Definition

The logo consists of two elements, namely: the typography and the 'hand-city' symbol. Since any changes to these shapes would destroy the logo, it is imperative to respect the following instructions on composition.
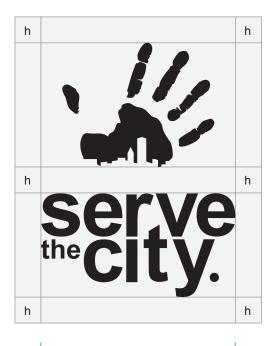
Uses

Depending on where it's used, the size of the logo will change. The logo should be sized for clear legibility with a minimum amount of space around it. This is preferable to an increasing the size of the logo and eliminating margin on each side, making it cluttered and harder to read. The logo may not be reduced to a width of less than as shown on the right.

Clear space

The logo must be surrounded by a minimum amount of clear space equal to the height of the space between the logo and the symbol. No visual elements may be placed in this area.

min. 18 mm

min. 15 mm

USAGE GUIDELINES

Do

- Use our official, unmodified Serve the City logo.
- Make sure the logo is readable.
- Allow for at least the minimum buffer space around the logo (see page 4).

Don't

- Add or remove any element to the logo (Figure 1).
- Modify the composition of the logo (Figure 2).
- Modify the proportions of the logo (Figure 3).
- Remove the skyline of the logo (Figure 4).
- Modify the skyline of the logo (Figures 5 & 6).
- Use effects on the logo (Figures 7 & 8).
- Use multiple colors for the logo (Figure 9).
- Use any other marks or logos to represent Serve the City (Figure 10).

Figure 1

Figure 2

Figure 3

Figure 4

Figure 5

Figure 6

Figure 7

Figure 8

Figure 9

Figure 10

LOGO READABILITY

The logo must be easily and clearly legible. As much as possible, place the logo on a white background, or the white version on a black background.

If necessary, the logo color can be modified and/or the logo placed on a different background color. However, the first statement must still be valid and clear legibility must be ensured.

CITY OR COUNTRY LOGO

While any change to the logo is prohibited, some exceptions are made to identify the country or the city.

Country identification

Country identification can be made by adding the domain name extension after the text, Serve the City, in small letters, Arial bold (see example on the right). Proportions need to be respected.

City identification

Horizontal logo (website ONLY!)

The identification of the city on the website can be made by adding the city name in Arial bold, small letters, next to the dot of the logo. Proportions need to be respected. The city name should be written in the secondary color chosen by the city. This use is only authorized on the website. Local event publications do not need to be identified as these are local.

Vertical logo

For other purposes, e.g. T Shirts, the identification of the city or the website information can be added under the vertical version of the logo, while respecting the space as shown on the right.
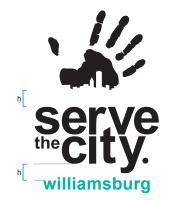
These are the only acceptable ways to identify the city or country through the logo.

SKYLINE

The skyline from Serve the City serves the purpose of reinforcing the visuals of our publications and materials.

The use of a skyline as a design element is encouraged while it is not mandatory, but any excessive use should be avoided.

Its position in the layout must be in header or in footer.

The skyline can be adapted to a city to reflect its landscape. However, the city must ensure that the style of the original skyline is followed, and that copyrights are respected.

The international office reserves the right to request a city change its skyline if the two previously mentioned reasons aren't respected.

HAND

The hand can be used as a design element. As a general rule, it is prefered to use a full hand.

However, in certain cases, the use of the Hand City symbol is allowed.

In any case, the use of the hand as a design element does not cancel the rule that the **UNMODIFIED** Serve the City log must appear on every publication. Also, the use of the typography only is never allowed and should always be integrated within the full logo.

COLOURS

The Serve the City primary colors are black and white.

Each city is invited to choose a secondary color (e.g. blue). The colors should preferably be chosen from the palette presented here. These colors have been chosen carefully for their closeness in every display mode (Pantone, CMYK, RGB).

Cities who have initiated STC with a previous color are allowed the right to keep their color, unless the international office decides it is not appropriate for readability, or any other reason judged sufficient.

New cities who do not chose a color from the suggested palette will have to get approval from the head office **BEFORE** any form of communication.

Pantone 2925 C
C 85 **M** 21 **Y** 0 **K** 0
R 0 **G** 152 **B** 219

Pantone 347 C
C 96 **M** 0 **Y** 99 **K** 0
R 0 **G** 155 **B** 72

Pantone 109 C
C 0 **M** 10 **Y** 100 **K** 0
R 254 **G** 209 **B** 0

Pantone 258 C
C 51 **M** 79 **Y** 0 **K** 0
R 147 **G** 80 **B** 158

Pantone 213 C
C 0 **M** 92 **Y** 18 **K** 0
R 226 **G** 23 **B** 118

Pantone 185 C
C 0 **M** 94 **Y** 78 **K** 0
R 224 **G** 0 **B** 52

Pantone 7516 C
C 11 **M** 73 **Y** 92 **K** 36
R 154 **G** 84 **B** 46

Pantone 144 C
C 0 **M** 58 **Y** 100 **K** 0
R 214 **G** 130 **B** 28

Pantone 326 C
C 84 **M** 0 **Y** 38 **K** 0
R 0 **G** 178 **B** 169

Black 50%
C 0 **M** 0 **Y** 0 **K** 50
R 155 **G** 155 **B** 158

NAME USE

In addition, there are also important guidelines for how to use the words Serve the City. Note examples on the right.

How to write Serve the City:

1. Capitalize the first letter of "Serve" and "City". It is preferred that, Serve the City, be written with a lower case "t" to begin the word "the."
2. If abreviated, use the form STC.
3. Do not remove the spaces between the words (exception made for the website url).
4. If abreviated, do not use the form StC.
5. Do not use Serve the City in the possessive form.

1. CORRECT

    To find out more, visit the Serve the City website.

2. CORRECT

    To find out more, visit the STC website.

3. INCORRECT

    To find out more, visit the ServeTheCity website.

4. INCORRECT

    To find out more, visit the StC website.

5. INCORRECT

    To find out more, visit Serve the City's website.

TYPOGRAPHY

The font to be used in all official Serve the City documents and publications is Arial (regular, italic, bold and bold italic).

By official, we mean stationaries, business cards, documents or publications created in the attempt of raising funding, presenting the project to authorities and corporations.

Other type of publications such as event flyers, presentation for volunteers, church congregations, etc. are not subject to these rules.

Arial regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial italic

abcdefghijklmnopqrstuvwxyz
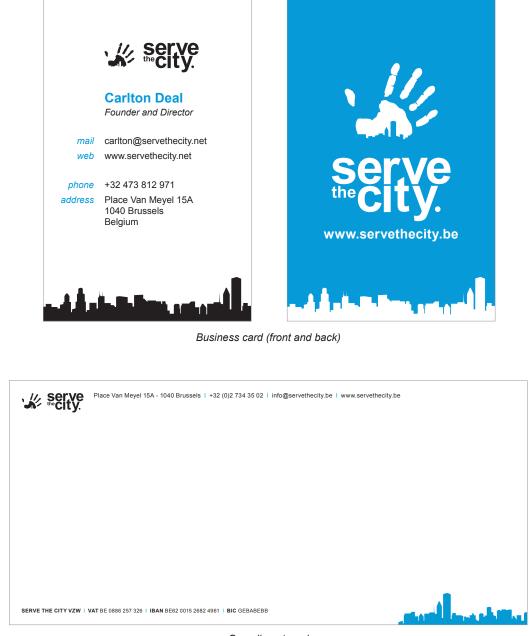*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
1234567890

Arial bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial bold italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

STATIONARIES

Here are examples of official STC stationaries. It is permissable to modify design elements such as the skyline and the colors, as well as the information. For other changes, please be sure to check with the international office for approval.

Business card (front and back)

Compliment card

Place Van Meyel 15A - 1040 Brussels | +32 (0)2 734 35 02 | info@servethecity.be | www.servethecity.be

SERVE THE CITY VZW | **VAT** BE 0886 257 326 | **IBAN** BE62 0015 2682 4961 | **BIC** GEBABEBB

Letterhead paper

Place Van Meyel 15A - 1040 Brussels | +32 (0)2 734 35 02 | info@servethecity.be | www.servethecity.be

Enveloppe

PRESENTATIONS

We can provide you with Serve the City PowerPoint and Keynote templates for your presentations.

If these templates aren't used, make sure to respect these guide-lines:

- The logo must appear on every slide.
- It is encouraged that the skyline be used as a design element.
- Arial is recommended for the font choice.
- Legibility is a must. Slides are more readable with less, better spaced information.

GRAPHIC STANDARDS

Moving towards a global identity.

DEFINITION

A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another. If the consumer (whether it's a business, a buyer, a voter or a donor) doesn't pay a premium, make a selection or spread the word, then no brand value exists for that consumer.

WEBSITE

Each city is responsible for setting up and maintaining its website. Cities can ask the help of the international office to do so. We can provide templates, structures and content for cities who need it.

The design of the website is under the responsibility of the city, however, it still needs to be approved by the international office. A few basic rules apply.

Do's and Don'ts

- The logo must appear on the top left corner of the website.
- The secondary color needs to reflect the choice of the city.
- For improved legibility, the main text content should be black on a plain white or light grey background.
- Each city's website must have a link in the footer towards the international website (www.servethecity.net).
- The domain name should follow one of these patterns:
    - » servethecity*cityname*.ext
    - » stc*cityname*.ext
    - » servethecity.*ext*/*cityname*

EVENT COMMUNICATION

Creativity is more encouraged in your communication regarding your events, as long as it respects the branding guidelines:

- The logo must appear in its original, unaltered form.
- The use of a skyline as a design element is encouraged.