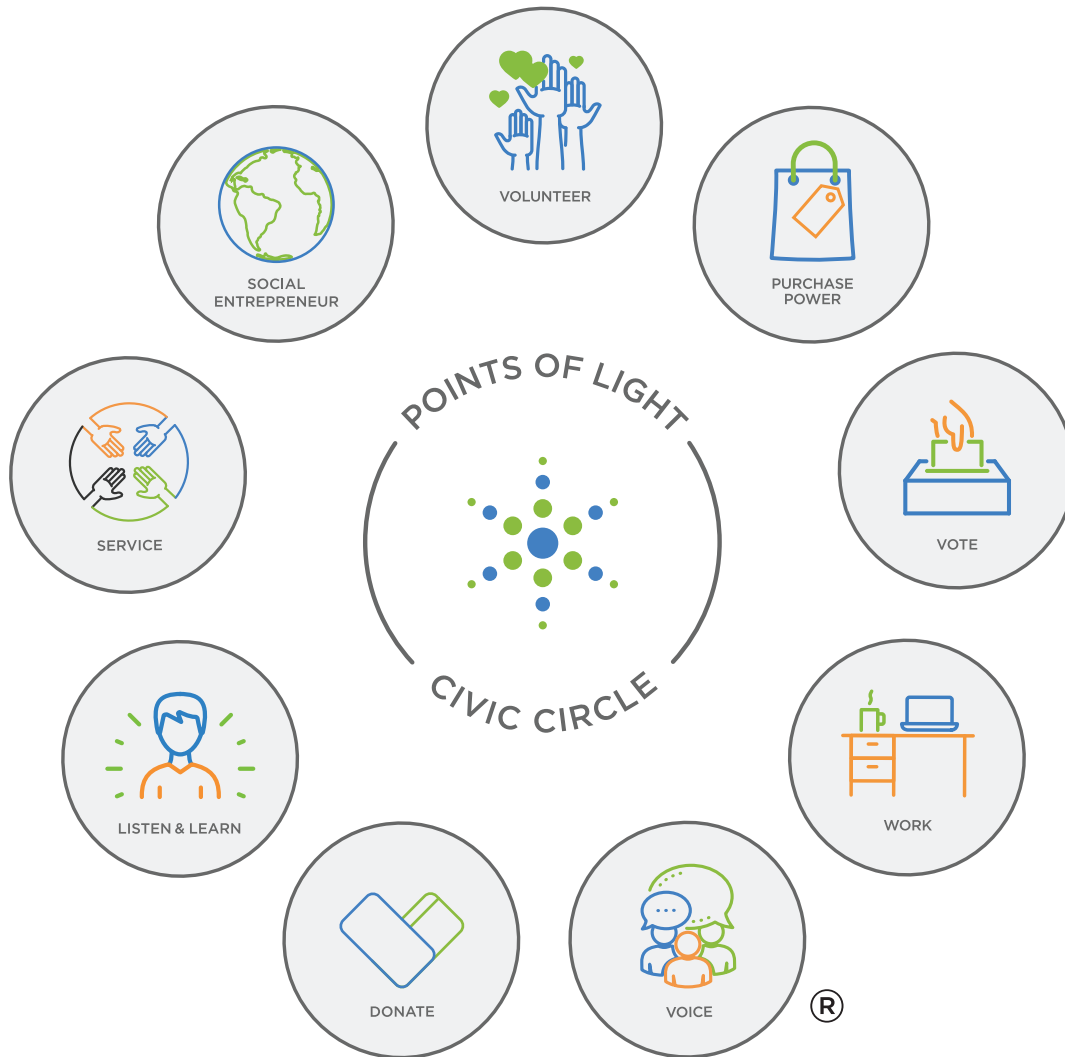


# POINTS OF LIGHT CIVIC CIRCLE®

## BRAND USAGE GUIDE

Updated  
Oct. 11, 2023



## Points of Light Civic Circle®

Points of Light Civic Circle helps individuals connect to opportunities and understand that doing good comes in many forms. It is a framework that represents your power to lead, lend support and take action for causes you care about and to lead a civic life. It is a way for people, nonprofits and businesses to address the challenges and opportunities existing in our communities and collectively move the needle for issues they care about. To learn more about the Civic Circle and the definitions of each element, visit [pointsoflight.org/civic-circle](https://pointsoflight.org/civic-circle).

## COPYWRITING GUIDANCE

In writing, first usage should always be Points of Light Civic Circle® and include the registered (®) symbol; subsequent uses in the same document can use Civic Circle (capitalized in all references).

## THE CIVIC CIRCLE LOGO

The Civic Circle logo, consisting of the nine components to civic life (referred to as the “Civic Circle actions”) is a protected trademark of the Points of Light brand. The nine “circles” or actions of the Civic Circle logo each represent an aspect of civic engagement that can be taken to drive systemic change. The Civic Circle actions include

# THE CIVIC CIRCLE

the illustrative icon and element name within each circle. The logo must include the Registered (®) symbol in the bottom right.

The following guidelines protect the integrity of this trademark.

Any usage of the Civic Circle logo must include attribution to “Points of Light” and provide a link to: [pointsoflight.org/civic-circle](http://pointsoflight.org/civic-circle)

The Civic Circle logo **should not be altered** in color, proportion or composition without authorization from Points of Light. These nine “circles” cannot be repositioned, decomposed or re-ordered within the logo. (Figure 1)

The Civic Circle logo and its components should be **primarily displayed in full color**. A single-color or knock-out (white) version may only be used with authorization from Points of Light, upon which the artwork will be provided for one-time, specific use.

The Civic Circle logo should be placed on a background that provides adequate **contrast and clarity** (not too busy); it can be placed over a photo that has a transparent overlay, provided there is sufficient contrast so that the Civic Circle is prominent and readable. (Figure 2)

The Civic Circle logo should be used in correct **proportion** (not distorted). (Figure 3)

The **center** of the Civic Circle logo consists of “Points of Light,” “Civic Circle,” and the Points of Light Starburst icon. A variation of the Civic Circle logo with knocked-out center-circle elements is available to provide contrast against dark backgrounds. (Figure 4, next page)

Figure 1



Figure 2

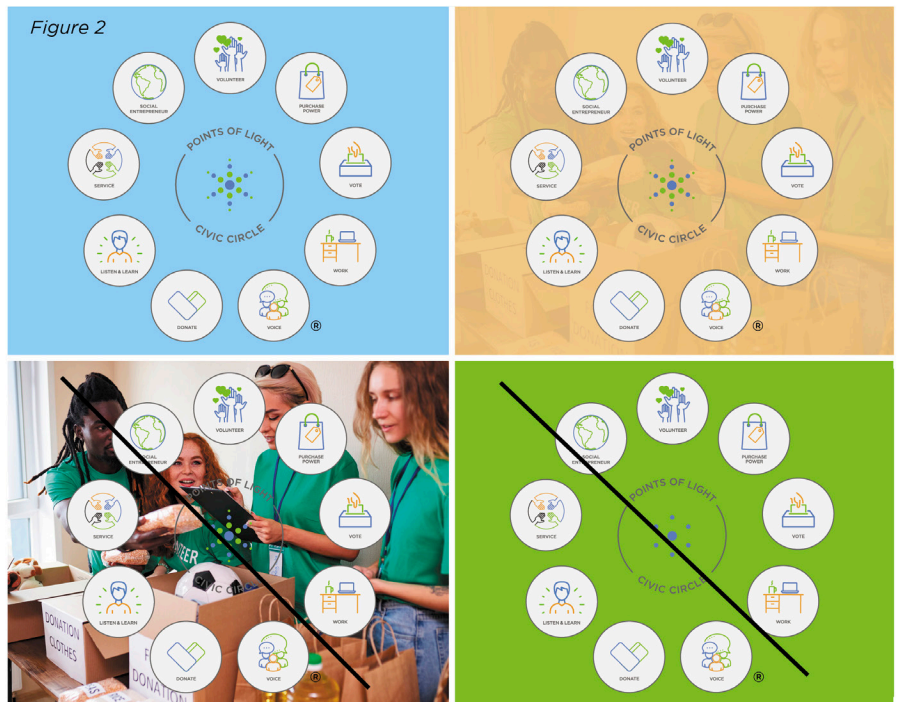


Figure 3



With advance approval from Points of Light, the **Starburst** may be replaced with appropriate verbiage (for example, an issue such as “Hunger” or audience such as “You”). This exception does not extend to brand names, alternate icons, images or logos, which should never be placed within the Civic Circle logo. The “Points of Light” and “Civic Circle” names must not be removed or altered. (Figure 5)



To **emphasize or highlight** certain actions of the Civic Circle logo, the color of the outline of individual circles can be darkened or changed to a single consistent color or the opacity can be reduced up to 25%. The colors of the Civic Circle icons within the circles cannot be changed from Points of Light’s brand colors. (Figure 6)

Figure 5



The **background** of each circle should be solid Points of Light Creme (see Points of Light Civic Circle Colors below), not transparent or any other color.

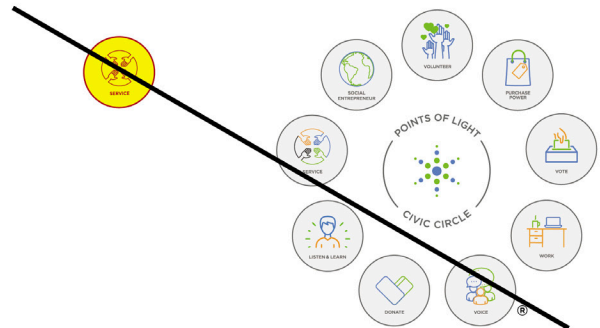
The **nine actions** of the Civic Circle cannot be re-ordered, replaced, resized respective of each other or otherwise altered on the logo without authorization from Points of Light. The actions are always written as (clockwise from the top): Volunteer, Purchase Power, Vote, Work, Voice, Donate, Listen & Learn, Service and Social Entrepreneurship. The font cannot be altered. (Figure 7, next page)

Figure 6



For legibility, the Civic Circle logo **size** should not be smaller than:

- 4” (w) in printed materials
- 600px (w) in digital uses



**Spacing** around the Civic Circle logo from other design elements, should be equal to the size of two “circles.” (Figure 8)

## THE CIVIC CIRCLE INDIVIDUAL ACTIONS (GUIDELINE FOR INDEPENDENT USAGE)

Each “circle” or action may be used independent of the Civic Circle logo, but only in cases where all nine actions are not being presented. If all nine Civic Circle Actions are being shown, they must appear in the Civic Circle logo. Any use of Civic Circle actions without the full logo must include attribution to “Points of Light Civic Circle” and must provide a link to: [pointsoflight.org/civic-circle](http://pointsoflight.org/civic-circle).

A **Civic Circle Action** consists of both the illustrative icon and element name. The illustrative icon should never be separated from the element name.

When used in a group, the circles must remain in proportion to other circles (cannot be distorted or varied in size). (Figure 7)

The colors of the Civic Circle illustrative **icons** (either within and outside of the circle frame) cannot be altered in composition, color, proportion or line weight. Each Civic Circle icon should be displayed primarily in original full color (see Points of Light Civic Circle Colors). A single-color or knock-out (white) version may only be used with authorization from Points of Light, upon which the artwork will be provided for one-time use.

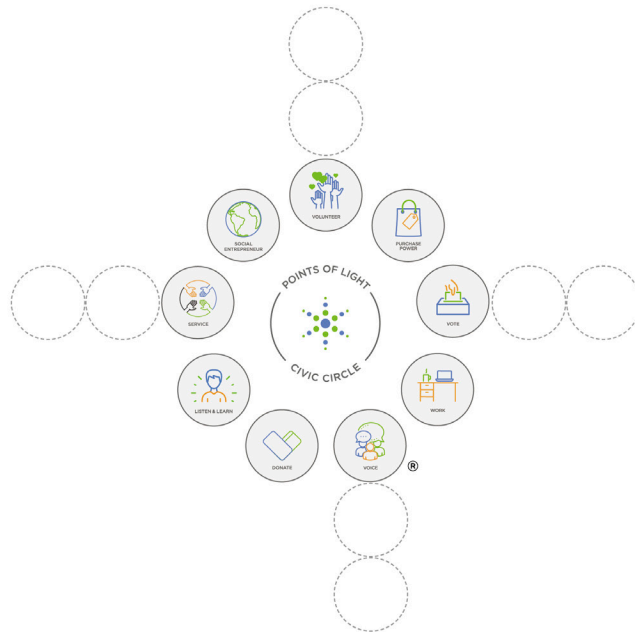
Each Civic Circle icon **size** should not be smaller than:

- 1.5” (w) in printed materials.
- 175px (w) in digital uses.

Figure 7



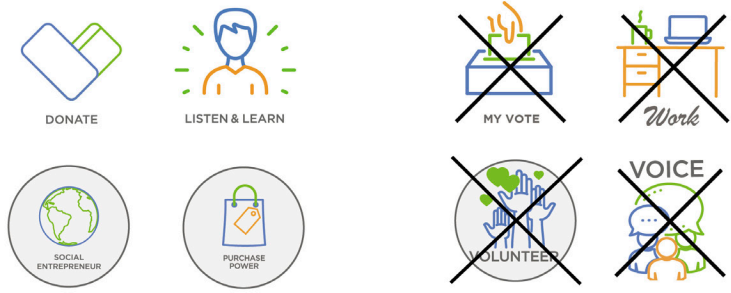
Figure 8



Each Civic Circle icon should be placed on a solid **background** that provides adequate contrast and clarity (not too busy); it can be placed over a photo that has a transparent overlay, provided there is sufficient contrast so that the icon is prominent and readable.

Each Civic Circle illustrative icon must be accompanied by its **element name**, which cannot be replaced, repositioned or reapportioned. The element names are always written as: Volunteer, Purchase Power, Vote, Work, Voice, Donate, Listen & Learn, Service and Social Entrepreneurship. (Figure 9)

Figure 9



## POINTS OF LIGHT CIVIC CIRCLE COLORS

The Civic Circle logo uses a mix of POL primary and secondary brand colors:

