



BE A LIGHT

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POINTS
OF LIGHT

BRAND GUIDELINES

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BRAND STRATEGY

HOW TO USE THIS GUIDE

BUILDING BRAND AMBASSADORSHIP

To create ambassadors for the Points of Light brand, we have developed simple, yet effective tools to communicate our brand promise and primary messages. When speaking about Points of Light, it is important to consistently use the core and expanded messages that communicate who we are, what we do and how we do it. As the organization evolves to meet changing social needs, these messages will be adapted.

OUR FOUNDATION

WHO WE ARE: Points of Light is a nonpartisan organization with a global reach with focus on civic engagement and civic health in communities..

WHAT WE DO: We inspire, equip and mobilize people and organizations to take action that changes the world.

HOW WE DO IT: We inspire individuals to engage civically, partner with companies and organizations and leverage the Points of Light Civic Circle as a framework for civic engagement.

See more on these messaging building blocks on [page 5](#).

STRATEGY

Our brand strategy is a long-term plan driven by our enterprise business strategy and goals. The Points of Light brand strategy encompasses our mission, vision, brand promise, characteristics, values and key message pillars as well as visual brand standards and guidelines.

We are a multiproduct and multichannel organization and believe there can be positive value and affinity created through a **branded house model** – with Points of Light acting as an umbrella for our core, audience-specific brands that represent our key activation **network** streams.

- [Points of Light Global Network](#)
- [Points of Light Conference](#)
- [Points of Light Corporate Service Council](#)
- [Points of Light Engage](#)

On occasion, and in alignment with the core Points of Light brand, we may determine the need for **sub-brands** within the branded house to represent key initiatives and campaigns. Currently, approved sub-brands include:

- [The Civic 50](#)
- [Civic Century](#)
- [Points of Light Civic Circle](#)
- [Corporate Service Council](#)
- [Global Volunteer Month](#)
- [Inspiration Spotlight](#)
- [National Volunteer Week](#)
- [The George H.W. Bush Points of Light Awards](#)

Mission

We inspire, equip and mobilize people to take action that changes the world.

Vision

We envision a world in which every person will discover their power to make a difference, creating healthy communities in vibrant, participatory societies.

VOICE

Brand Overview

BRAND PROMISE

Points of Light is a catalyst in creating stronger communities and a more just society. We believe every action, no matter how small, can have an impact and change a life. We share a commitment to support each other and improve the world in which we live. We exist to connect people and organizations with a passion and purpose to take action that creates meaningful change. Together, we are a force that transforms the world.



BRAND CHARACTERISTICS

- Inclusive, welcoming
- Energetic, excited
- Humble
- Driven to deliver
- Partner, not preacher

BRAND VALUES

- Humility
- Empathy
- Positivity and kindness
- Action
- Integrity
- Inclusivity and diversity

BRAND NARRATIVE

At the core of our philosophy at Points of Light is a belief that the most powerful force in the world is the individual who has realized their power to do good, and who applies their time, talent and resources to make a positive difference.

We are a community of millions of points of light joined together by a shared belief that we can create stronger communities and a more just

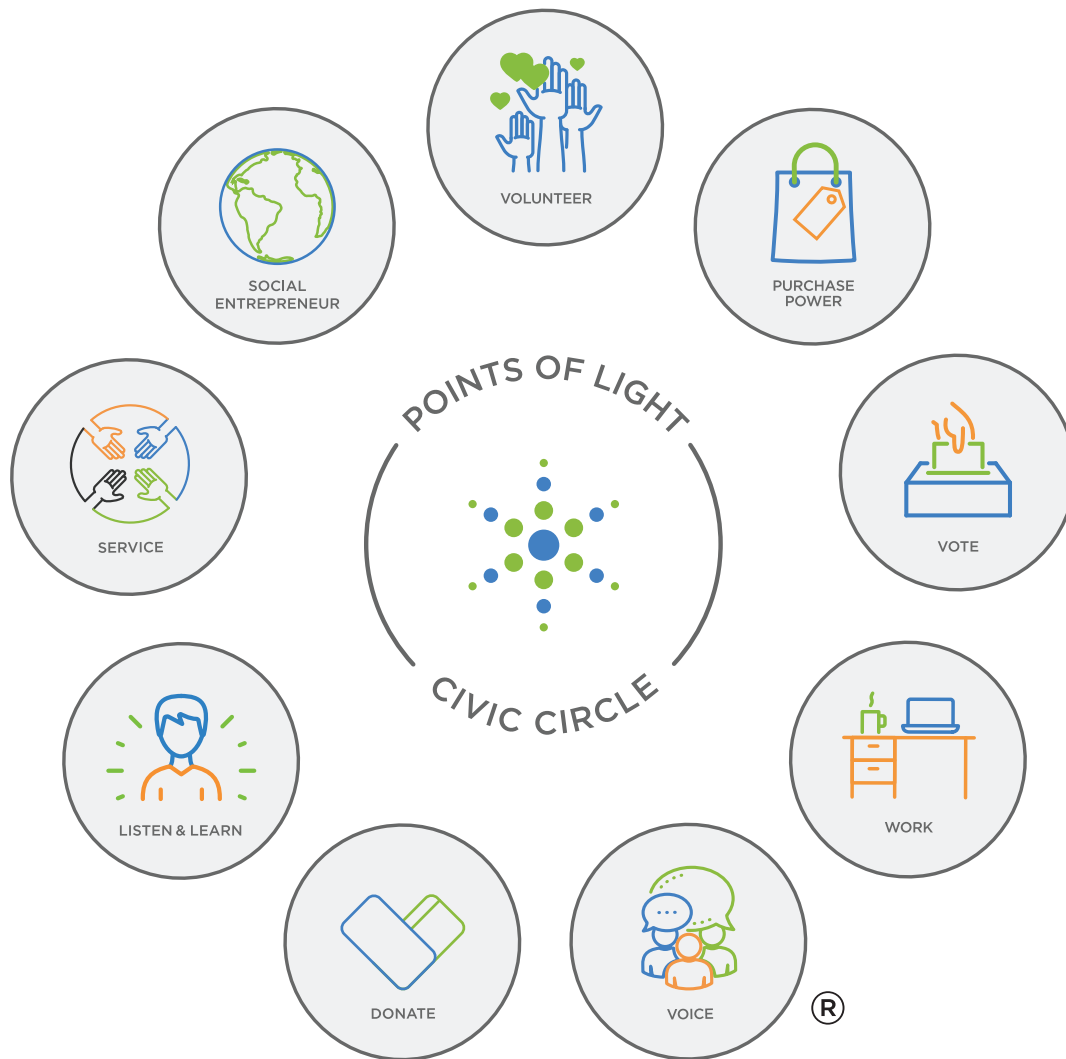
society, and it is imperative for each of us to act on this belief. We believe in the value of individual actions, and that even the smallest actions have an important impact. And that through these actions, occurring in communities all around the world, we can improve the world.

We are committed to empowering, connecting and engaging people and organizations with opportunities to make a difference that are personal and meaningful. We partner with organizations committed to strengthening local communities and shaping cultures of civic engagement around the world. We equip nonprofits with the talent and resources they need to deliver on their missions and achieve social change through volunteers. Together with our global network, we partner with corporations to help them become leaders in addressing challenges and encouraging deeper civic engagement that our society needs. We leverage expertise to build community engagement programs that strengthen their relationship with employees and help businesses bring their values to life.

Our vision is to inspire future generations to carry forward this commitment and to ensure that the light of millions endures. Together, we are a force that transforms the world.



THE CIVIC CIRCLE



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.

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

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

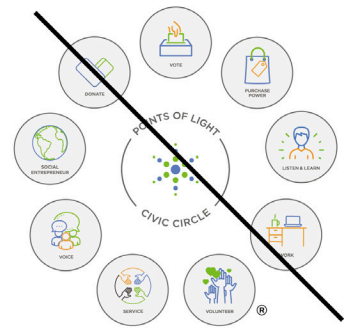
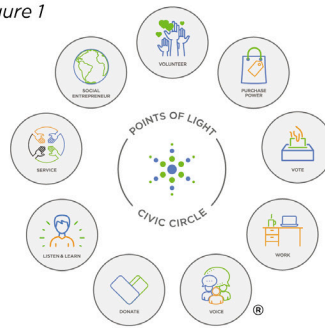


Figure 2

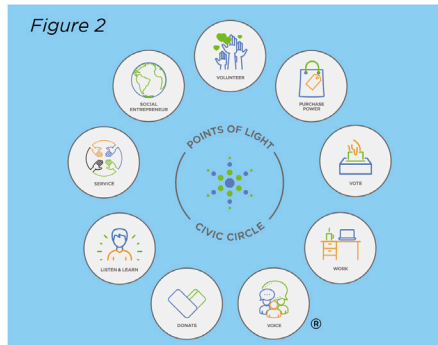
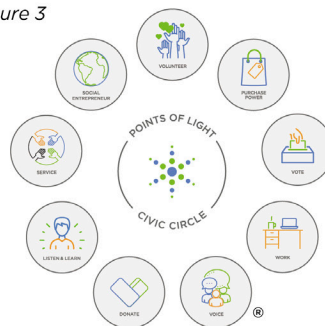


Figure 3



THE CIVIC CIRCLE

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)

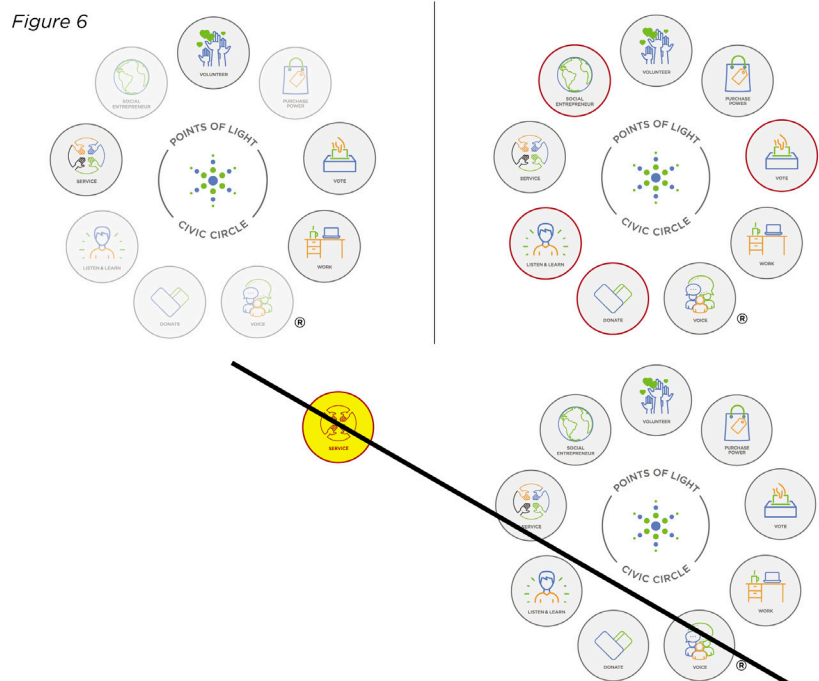


To **emphasize or highlight** certain actions of the Civic Circle logo, the color of the outline of individual circles can be darkened or changed to a single consistent color or the opacity can be reduced up to 25%. The colors of the Civic Circle icons within the circles cannot be changed from Points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



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)



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.

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.

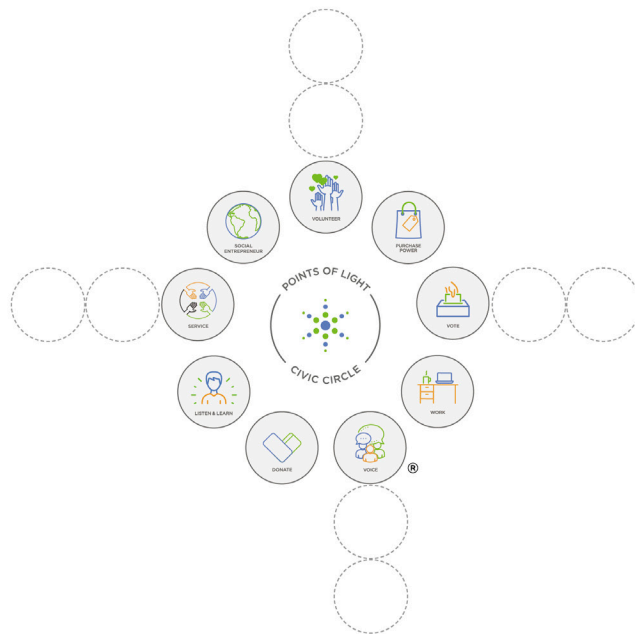
Each Civic Circle icon **size** should not be smaller than:

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

Figure 7



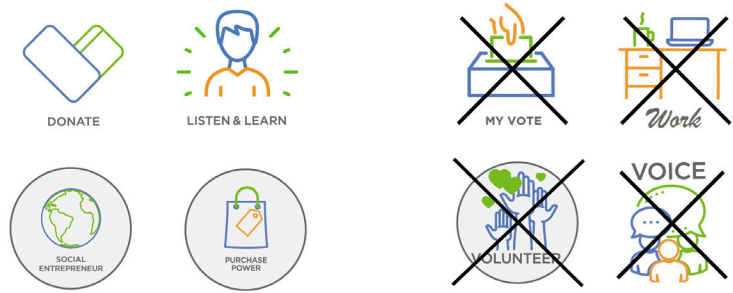
Figure 8



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.

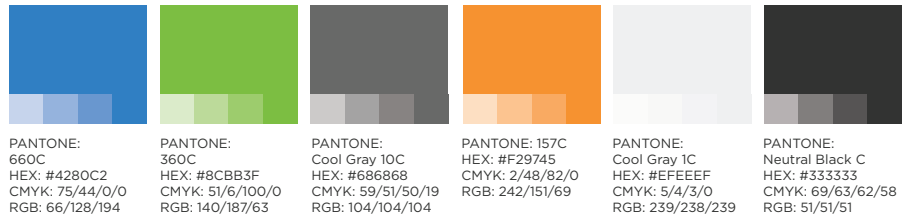
Each Civic Circle illustrative icon must be accompanied by its **element name**, which cannot be replaced, repositioned or reapportioned. The element names are always written as: Volunteer, Purchase Power, Vote, Work, Voice, Donate, Listen & Learn, Service and Social Entrepreneurship. (Figure 9)

Figure 9



POINTS OF LIGHT CIVIC CIRCLE COLORS

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



STYLE GUIDE: GRAPHICS

THE CORE BRAND

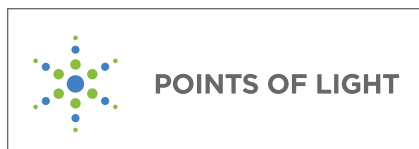
Brand Logo

The **core brand logo** is comprised of the **Points of Light starburst** and the brand name **workmark** to the right. The starburst, when displayed in full color, is always in our vibrant green and blue with a padding of one starburst radius. The wordmark is in all-caps, using the exclusive custom **Points of Light Bold** typeface, which is to be used exclusively for the logo wordmark and should not be used in the body or header of any design assets.

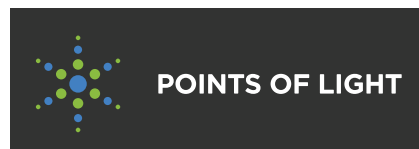


LOGO USAGE

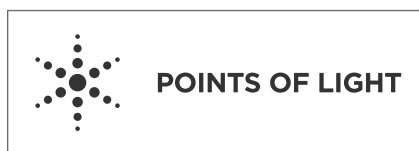
The Points of Light logo should be used in correct **proportion** (not distorted) against a background with sufficient **contrast and clarity (not too busy)**.



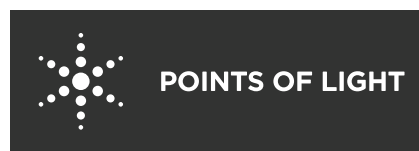
Horizontal - Full Color



Horizontal - Knocked - out (White) Text



Horizontal - Grayscale (Black)



Horizontal - Knocked-out (White)



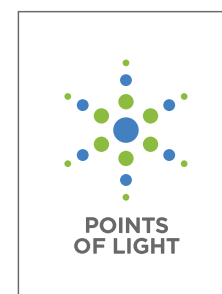
Stacked - Full color



Stacked - Full color - Knocked-out (White) Text

ALTERNATE LOGO

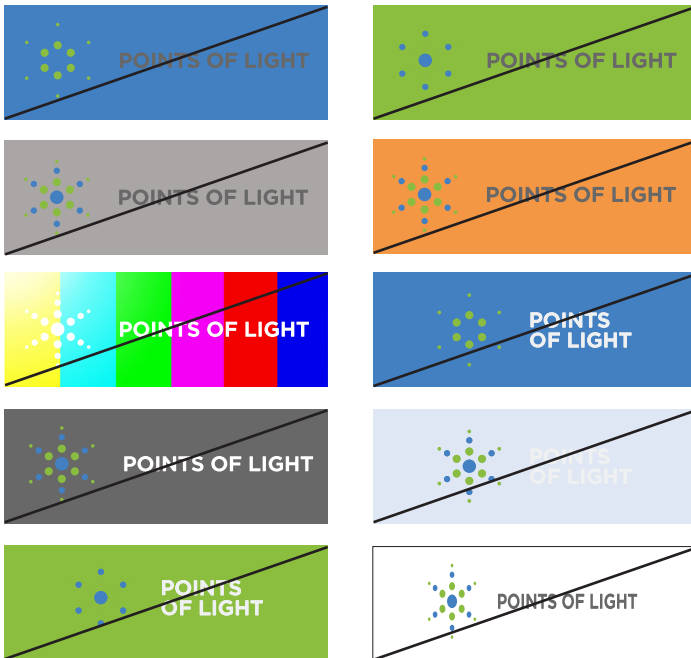
We have created this alternate logo for **specific use cases** where limitations prevent the standard or stacked Points of Light logo from presenting the brand in the best way. **It is not considered a third option for general use.** Please contact [Jimmy Barringer](#) or [Tamra Bell](#) to discuss if a need arises.



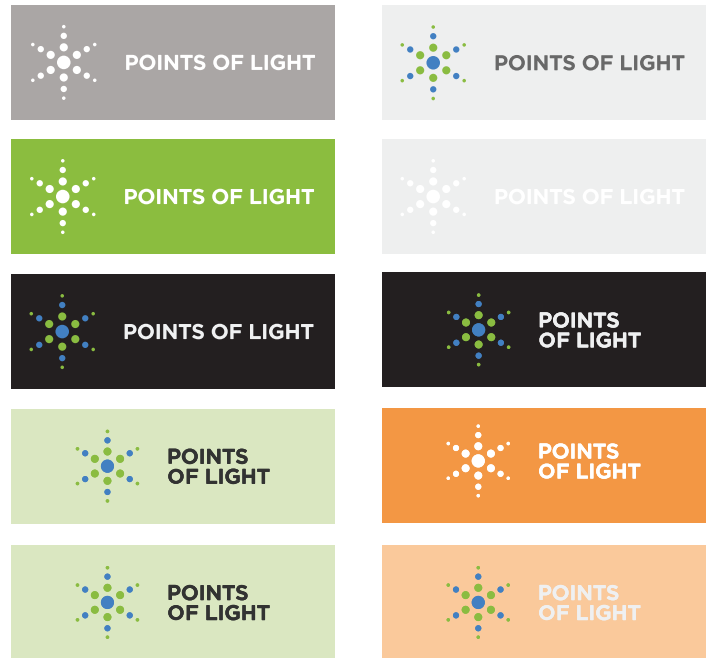
Vertical - Full color



INCORRECT LOGO TREATMENT



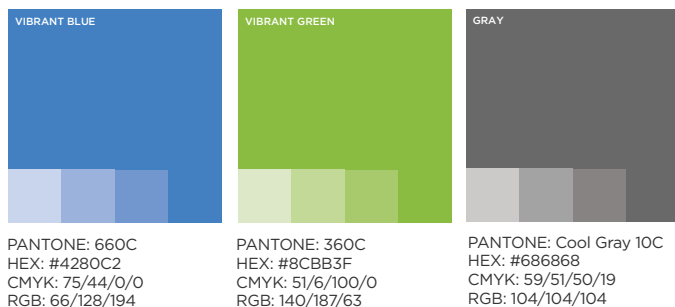
CORRECT LOGO TREATMENT



Brand Colors

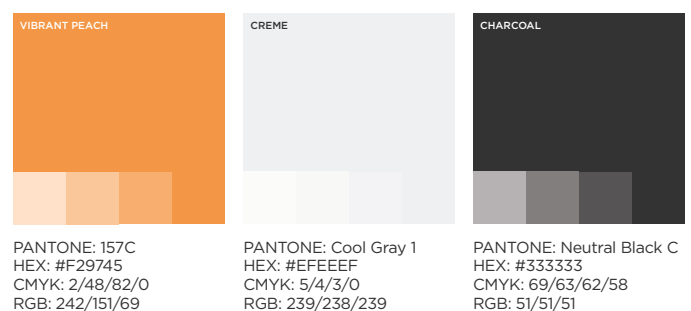
PRIMARY COLORS

The primary color palette for the core brand are **vibrant shades of blue and green**, a nod to the original palette, as well as a balancing shade of gray. These three colors are found in the core brand logo and are to be used as the primary color palette of design assets. The palette also includes **tints** of 75 percent, 50 percent and 25 percent opacity.



SECONDARY COLORS

The secondary color palette for the core brand includes a **vibrant Peach**, an off-white **Creme** and a bold **Charcoal**. The palette also includes **tints** of 75 percent, 50 percent and 25 percent opacity. The secondary color palette should be used sparingly as an accent or highlight color.



Brand Typography

LOGO WORDMARK FONT

The logo wordmark typeface is a custom sans serif font called Points of Light Bold. It is the exclusive font of the logo's wordmark and is to be used exclusively for the logo, not for body or headings of any creative assets.

POINTS OF LIGHT BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(!@#\$%&.,?::;)

CREATIVE ASSETS FONT: GOTHAM FONT FAMILY

For all creative assets, the core brand primary font is the **Gotham Family Fonts**. Weights ranging from Light to Black. Headings and body should contract in weight and size. For Headers, use Gotham Medium to heavier weight. For body, use Gotham Book or Light.

BODY

GOTHAM BOOK, 10 POINTS, 12 LEADING

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(!@#\$%&.,?::;)

HEADERS

GOTHAM MEDIUM, MINIMUM 18 POINTS, 18 LEADING

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(!@#\$%&.,?::;)

GOTHAM BOLD, MINIMUM 18 POINTS, 18 LEADING

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(!@#\$%&.,?::;)

GOTHAM BLACK, MINIMUM 18 POINTS, 18 LEADING

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(!@#\$%&.,?::;)



COBRANDING

0.5pt light gray-----↓



0.5pt light gray-----↓



MORE INFORMATION

Online Resources

Points of Light's brand guidelines are also available online at branding.pointsoflight.org, complete with downloads of all branding assets. Updates will be posted there and should be considered the most recent and up-to-date versions of all logos, messaging and guidelines.

Contacts

Have questions regarding use of the Points of Light brand? Please contact the appropriate person below for more information:

MARKETING

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COMMUNICATIONS / COPYWRITING / STYLE GUIDE

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Amy Marquis, amarquis@pointsoflight.org

GRAPHICS

Designer
Tamra Bell, tbell@pointsoflight.org

