

Well Connected Communities Brand and Positioning Guidelines



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Well Connected Communities Brand

BRAND ARCHITECTURE

Brand architecture is how all our parts and pieces relate to one another *as perceived from an outside perspective*. It also creates a roadmap for how to deal with future offerings. Brand architecture is not dependent on the internal structure of an organization and should fulfill our target audience's needs with the fewest brands possible. Brand architecture answers the question: What has its own brand (mission, promise, personality, logo, name)?

Endorsed brand



Well Connected Communities is an initiative of the Cooperative Extension System in partnership with National 4-H Council. Our goal is to expand brand awareness of the Cooperative Extension System and its 4-H youth development program, rather than create a separate and unique brand for the initiative. Through the work of the initiative, both 4-H and Cooperative Extension will be seen by the public as playing a vital role in improving the health and well-being of the nation.

INITIATIVE NAME

The name, Well Connected Communities, should **NOT** be hyphenated.

VISION

Lifelong health and well-being are within everyone's reach.

MISSION

Recognize and address systemic health inequities in communities across the country by leveraging the assets of the Cooperative Extension System and its 4-H Youth Development Program.

SHARED PRINCIPLES

- Focusing on diversity, equity and inclusion.
- Transforming place through genuine partnership and shared vision.
- Supporting youth voice and action through partnerships with adults.
- Addressing determinants of health through policy, systems and environmental changes at the local and system level.
- Learning and growing together for a results-oriented movement.

LOGO



PRIMARY



SECONDARY

- The Well Connected Communities (WCC) logo should be used in any communications materials that discuss the work of the initiative.
- Do not alter the WCC logo to include additional names and/or images.
- The minimum amount of clear space suggested around the logo can be defined by X—using the the height of the letter “w” in the word “well” as a guide—in proportion to the size of the logo used.



OTHER LOGOS

When appropriate, the following 3 logos can be incorporated into materials:

- Cooperative Extension logo
- National 4-H Council logo
- Land-Grant University logo

Robert Wood Johnson Foundation (RWJF) logo

- Communities and LGUs should **NOT** use the RWJF logo in any collateral, including presentations and documents.
- National 4-H Council should adhere to the Tobacco Separation Protocol when using the RWJF logo.
- Contact the WCC Core Team with any questions regarding this usage.

COLORS



4-H Green
PMS 347
C100 M0 Y90 K0
R51 G153 B102
#339966



Light Green
PMS 360
C62 M0 Y78 K0
R97 G194 B80
#61C250



Lime
PMS 382
C28 M0 Y92 K0
R190 G214 B0
#BED600



Teal
PMS 3252
C54 M0 Y24 K0
R71 G213 B205
#47D5CD



Sky
PMS 7457
C17 M0 Y2 K0
R202 G227 B233
#CAE3E9



Slate
PMS 7544
C33 M14 Y11 K31
R137 G150 B160
#8996A0



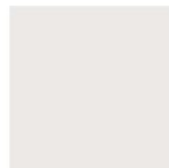
White
C0 M0 Y0 K0
R255 G255 B255
#ffffff



Lemon
PMS 1225
C0 M17 Y68 K0
R255 G203 B79
#FFCB4F



Orange
PMS 1375
C0 M45 Y95 K0
R255 G160 B47
#FFA02F



Wheat
PMS Warm Gray 1
C2 M3 Y4 K5
R224 G222 B216
#E0DED8



4-H Text*
PMS 432
C67 M45 Y27 K70
R55 G66 B74
#37424A

*Can be used as a secondary color.



4-H Metallic Gold
PMS 7544
PMS Print Only!

FONTS

Typography | **Print & Web**

Gotham

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography | **Microsoft Office**

Arial

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Well Connected Communities Positioning

The elements of your brand platform last for the life of the brand. However, it is essential to create a position that addresses how you fit into the marketplace as your business and your competitors evolve. Developing positioning on which to base the content of all your communications results in consistent messaging. Your positioning and strategic messages must be in alignment with your brand platform. They are used as the basis for all communications, including marketing messages, the website, advertising, PR, and outreach.

POSITIONING ELEMENTS

What are we?

- A health and well-being initiative of the Cooperative Extension System

What do we do?

- Recognize and address systemic health inequities in communities across the country

How we do it?

- helps build diverse, multigenerational, cross-sector coalitions that can recognize and address systemic health inequities
- intentionally forging connections, building capacity, and taking action in these communities and across the Extension network

Main benefit

- life-long health and well-being are within everyone's reach

Who for? (beneficiaries)

- [those facing the largest burden of health inequities]

What makes us different/unique?

- The Cooperative Extension System and its 4-H youth development program have the scale, reach, and experience to act as important partners and change agents for health equity.
 - 32,000+ land-grant- and county-based employees, 2.8 million volunteers across every state and U.S. territory, and a track record of strengthening communities since 1914
 - Connects Land Grant University research and resources to community issues that change lives
 - Six million 4-H youth, nationwide, who are empowered, confident, hard-working, determined, responsible and compassionate

GLOBAL POSITIONING STATEMENT

The nation's Cooperative Extension System and its 4-H youth development program have the scale, reach, and experience to act as important partners and change agents for health equity. Extension's Well Connected Communities initiative helps build diverse, multigenerational, cross-sector coalitions that can recognize and address systemic health inequities. By intentionally forging connections, building

capacity, and taking action in these communities and across the Extension network we can ensure that life-long health and well-being are within everyone's reach.

Well Connected Communities is an initiative of the Cooperative Extension System in partnership with National 4-H Council and support from the Robert Wood Johnson Foundation (RWJF).

SHORT POSITIONING STATEMENT

Well Connected Communities is a national health and well-being initiative of the Cooperative Extension System—in partnership with National 4-H Council and support from the Robert Wood Johnson Foundation (RWJF)—that is working to ensure that life-long health and well-being are within everyone's reach.