

A faint, light purple background graphic featuring a stylized house silhouette with a heart shape integrated into its base. The house has a gabled roof and a chimney on the right side. The heart is a solid yellow color and is positioned at the bottom center of the house silhouette.

Evansville Promise Neighborhood

BRAND GUIDELINES

Version 2.0

WELCOME

We're thrilled to introduce you to the Evansville Promise Neighborhood (EPN) brand guidelines.

Whether you're designing for print or digital, these guidelines will help you create a consistent and professional brand identity that reflects the collective unity we strive for in Evansville.

Remember, our brand is a reflection of the work we do and the services we provide. By working together and using these guidelines, we can continue to build a brighter, healthier, and more connected community.

We're all in this together, so let's make sure our brand is always looking its best. Check out our guidelines and enjoy exploring EPN!

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BRAND STRATEGY

At Evansville Promise Neighborhood, our identity is the sum of every action we take together. We work tirelessly to achieve goals that reflect our unwavering dedication to the community, and we hold ourselves to the highest standards of quality. With our brand guidelines, we strive to convey our message with consistency, innovation, and creativity.

Our STORY

Evansville Promise Neighborhood is a community-based initiative housed at the University of Evansville's Center for Innovation & Change. This collaborative project – brought to life through the coordinated work of 23 partners – brings together families, organizations, and schools to co-design solutions and pathways to success. Located in an area of Evansville with the most potential for positive transformation, EPN focuses on building strong partnerships that unlock resources and empower residents to lead the change they envision for their community.

In March 2023, the University of Evansville, as the lead applicant, was awarded a \$30 million grant. This achievement followed focused efforts on the 2022 application, including a detailed analysis of neighborhood boundaries and focus schools in collaboration with program evaluation experts from Diehl Consulting Group. Using a data-sharing agreement with EVSC, over 2,500 EVSC data points were analyzed, leveraging both school and neighborhood population data to guide the selection of census tracts and schools within the designated area.

Community engagement was central throughout the process, incorporating design thinking sessions, neighborhood surveys, voice sessions, and stakeholder input. The core team assessed and prioritized solutions based on community needs, culminating in a solution development session in June 2022. Representatives from major partners ensured the application was comprehensive, data-driven, and reflective of the priorities of the neighborhood and school communities.

Our MISSION STATEMENT

Evansville Promise Neighborhood strengthens place-based partnerships to co-create lasting change, empowering residents and organizations to build a thriving community together.

LOGO

Our logo serves as the cornerstone of our brand, symbolizing our mission and values. It provides us with a visual anchor, guiding us back to our core principles. Every time we use it, we are not only reminding ourselves, but also our community, of who we are and what we stand for.

Logo

PRIMARY

EPN's logo is both simple and elegant. The outline of Indiana, complete with a heart symbol to mark the city's location, is a nod to the organization's regional roots. Additionally, EPN plays a crucial role in sustainability efforts, which is why the logo includes the organization's name alongside the University of Evansville's colors and font. The logo comes in both black and white, as well as inverted colors, and its clean and professional style is sure to leave a lasting impression.



Evansville
Promise
Neighborhood
University of Evansville

Logo

ALTERNATIVE COLORS



Our logo is designed to be adaptable to all printing and digital needs. These alternate color versions are only to be used when the Primary logo cannot be used or seen.

These are the approved color variations. Ensure there is sufficient contrast between the logo and the background. Please choose the color option that best suits your needs, using your discretion.

Logo

BLACK AND WHITE



There are Black and White options available only if the pervious logos cannot be used. Please choose the color option that best suits your needs, using your discretion.

Logo

VERTICAL

The vertical option should only be utilized when necessary. It's best to use it for spacing or printing purposes when the primary logo is unsuitable.



Logo

SECONDARY

Our secondary logo should not be used as a replacement for the primary logo. Rather, it should only be utilized when the University of Evansville logo is already present in the design. It's important to maintain consistency in branding and to make sure that the university's identity is always clear and recognizable.



Evansville
Promise
Neighborhood

Logo

ALTERNATIVE COLORS



Our logo is designed to be adaptable to all printing and digital needs. These alternate color versions are only to be used when the Primary logo cannot be used or seen.

These are the approved color variations. Ensure there is sufficient contrast between the logo and the background. Please choose the color option that best suits your needs, using your discretion.

Logo

BLACK AND WHITE



There are Black and White options available only if the pervious logos cannot be used. Please choose the color option that best suits your needs, using your discretion.

Logo

VERTICAL

The vertical option should only be utilized when necessary. It's best to use it for spacing or printing purposes when the primary logo is unsuitable.



Evansville
Promise
Neighborhood



Evansville
Promise
Neighborhood



Evansville
Promise
Neighborhood



Evansville
Promise
Neighborhood



Evansville
Promise
Neighborhood

Logo

PARTNER

Our partner logo is reserved solely for contractual partners who have signed an MOU with the University of Evansville. If you are an Evansville Promise Neighborhood partner, you may use this logo to highlight your affiliation on grant proposals, your website, and other relevant materials. For further information or guidance on how to use our partner logo, please do not hesitate to contact our Marketing Coordinator.



Evansville
Promise
Neighborhood
Proud Partner

Logo SIZE

To ensure full legibility, do not reproduce logos at widths smaller than the ones provided. This includes reproductions for print and screen media. There are no maximum size requirements for the logos.



PRIMARY LOGO
no smaller than 1.75" or
126 pixels



**VERTICAL PRIMARY
LOGO**
no smaller than 1" or 78
pixels



SECONDARY LOGO
no smaller than 1.5" or
110 pixels



**VERTICAL SECONDARY
LOGO**
no smaller than .75" or
54 pixels



PARTNER LOGO
no smaller than 1.5" or
110 pixels

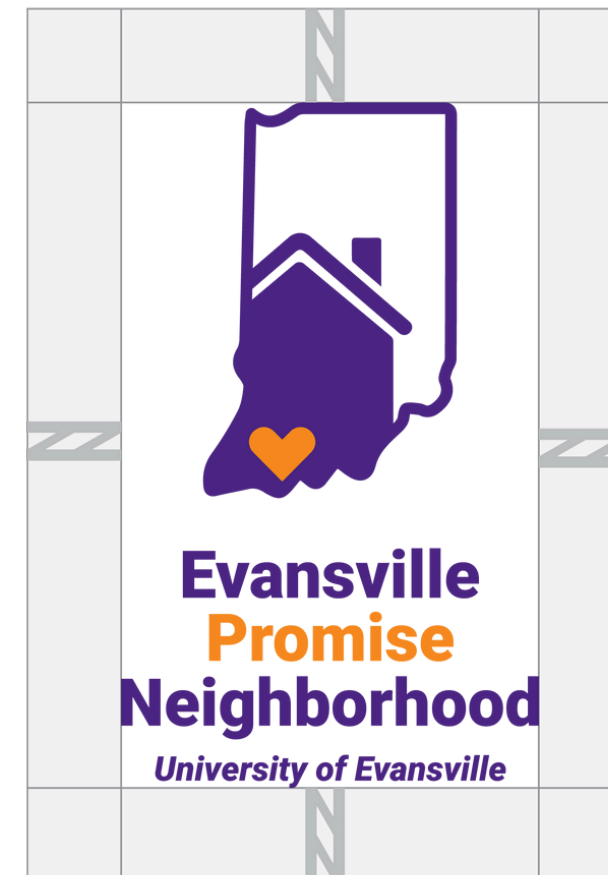
Logo

CLEAR SPACE

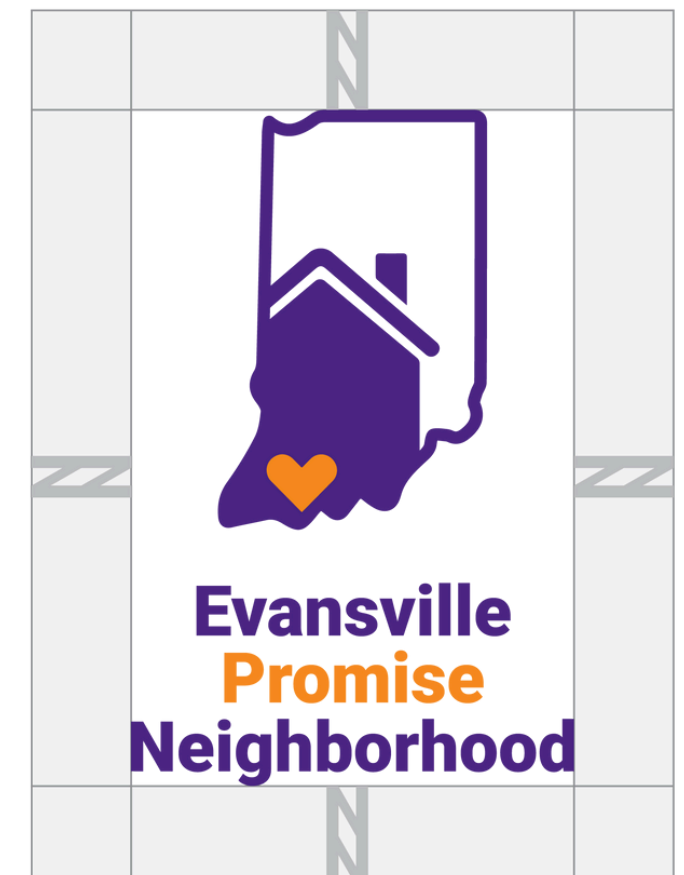
For full clarity and legibility, a set clear space must be maintained around the logo. The clear space should be measured using the height of two capital “N”s from Neighborhood found in the logo. This can be seen demonstrated below.



HORIZONTAL LOGOS



VERTICAL PRIMARY
LOGO



VERTICAL SECONDARY
LOGO

Logo MISUSE

To maintain a consistent brand image, the logo must not be altered from its provided versions. Below is a list of some of the ways the logo may not be altered. This list is not exhaustive.

 <div>do not alter the typeface</div>	 <div>do not rearrange the elements of the logo</div>	 <div>do not stylize any elements of the logo (ex. drop shadow)</div>	 <div>do not alter the aspect ratio</div>
 <div>do not alter the colors</div>	 <div>do not rotate</div>	 <div>do not alter the opacity</div>	

ICON

The Evansville Promise Neighborhood uses an icon to represent its location and mission. The heart symbolizes love, compassion, and dedication to building a better future for all community members. The house represents family and the sense of belonging in a tight-knit community. The organization believes in empowering the whole community to thrive and succeed.

Icon COLORS

Our icon serves as an alternative to our logo in situations where it may not be appropriate or fitting. For example, when text is not necessary or when placed alongside other graphics with multiple icons. For optimal results when using our icon, ensure sufficient contrast between the logo and the background, choose from the approved color variations below. If the contrast is inadequate, select the white or black version instead.



Icon

SIZE & CLEAR SPACE

To ensure full legibility, the icon must maintain a minimum size and clear space requirement. The icon must not be reproduced at widths smaller than the ones provided. The clear space required is measured by the height of the heart graphic found within the icon.



ICON SIZE

*no smaller than .375" or
27 pixels*



ICON CLEAR SPACE

PIPELINE WORKGROUP ICONS

The Evansville Promise Neighborhood uses an icon to represent its location and mission. The heart symbolizes love, compassion, and dedication to building a better future for all community members. The house represents family and the sense of belonging in a tight-knit community. The organization believes in empowering the whole community to thrive and succeed.

Pipeline ICONS

Each icon connects directly to a workgroup that supports the neighborhood's vision of thriving children, strong families, and vibrant communities.



Pipeline 1 Workgroup Early Health and Education

This icon features a trio of building blocks labeled A, B, and C—symbolizing early childhood development, foundational learning, and school readiness. The playful design reflects the importance of nurturing environments and early intervention in helping children build a strong start in life.



Pipeline 2 Workgroup Student Achievement and Success

This icon features a lightbulb formed from a pencil, symbolizing the power of education, creativity, and academic excellence. The "A+" within the bulb represents high achievement and success in learning, highlighting EPN's commitment to supporting students from cradle to career.

Pipeline ICONS

Each icon connects directly to a workgroup that supports the neighborhood’s vision of thriving children, strong families, and vibrant communities.



Pipeline 3 Workgroup Postsecondary Access, Success, and Workforce Readiness

This icon combines a graduation cap, books, and a briefcase—highlighting the transition from high school to either higher education, career preparation, and job readiness. It represents our commitment to equipping students with the tools they need to succeed in college, the workforce, and beyond.



Pipeline 4 Workgroup Neighborhood and Community Revitalization

This icon depicts a park bench under a lamp post beside a flourishing tree, representing safe, vibrant, and welcoming community spaces. It emphasizes EPN’s dedication to revitalizing neighborhoods to promote stability, connection, and wellbeing for families and residents.

COLOR

Our color palette is more than just colors. It's a reflection of our brand's values. It's the color of innovation, the color of uniqueness, the color of freshness. And when used consistently, it helps to build brand awareness and recognition.

Color

BRAND PALETTE

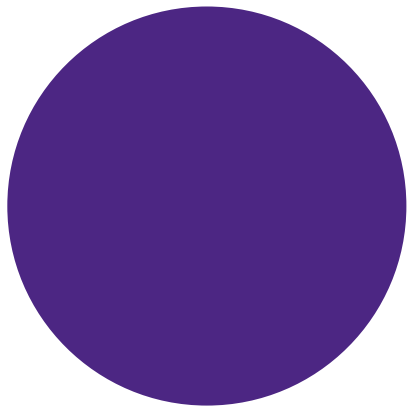
Consistency in color palette ensures a strong and recognizable brand identity, clear message, and a sense of cohesion and professionalism, making the brand appear more trustworthy. It is always kept in mind when designing any communication materials to ensure visual appeal and effectiveness.



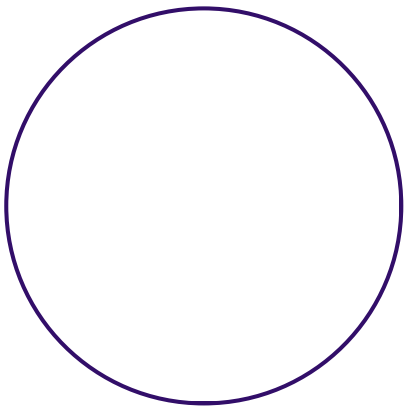
Color

BRAND PALETTE

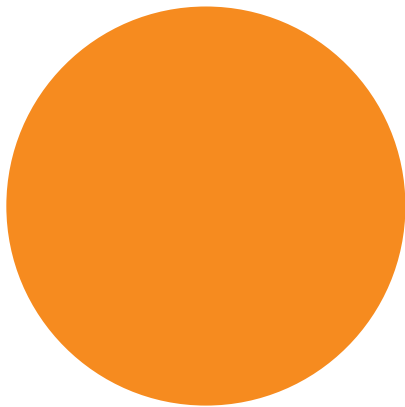
Take advantage of the benefits of CMYK colors whenever possible for better quality prints. Use Pantone (PMS) for extra impact.



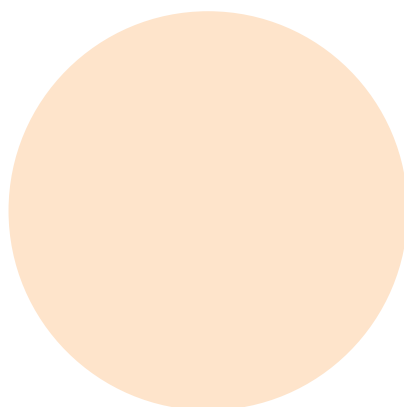
PMS
268
CMYK
84, 100, 0, 12
RGB
76, 38, 131
HEX
#4C2683



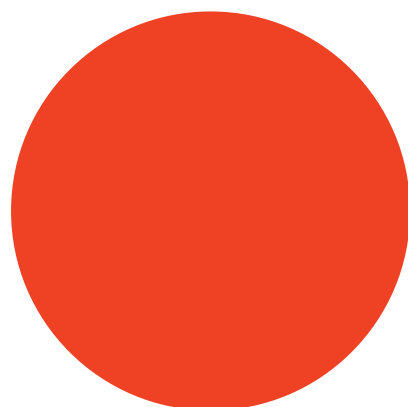
PMS
WHITE
CMYK
0, 0, 0, 0
RGB
255, 255, 255
HEX
#FFFFFF



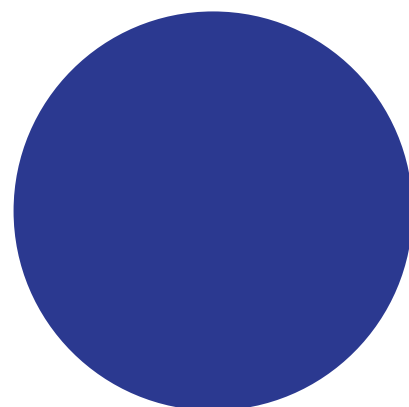
PMS
716
CMYK
0, 55, 100, 0
RGB
246, 139, 31
HEX
#F68B1F



PMS
475
CMYK
0, 11, 19, 0
RGB
254, 228, 203
HEX
#FEE4CB



PMS
179
CMYK
0, 90, 99, 0
RGB
239, 65, 35
HEX
#EF4124



PMS
661
CMYK
100, 95, 5, 0
RGB
43, 57, 144
HEX
#2B3990

Color

PRIMARY & SECONDARY

When designing, begin with our primary colors, which are displayed below. Our secondary colors should only be used when necessary, such as for digital use, small accents, or variety and balance. Our established color hierarchy begins with #4c2683 and ends with #2b3990, and we request that these colors be used exclusively for any EPN materials created both internally and externally.

PRIMARY	PRIMARY	PRIMARY	SECONDARY	SECONDARY	SECONDARY
#4C2683	#FFFFFF	#F68B1F	#FEE4CB	#EF4124	#2B3990

TYPOGRAPHY

The simplicity and legibility of Roboto make it the perfect complement to our logo, making sure that our typography is consistent with our brand identity. It is essential to follow the guidelines laid out in the document to ensure a professional and cohesive look.

Typography

PRIMARY FONT

Roboto is a web-friendly font that strikes a balance between content density and reading comfort. It is an ideal choice for modern browsers and performs exceptionally well on older versions, ensuring that users experience the highest quality in text display.

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
MNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
mnopqrstuvwxyz

1234567890!@#%&()+

Aa

Typography

SECONDARY FONT

Playfair Display is a serif font intended for use in display type at large sizes such as headings and titles but not for extended body text. Its tall and thin letterforms give it a classic and elegant look. It pairs well with sans-serif fonts creating a beautiful contrast in design.

Playfair Display

Bold is our headings weight.

Regular is used for titles and some bodies of text.

Regular Italics is used for quotes and interviews.

Aa

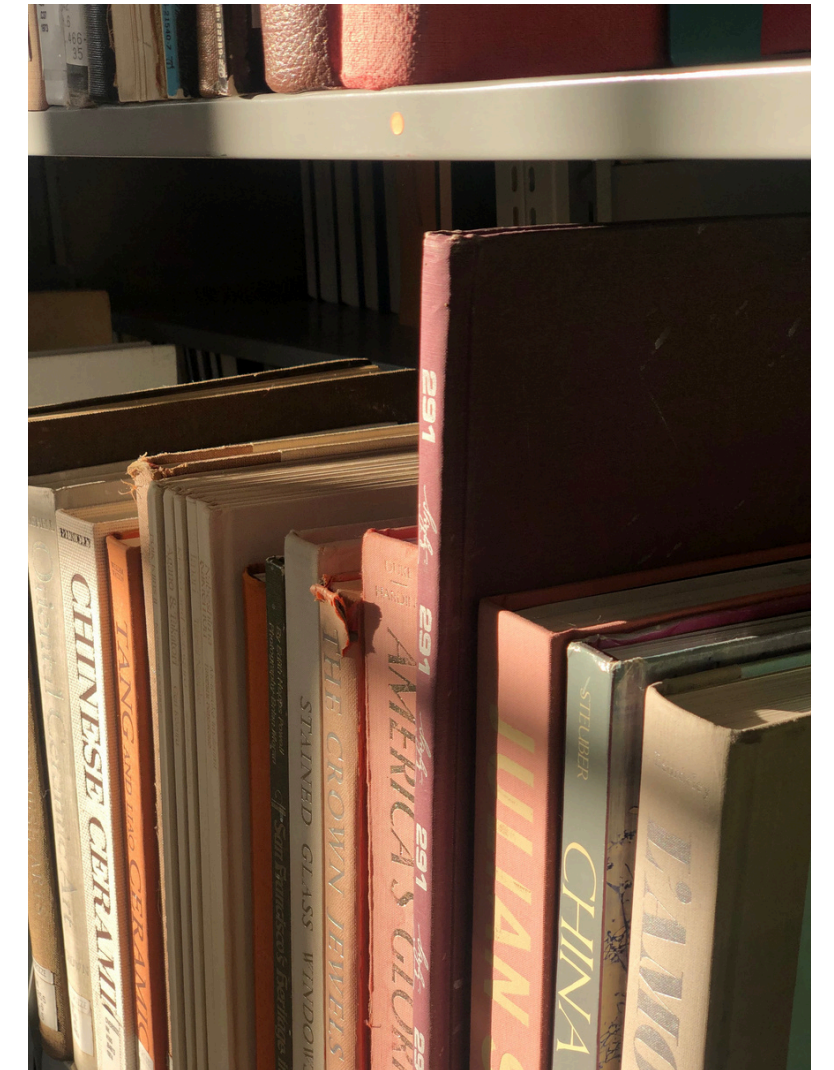
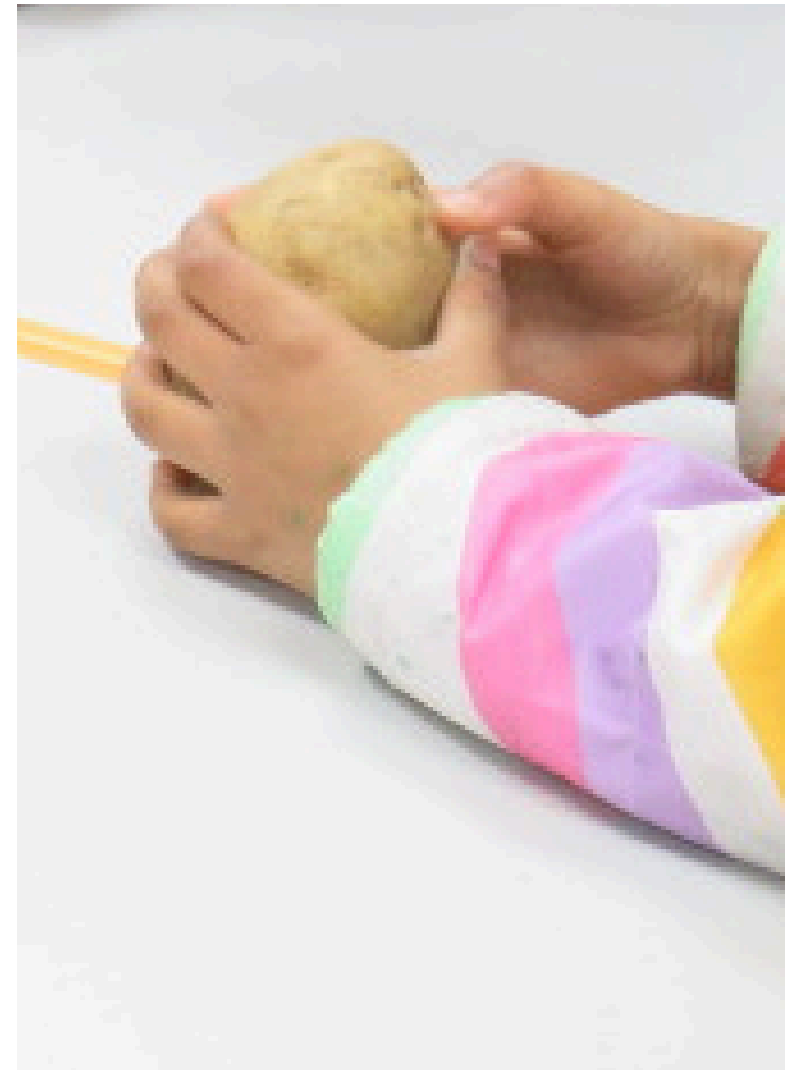
IMAGERY

Our team is passionate about capturing genuine moments that connect with audiences on a deep level. We believe every story should be told in a way that reflects its essence and creates meaningful connections with our community. We value listening, learning, and collaborating with the community, and have a profound appreciation for the power of storytelling to inspire and empower lives.

Imagery

PHOTOGRAPHY

Our photographic style is a reflection of our brand, and we take pride in its clarity and professionalism. We pay close attention to details that contribute to the overall picture, as our storytelling is heavily reliant on this visual representation. It's essential to obtain consent or a signed photo release before capturing images of people to ensure their privacy is respected.





Thank You

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