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NOTE: Do not extract assets from this PDF, including logos, imagery or colors, as assets were compressed for this document. Use officially-provided files only.
About This Brand Guide

Section 1.
About This Brand Guide

This brand guide is a tool to help you communicate about UpTogether, its mission, value and impact.

It offers detailed guidelines for developing materials and communications for internal and external use, and the messages throughout this book have been developed and tested for resonance with our key stakeholders—UpTogether members, donors, partners, board and staff.

While this is not a public document, all UpTogether staff and Board are encouraged to use this document as a helpful tool and resource in preparing for presentations, meetings and other communications needs. In the spirit and understanding that all good brands evolve, this guide should be revisited at least once per year to ensure continued relevance and resonance of the messages.

Why Do Brand and Style Matter?

When we communicate consistently about UpTogether—across all audiences and with all stakeholders—we strengthen our brand and reinforce memorable messages, driving greater awareness of UpTogether, our mission and the impact of our approach.

This resource was designed to help those communicating about UpTogether to:

- Have a consistent, clear and unified voice when speaking about who we are and what we do.
- Clearly articulate the mission, vision and purpose of UpTogether in order to drive greater understanding of the organization and its priorities.
- Build comfort with supporting language and visuals that define UpTogether’s approach.

This Brand Guide should inspire creativity, while explaining the core attributes that make UpTogether unique.

If you have questions as you reference this guide, email communications@uptogether.org.
Core Messages

At UpTogether, we believe that every person is an expert in their own life.

But too many systems in our society have been set up to prevent upward mobility for people living in historically undervalued and financially under-resourced communities.

Our country's future hinges on better understanding and building upon the initiative, entrepreneurship and ingenuity of people living at or below the poverty line.

We work toward our vision that every person is recognized for their strengths and contributions and appropriately resourced with the capital they need to thrive.

Why the Name Change?

To more clearly convey our purpose and engagement with our community, Family Independence Initiative evolved its name to UpTogether. We have and always will be about community moving up, together. We believe taking on this new name will only further our vision of a world where everyone is recognized for their initiative, supported for their self-determination, and where access to resources is determined by strengths, not deficits.

Name change is effective May 4, 2021
Who We Are

UpTogether reveals and accelerates the initiative people are taking to improve their lives.

As a community, a movement and a platform, we use the power of information—compelling insights and personal success stories—to transform stereotypes, beliefs, practices and policies. Together with our members, we are championing a community-led movement to boost economic and social mobility in communities that have been undervalued and underinvested in for far too long.

What We Do

UpTogether partners with individuals, families, funders, government agencies and community partners to create an environment where every person can thrive, on their own terms.

Since 2001, UpTogether (formerly known as Family Independence Initiative) has demonstrated that people and families in historically undervalued and financially under-resourced communities have the initiative and capacity to move themselves and their communities out of poverty.
Mission

We recognize, highlight and invest in the ingenuity and entrepreneurship of people in undervalued communities and partner with government and philanthropy to do the same.

Vision

All people in the United States are seen and invested in for their strengths and are able to build their social and financial assets.

Values

- **Community:** We honor the strengths and initiatives of people living in historically undervalued communities and promote the role social networks within these communities play in helping people accomplish their goals and achieve long-term socioeconomic mobility.

- **Impact:** We test and scale strategies for systems adoption of a strength-based approach to accelerate socioeconomic mobility for people living at or below the poverty line in the U.S.

- **Collaboration:** We center the lived experiences of families in historically undervalued communities and engage the knowledge, experience and perspectives of our board, partners and staff to build and grow a strength-based approach to end poverty.

- **Racial Equity:** We are committed to being an anti-racist organization and we promote anti-racist policies that eliminate the racial wealth divide.

- **Leadership:** We acknowledge that leadership is not based on a title and honor the many forms in which it appears. We celebrate leadership that embodies all of our organizational values, driving us to act against the dominating deficit-based approach to fighting poverty.

- **Choice:** We trust that people living at or below the poverty line know what’s best and are capable of making decisions for themselves and their families.
Our Brand Story

Why make poverty tolerable, when we can make it escapable?

Our founder, Mauricio Lim Miller, launched Family Independence Initiative in 2001, having seen firsthand the faults of the United States social services system. He was frustrated watching the same families cycle in and out of social service agencies, while the financial resources designed to support them did nothing to build their economic or social mobility.

As the son of a hardworking, strong, creative single mother who immigrated to the U.S. from Mexico, Mauricio saw that his mother, a talented dressmaker who worked hard to "make it" in the U.S., wanted more access and opportunity for him and his sister. He was certain there was a better way to invest in people's initiative than what his mother had experienced. He also knew firsthand the harmful stereotypes and belief systems that perpetuated biased practices and policies, undermining the pride of those being "helped" and their chances for success.

Mauricio believed that if families had access to resources and community support, they would decide for themselves how to implement them—as his mother had—and they could move up, together, out of poverty. He founded Family Independence Initiative (FII) based on this philosophy.

Now, 20 years later, and with an expansive data set, UpTogether has demonstrated that people can and will move up together when they are recognized for their initiative, supported for their self-determination and where access to resources is determined by strengths, not deficits.

As we celebrate 20 years since the founding of FII, our commitment to community and to disrupting the norms of a harmful, white-dominant philanthropic system remain at the forefront. But how we operate—investing in individuals and families—has improved our accelerated changed, moving from in-person to online engagement.
Our Signature Platform

Our signature platform, the UpTogether Community, is a place where families and individuals form small groups online, collaborate and help each other achieve their goals. UpTogether members on the platform also have access to a variety of cash offers from our funding partners. Members can use the investment however they choose and don’t have to pay it back. The UpTogether Community proved invaluable during the COVID-19 crisis when we used the platform—the only one of its kind—to distribute more than $130 million quickly and directly to more than 200,000 individuals and families whose finances had taken a hit because of the pandemic.

Our Approach

Our strength-based approach acknowledges where the power and solutions really lie: in the hands of hardworking people, families and communities.

Together we are championing a nationwide movement, where every person is recognized for their strengths and contributions, and have what they need to thrive.
### Message Hierarchy

**OUR PROMISE**  
People can and will move up together when they are recognized for their initiative, supported for their self-determination and where access to resources is determined by strengths not deficits.

---

**OUR PURPOSE**  
To reveal and accelerate the initiative people are taking to improve their lives.

---

**OUR PILLARS**

<table>
<thead>
<tr>
<th>COMMUNITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>We center our work around the strengths and initiatives of people living in historically undervalued communities and promote the role social networks within these communities play in helping people accomplish their goals and achieve long-term socioeconomic mobility.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CAPITAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>We invest in our members with unrestricted cash in recognition of the initiatives they are taking to improve their lives.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHOICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>We trust that people in historically undervalued communities know what’s best and are capable of making decisions for themselves and their families.</td>
</tr>
</tbody>
</table>

---

**SUPPORTING POINTS**

**Community**  
The UpTogether Community is where families and individuals come together online. They form small groups, collaborate and help each other achieve their respective and mutual goals.

**Capital**  
UpTogether partners with families, funders and community partners to create an environment where access to capital is made possible and where they can come together and improve their lives, on their own terms.

**Choice**  
The UpTogether approach demonstrates that trusting and investing in families to boost economic mobility—rather than prescribing a top-down program or solution—works, with transformative results.
Member Messaging

When describing how UpTogether works for members, we use “you share, we learn and invest, and together, we transform.” We’ve found framing it this way helps members understand why we ask them to complete surveys, share financial information, etc. It also provides clarity on our ultimate goal of systems change.

### How UpTogether Works

<table>
<thead>
<tr>
<th>YOU SHARE</th>
<th>WE LEARN AND INVEST</th>
<th>TOGETHER, WE TRANSFORM</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Create or join small groups online</td>
<td>• We learn from what you are doing, both on and off platform</td>
<td>• We share your collective and individual successes to show just how much strength, ingenuity and entrepreneurship is embedded in communities that have been historically undervalued and underappreciated.</td>
</tr>
<tr>
<td>• Share solutions, support and resources to help each other accomplish your goals</td>
<td>• We invest in your strengths and initiatives with unrestricted capital to use how you see fit</td>
<td>Our ultimate goal is that together, we change the narrative and transform policies so every person is recognized for their strengths and contributions, and have what they need to thrive.</td>
</tr>
<tr>
<td>• Complete surveys</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Share your stories</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Our ultimate goal is that together, we change the narrative and transform policies so every person is recognized for their strengths and contributions, and have what they need to thrive.
Elevator Speech

UpTogether reveals, accelerates and invests in the initiative people are taking to improve their own lives. We use the power of information—compelling insights and personal success stories—to transform stereotypes, beliefs, practices and policies. Together with our partners and members, we are championing a community-led movement to boost long-term economic and social mobility.

For 20 years (previously as Family Independence Initiative) we have honed our simple, yet revolutionary approach to invest in the initiative of hardworking and resourceful families—providing direct financial capital and platform to strengthen existing social networks and build new ones.

Under our new brand, UpTogether, the movement continues. Individuals and families in the UpTogether Community set their own financial and personal goals, form collaborative groups to help accomplish those goals and choose how to spend the capital they receive in recognition of their initiative.

Inspired by the historical successes of families in financially under-resourced communities, and based on the principles of respect, self-determination and social connections, we are championing a community-led movement to boost socioeconomic mobility for millions of people in America.
Words and Concepts To Consider

<table>
<thead>
<tr>
<th>Consider This</th>
<th>Stay Away From This</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investing in initiative</td>
<td>Fighting poverty</td>
</tr>
<tr>
<td>Resources (e.g., Financial or Information), Cash, Capital, Tools</td>
<td>Goods/Services</td>
</tr>
<tr>
<td>Impact, Effect, Result <em>(in a positive frame)</em></td>
<td>Solution/Outcome</td>
</tr>
<tr>
<td>People who reside in the U.S. or people who live in the U.S.</td>
<td>Americans</td>
</tr>
<tr>
<td>Our goal is to change the way philanthropy and government think about social and economic mobility...</td>
<td>Our goal is to change the way philanthropy and government think about poverty...</td>
</tr>
<tr>
<td>UpTogether reveals the capacity, ingenuity, resourcefulness, and talents of individuals and families in financially under-resourced communities</td>
<td>UpTogether helps communities and families in poverty</td>
</tr>
<tr>
<td>Success looks different for each person and family</td>
<td>Any connection to the phrase “Silver Bullet”</td>
</tr>
<tr>
<td>Possibility or “What is possible...” <em>(When talking about impact)</em></td>
<td>Inevitability or “What happens...” <em>(We don’t talk in guarantees. Every situation and every family’s result is different.)</em></td>
</tr>
<tr>
<td>UpTogether invests in the initiative that families with limited incomes are already taking to get ahead. <em>(Person first language)</em></td>
<td>UpTogether empowers low-income families to realize their potential. <em>(Avoid using “empower” and “potential”)</em></td>
</tr>
<tr>
<td>“Our approach...” or “what we’ve learned”</td>
<td>Any reference of UpTogether as a program or initiative</td>
</tr>
<tr>
<td>An emphasis on learning: UpTogether learns from families. We observe, listen, and gather information from families in order to boost the solutions that are important to them.</td>
<td>Any reference to helping the community or helping the poor</td>
</tr>
</tbody>
</table>
## Our Target Audiences and Stakeholders

<table>
<thead>
<tr>
<th><strong>Individuals and Families working to build economic and social capital</strong></th>
<th>UpTogether members, and prospective members, with whom we partner are resilient, strong and talented. They want more for themselves and their families and are working hard to achieve it, despite systems often working against them. Too often, they are perceived as vulnerable and weak, when in fact, they are highly creative and resourceful. They have clear financial, career and family goals, and are working toward them.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Funders and Philanthropy</strong>&lt;br&gt;Aspirational</td>
<td>Our funders and philanthropic partners acknowledge the flaws in the philanthropic system. They are committed to issues of equity and justice, understand the importance of closing the racial wealth gap and are actively investing in solutions that close the gap. They are looking for platforms and approaches that support their intent to distribute philanthropic resources in ways that create a more equitable society.</td>
</tr>
<tr>
<td><strong>Government</strong>&lt;br&gt;(City and state policymakers, with some focus on federal)&lt;br&gt;Aspirational</td>
<td>Our government partners understand the negative impact certain policies and programs have on the ability of their constituents to thrive. They value partnerships with nonprofit and technology providers who can facilitate the distribution of resources that provide aid and effective support to community members—especially those who have been most marginalized.</td>
</tr>
<tr>
<td><strong>Community Partners, including Nonprofit Social Service Organizations</strong>&lt;br&gt;Aspirational</td>
<td>Our community partners often hold the deepest relationships with UpTogether members. They are providing any number of services—from childcare to education, job training to medical care—and realize how difficult it is for those they serve to permanently move beyond needing their services. They understand the value of aligning with a changemaker and social connector that provides direct investments in the economic and social mobility of their community members.</td>
</tr>
</tbody>
</table>
Core Brand Elements

- **Brand Name**: UpTogether®
- **Tagline**: Trusting and Investing in Families
- **Platform Name**: The UpTogether Community

Brand Nomenclature

The following chart details an intentional shift in commonly-used language. In order to create consistency and alignment with our new messaging, we no longer use the language in the left column and instead use the language in the right column.

<table>
<thead>
<tr>
<th>Previously-Used Language</th>
<th>NEW Message-Aligned Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaigns</td>
<td>Community Offers or Cash Offers</td>
</tr>
<tr>
<td>Platform Members/Member Families</td>
<td>UpTogether Members</td>
</tr>
<tr>
<td>Donors, Philanthropy and others who provide money to invest in members</td>
<td>Funding Partners</td>
</tr>
<tr>
<td>Nonprofit Organizations</td>
<td>Community Partners</td>
</tr>
</tbody>
</table>
Brand Personality and Voice

Brand voice is the personality, tone, and feeling a brand presents through its communications. A clear brand voice allows internal and external communications to be cohesive and serves as inspiration when drafting communications on behalf of UpTogether.

<table>
<thead>
<tr>
<th>Trait</th>
<th>Descriptor</th>
<th>Voice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respectful</td>
<td>By learning from and engaging meaningfully with our members, UpTogether understands the dynamics that keep people in and out of poverty. With this knowledge, we challenge societal norms and disrupt harmful stereotypes to best support members in their efforts to move toward greater financial security and social mobility.</td>
<td>Intentional and Informed</td>
</tr>
<tr>
<td>Compassionate</td>
<td>We recognize the individual and collective efforts our members make for economic and social mobility. And we trust that they will make the best choices for themselves and their families to achieve their goals.</td>
<td>Understanding and Real</td>
</tr>
<tr>
<td>Flexible</td>
<td>We know that a one-size approach does not fit all, and there is no singular solution or quick fix to end poverty. We trust in the strength of community. That is why we listen and learn, trusting and investing in individuals and families to do what they know is best for themselves.</td>
<td>Open and Engaging</td>
</tr>
<tr>
<td>Inclusive</td>
<td>We welcome everyone in our community, and we embrace all forms of diversity.</td>
<td>Clear and Accessible</td>
</tr>
<tr>
<td>Visionary</td>
<td>Traditional programs and services have not eradicated poverty, they have just made it more tolerable. We believe in a paradigm shift, changing the U.S. perceives social and economic mobility and how families achieve a more secure future.</td>
<td>Bold and Aspirational</td>
</tr>
</tbody>
</table>
Visual Representation

UpTogether reveals and accelerates the initiative that people are taking to improve their own lives. We have and always will be about community moving up, together. Our logo is designed to reflect our mission as well as our brand personality: respectful, compassionate, flexible, inclusive, and visionary.

Our name—the logotype—provides a physical platform to elevate the icons that make up the communityscape to reflect how UpTogether provides families with a foundation to grow. The individual icons represent elements of our community—individuals and families and the places where we live, work, and play. These elements combine to form an inclusive and united neighborhood, or what we call a communityscape. The vibrant colors convey energy and diversity.

The UpTogether logo is the visual representation of the organization and the first impression that people have with our brand. Because of our brand refresh and renaming—from Family Independence Initiative to UpTogether—it is essential to follow the guidelines and be consistent in how the logo is used, to establish and reinforce brand recognition and trust with all our stakeholders.
Primary Logo

The primary UpTogether logo is the full stacked version.

Usage Guidelines

Maintain adequate clear space around the logo, equal to the uppercase “U”, shown at right in light eggplant.

When the usage situation calls for it, there is a one color black version and a knock out (white) version.

NOTE: the dashed lines and the black background are not included in the logo files.

Minimum Width Requirements

Minimum width for print: 1 inch

Minimum width for screen: 100 pixels
Primary Logo with Tagline

The primary logo also has a version with the tagline: *Trusting and Investing in Families*

**Usage Guidelines**

Maintain adequate clear space around the logo, equal to the uppercase “U”, shown at right in light eggplant.

The primary logo with tagline should be used in situations where the logo would be a stand alone element or have little accompanying text to explain UpTogether.

When the usage situation calls for it, there is a one color black version, a knock out (white) version.

**NOTE:** the dashed lines and the black background are not included in the logo files.

**Minimum Width Requirements**

Minimum width for print: 1.5 inches

Minimum width for screen: 150 pixels
Secondary Logo

The secondary logo is the horizontal version.

Usage Guidelines
When the available space is a longer rectangle, the horizontal version may be used.

Maintain adequate clear space, as shown.

Alternate versions are available in a one color black version and a knock out (white) version.

NOTE: the dashed lines and the black background are not included in the logo files.

Minimum Width Requirements
Minimum width for print: 1.5 inches
Minimum width for screen: 150 pixels
Secondary Logo with Tagline

The secondary logo also has a version with the tagline: Trusting and Investing in Families.

Usage Guidelines
The secondary logo with tagline should be used in situations where the logo would be a stand alone element or have little accompanying text to explain UpTogether, and needs to fit in a long, horizontal space.

Maintain adequate clear space, as shown.

Alternate versions are available in a one color black version and a knock out (white) version.

NOTE: the dashed lines and the black background are not included in the logo files.

Minimum Width Requirements
Minimum width for print: 2 inches
Minimum width for screen: 200 pixels
Logotype

The logotype is UpTogether's name in a customized type treatment, taken from the main logo.

Usage Guidelines

The logo type should only be used in situations where the brand name needs to be present in the branded font with the registered trademark symbol.

Maintain adequate clear space, as shown.

Alternate versions are available in a one color black version, a knock out (white) version.

NOTE: the dashed lines and the black background are not included in the logo files.

Minimum Width Requirements

Minimum width for print: 1 inch
Minimum width for screen: 100 pixels

UpTogether®
The UpTogether logo mark comprises the five icons from the main logo. We refer to it as a communityscape.

Usage Guidelines
The logo mark can be used as a shortcut for the logo in situations where the brand name is redundant or unnecessary.

See page 45 for examples of how the icons in the logo mark can be used as design elements.

Maintain adequate clear space, as shown.

Alternate versions are available in a one color black version and a knock out (white) version.

NOTE: the dashed lines and the black background are not included in the logo files.

Minimum Width Requirements
Minimum width for print: 1 inch

Minimum width for screen: 100 pixels
Logo Usage

Maintain adequate clear space around the logo.

Never manipulate or skew the proportions of the logo; always constrain proportions when enlarging or reducing. The width to height ratio should remain unaltered.

Never recreate the logo.
Never change the typeface of the logo by setting it in a different font

Never place the logo on a busy background or a colored background with inadequate contrast.

Never rearrange the components of the logo.

Never rearrange or change the colors of the logo.
Profile Icon

The customized icon is used as a profile picture or identifier in the instances described below. It could also potentially be used as a digital sticker when accompanied by the UpTogether name.

Social Media

Social media avatars have been created to have maximum impact in a small space. There is a small buffer of space within the pixel constraints. Image guidelines can be found at [https://sproutsocial.com/insights/social-media-image-sizes-guide/](https://sproutsocial.com/insights/social-media-image-sizes-guide/). To accommodate the wide variety of profile image sizes, several dimensions are provided as assets.

Favicon

A favicon is the small image/icon that appears in the browser’s tab next to the page name.
Main Color Palette

The UpTogether primary color palette begins with a dark eggplant—a mix of purple and black, which combines power with imagination. It is dignified and provides a solid foundation. We accompany it with hot pink and orange for energy and action. The blends combine these attributes in an exciting and contemporary way.

**Eggplant**
Pantone 518 CP  
CMYK: 60-84-22-54  
RGB: 70-33-74  
Hex: #46214A

**Hot Pink**
Pantone P 73-16C  
CMYK: 0-100-12-10  
RGB: 215-0-115  
Hex: #D70073

**Orange**
Pantone 2027 CP  
CMYK: 0-80-79-0  
RGB: 241-91-65  
Hex: #F15B41

**Hot Pink–Orange Blend**  
Gradient mid-point at 50%

**NOTE**
CP = coated process (for printing)  
CMYK = cyan, magenta, yellow, black (for printing)  
RGB = red, blue, green (for screen)  
Hex = hexadecimal (for web)
Main Color Palette Extension

When needed, tints of the main eggplant color provide a range of neutrals.

- **Eggplant**
  - Pantone 518 CP
  - CMYK: 60-84-22-54
  - RGB: 70-33-74
  - Hex: #46214A

- **75% Eggplant**
  - Pantone 518 CP
  - CMYK: 45-63-16-40
  - RGB: 102-74-106
  - Hex: #664A6A

- **40% Eggplant**
  - Pantone 518 CP
  - CMYK: 24-33-8-21
  - RGB: 159-141-163
  - Hex: #9F8DA3

- **10% Eggplant**
  - Pantone 518 CP
  - CMYK: 6-9-2-5
  - RGB: 223-216-224
  - Hex: #DFD8E0
Secondary Color Palette

To complement the palette there are secondary blends to accompany the primary blend of hot pink to orange: purple to fuchsia, green to lime, blue to aqua. The blends should only be used in a vertical gradient, with the darker color on the bottom, blending up to the lighter color. These bright colors convey positivity and creativity. Reflecting the brand personality, they are inclusive and visionary. The color palette as a whole is bold and aspirational.
Using the Blends

For ease of use and consistency, PNG and EPS files of all four color blends are provided as brand assets. We encourage you to use these files instead of re-creating the gradients. The gradients are provided in CMYK for print use, and RGB for digital use.
**Fonts**

What is a font?

A **font** is a particular **style** of a particular **typeface**. A **typeface** refers to the overall **design** of a group of fonts. All the fonts together are referred to as a **type family**.

**Fonts for Communications Materials**

Our brand typeface is **Exo 2**. To help reinforce our unique look and feel, we use Exo 2 as the type family for all communications and marketing materials, including materials created in Google and the Microsoft® suite of programs. It is available in both Google Docs and Google Slides.

Exo 2 is a contemporary sans serif typeface, that tries to convey a technological/futuristic feeling while keeping an elegant design. It comes across as innovative and forward-thinking, but also organic and welcoming.

Exo 2 was published under an Open Font License, and the entire type family is available for free download from Google Fonts. They can be downloaded from [https://fonts.google.com/specimen/Exo+2](https://fonts.google.com/specimen/Exo+2) and include 18 styles (9 weights with accompanying italics), which provide variety and contrast when needed. This set supports 100+ Latin-based languages, 50+ Cyrillic-based languages as well as Greek and IPA phonetics. All characters in each font can be accessed by the glyphs panel in the software program you’re using.

If Exo 2 is not available for any reason, please use the **Arial** font family.
<table>
<thead>
<tr>
<th>Exo 2 Type Family</th>
<th>Font Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exo 2 Thin</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</td>
</tr>
<tr>
<td>Exo 2 Thin Italic</td>
<td>abcdefghijklmnopqrstuvwxyz !@#$%^&amp;*()':&quot;&lt;&gt;?,./</td>
</tr>
<tr>
<td>Exo 2 Extra Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</td>
</tr>
<tr>
<td>Exo 2 Extra Light Italic</td>
<td>abcdefghijklmnopqrstuvwxyz !@#$%^&amp;*()':&quot;&lt;&gt;?,./</td>
</tr>
<tr>
<td>Exo 2 Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</td>
</tr>
<tr>
<td>Exo 2 Light Italic</td>
<td>abcdefghijklmnopqrstuvwxyz !@#$%^&amp;*()':&quot;&lt;&gt;?,./</td>
</tr>
<tr>
<td>Exo 2 Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</td>
</tr>
<tr>
<td>Exo 2 (Regular) Italic</td>
<td>abcdefghijklmnopqrstuvwxyz !@#$%^&amp;*()':&quot;&lt;&gt;?,./</td>
</tr>
<tr>
<td>Exo 2 Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</td>
</tr>
</tbody>
</table>
Setting Type

All 18 styles of Exo 2 are shown on the preceding pages. To provide adequate contrast, when using different weights of the same size type in a layout, do not use concurrent weights. Instead skip one or two, to provide adequate contrast.

**This**

Showing *contrast* within a group of same size text.
*EXO 2 LIGHT, WITH EXO 2 SEMIBOLD*

Showing *contrast* within a group of same size text.
*EXO 2 REGULAR, WITH EXO 2 BLACK*

When typesetting Exo 2 as body text, use the default letter spacing (tracking) and word spacing.

**Not that**

Not enough *contrast* within a group of same size text.
*EXO 2 LIGHT, WITH EXO 2 REGULAR*

Not enough *contrast* within a group of same size text.
*EXO 2 REGULAR, WITH EXO 2 SEMIBOLD*

Do not track out body type.
Do not apply negative tracking to body type.

### Headlines Can Be Tighter

and can use the Optical kerning setting.

### Headlines Can Be Tighter

Even so, manually kern headlines or titles where needed.

Line spacing (leading) should feel comfortable. The body text in this document is set 10/14 pt., which is the notation for 10 point type on 14 point leading (140%). The recommended range for leading is 125% to 150%.

Body text is easier to read when left justified, ragged right. The reader is less likely to lose their place.

### But Not Too Tight

Line spacing (leading) should not feel crowded like it is in this block of text. The body text in this paragraph is set 10/11 pt., which represents 10 point type on 11 point leading. That is 110%, and feels too tight.

When body text is justified, it is harder to read and can create unsightly hyphenations. It can make large spaces between words. It can create orphans and widows, which are undesirable. An orphan is a word or line by itself at the top of a column or a page. A widow is a word by itself on a line.
Sample Type Systems

Below are sample hierarchies for headlines and body copy. Use the styles that work best with your design, and always be consistent within any given piece. Create enough contrast between styles with size, weight, case and color.

Our Purpose

To reveal and accelerate the initiative people are taking to improve their lives

Choice
Being able to choose what is valuable to you is important. The UpTogether approach demonstrates that trusting and investing in families to boost economic mobility—rather than prescribing a top-down program or solution—works, with transformative results.

Capital
Direct access to capital means people can access the financial resources they need, when they need them. UpTogether partners with families, funders and community partners to create an environment where access to capital is made possible and where they can come together and improve their lives, on their own terms.

Community
By working together, families serve as role models and support systems for each other, providing drive and encouragement to reach their goals. The UpTogether Community is where families and individuals come together online. They form small groups, collaborate and help each other achieve their respective and mutual goals.
Sample Type Systems (continued)

Our Purpose

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Choice
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Community
By working together, families serve as role models and support systems for each other, providing drive and encouragement to reach their goals. The UpTogether Community is where families and individuals come together online. They form small groups, collaborate and help each other achieve their respective and mutual goals.
Photography

Section 6.
Photography

To provoke emotion in the viewer, photos need to reveal something about the personalities of the subjects. Photos should incorporate context and environment effectively within the composition but still have a clear subject.

Original photography is always preferred in UpTogether material. However, if no original photography exists for a specific project need, stock photography can be used. Ensure that the stock photo chosen matches the style of UpTogether’s original photography. Ensure the photo matches the message you wish to convey in both tone and subject matter depiction.

Content and Style

Aim for authentic, good quality family and individual portraits, families and individuals interacting with technology, and each other.

We like to see people, but we also like to see what matters to them.

We like photos that show diversity of race, age, ability and gender.

Avoid using photos that are negative, such as depictions of people who look sad or stereotypes. We want to portray people in a positive yet realistic way, overcoming obstacles.

We prefer bright, well-lit photos. Avoid photos that appear to have a filter applied or have harsh back lighting. Avoid trendy photo techniques.

Avoid photos that could be construed as cheesy or tacky.
Composition and Technical Factors

All images must maintain the original width to height ratio. Never stretch or squish an image.

Consider the rule of thirds and the focal points of your image. Crop for impact and interest.

Consider the use of the image, print or digital, and ensure the size, resolution and orientation of the photo are suitable. Minor retouching may be needed to enhance brightness.

Consider the platform the photo will be used on and ensure the dimensions will work. (E.g., Instagram displays square pictures.)

Ensure the proper rights are acquired and fees paid, if necessary. Read and keep the EULA (end user license agreement) on file.

Properly credit the images and provide captions when possible.
Communityscape

The communityscape can be used as white against the eggplant or one of the four blends. It can be used as a solo graphic element or repeated to create a border. The files shown below are provided as assets.
Icons

To reflect the shapes in the communitiescape, icons should be a solid fill inside a circle. Icons have been designed to match the 3 pillars of UpTogether’s messaging: Community, Capital and Choice, as well as the member messaging: You share. We learn and invest. Together, we transform. On light backgrounds, use the eggplant circles with white icons. On dark backgrounds, use the white circles with eggplant icons.

Minimum Size Requirements

Minimum width for print: 0.75 inches
Minimum width for screen: 96 pixels

NOTE: the gradient background is not included with the white circle versions.
Brand In Action

Below are some examples of how the brand logo, color, typography, photos, and other brand elements can be used to create a variety of material.

Our Purpose
To reveal and accelerate the initiative people are taking to improve their lives

Choice
Being able to choose what is valuable to you is important. The UpTogether approach demonstrates that trusting and investing in families is both economically necessary—and a key difference maker with transformative results.

Capital
Direct access to capital means people can access the financial resources they need, when they need them. UpTogether partners with families, funders and community partners to create an environment in which access to capital is made possible and sustainable—without causing harm or exposing them to additional risks.

Community
By working together, families form small groups and develop each other's goals. The UpTogether Community brings families and individuals together online. They form small groups, collaborate and help each other achieve their respective and mutual goals.

www.uptogether.org
Collateral

Powerpoint Template

Our Approach

Our strength-based and person-centered approach acknowledges where the power resides: in the hands of individuals, families, and communities.

Together we are charting a nationwide movement, where every person is recognized for their strengths and contributions, and they have what they need to thrive.

TBA

Our Pillars

Choice
Capital
Community

Section 1

Messaging
Email Signature

**First Name Last Name**

- **Job Title**

- **Pronouns: she/her, he/him, them/they**

---

**Font/Size:** Sans Serif or Arial, Normal or 11pt size

- **Style:** Bold
- **Style:** Regular
- **Style:** Italic

---

Use the primary logo with tagline. In Gmail, this requires a link to the image. Once inserted, select the image to display at medium size. (see next page for more specifics)

---

**Font/Size:** Use periods to separate your phone number and use line separator between email and phone. Make sure email is hyperlinked

- **Style:** Regular; ensure website is hyperlinked

---

Follow Us: [Facebook](#) | [Instagram](#)

---

To see how to edit your email signature see [these instructions](#) from Google.
Email Signature—Inserting UpTogether Logo

Step 1: Place cursor will image will go (after pronouns, before phone number). Select the Insert Image icon in toolbar. A pop-up window should appear.

Step 2: In the pop-up window select the 3rd tab option along the top Web Address (URL). In the bar labels Paste an image URL here copy and paste the following hyperlink:


The image should preview in the center of the pop-up window. Hit Select when finished.

Step 3: Once the image is inserted (it will appear large), select the image and choose Medium option from the size options that appear.
Editorial Guide

UpTogether uses AP style. Our full editorial guide is located on our intranet, The Hub. It helps us write clear and consistent content across teams and channels. Please use the guide as a reference when you’re writing for or talking about UpTogether.
File Formats

Different file formats are appropriate for different uses.

**For print:**
.ai, .pdf, .eps

**For web:**
.svg, .png, .jpg

**For Google® and Microsoft® applications:**
.png, .jpg

Never enlarge pixel-based formats (.png, .jpg).

Vector formats are scalable and may be enlarged (.ai, .eps, .svg).

Included Files

See the next page for a listing of all new files provided.
UpTogether Files 2021

**DIGITAL LOGO**

- favicon
  - uptogether_favicon_rgb_32px@72ppi.jpg
  - uptogether_favicon_rgb_32px@72ppi.png

- horiz-logo
  - uptogether_horiz_logo_black_562px@72ppi.jpg
  - uptogether_horiz_logo_black_562px@72ppi.png
  - uptogether_horiz_logo_black_1125px@72ppi.jpg
  - uptogether_horiz_logo_black_1125px@72ppi.png
  - uptogether_horiz_logo_black.ai
  - uptogether_horiz_logo_black.svg
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  - uptogether_horiz_logo_white_1125px@72ppi.png
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  - uptogether_horiz_logo_white.svg

- horiz-logo-w-tagline
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  - uptogether_horiz_logo_w_tagline_black_562px@72ppi.png
  - uptogether_horiz_logo_w_tagline_black_1125px@72ppi.png
  - uptogether_horiz_logo_w_tagline_black_1125px@72ppi.jpg
  - uptogether_horiz_logo_w_tagline_black.ai
  - uptogether_horiz_logo_w_tagline_black.svg
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  - uptogether_horiz_logo_w_tagline_rgb.ai
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  - uptogether_horiz_logo_w_tagline_white.ai
  - uptogether_horiz_logo_w_tagline_white.svg

**logo**

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- uptogether_logo_black_1125px@72ppi.jpg
- uptogether_logo_black.ai
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- uptogether_logo_rgb_1125px@72ppi.png
- uptogether_logo_rgb_1125px@72ppi.jpg
- uptogether_logo_rgb.ai
- uptogether_logo_rgb.svg
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- uptogether_logo_white_1125px@72ppi.png
- uptogether_logo_white.ai
- uptogether_logo_white.svg

**logo-mark**

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- uptogether_logo_mark_white.svg

**logo-with-tagline**

- uptogether_logo_with_tagline_black_562px@72ppi.jpg
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- uptogether_logo_with_tagline_black.ai
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- uptogether_logo_with_tagline_white_1125px@72ppi.png
- uptogether_logo_with_tagline_white.ai
- uptogether_logo_with_tagline_white.svg
### Table of Contents

- About This Brand Guide
- Message Framework
- Logo
- Color
- Typography
- Photography
- Extended Visual Vocabulary
- Brand Collateral
- Editorial Guide
- Files

### Files

- **uptogether_logo_with_tagline_black.ai**
- **uptogether_logo_with_tagline_black.svg**
- **uptogether_logo_with_tagline_rgb_562px@72ppi.jpg**
- **uptogether_logo_with_tagline_rgb_562px@72ppi.png**
- **uptogether_logo_with_tagline_rgb_1125px@72ppi.jpg**
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- **PRINT LOGO**
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GRADIENTS
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COMMUNITYSCAPE
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