BUILD Branding Guide

2022

Who We Are

MISSION

Igniting the potential of youth in under-resourced communities to build Career success, Entrepreneurial mindsets, and Opportunity.

We help students become the CEO of their own lives.

VISION

A world where all students— regardless of race, socioeconomic status, or neighborhood—develop the skills and connections needed to achieve economic power and freedom.
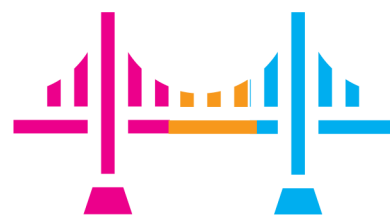
CORE VALUES

Keep Students at the Center

Bring the Spark

Bridging Communities

Promote Diversity & Social Action

WHAT WE DO

As BUILDers, we hold an unwavering passionate commitment and belief in the power and potential of youth. Our organization exists to serve students; we seize each opportunity to contribute to the foundation of knowledge, skills and networks from which students can build extraordinary lives. Our operating principles and decisions focus on what's in the best interest of our students.

As BUILDers, we develop and foster relationships in service of creating access and opportunities for our students and staff. We value all who come to the table as partners to maximize our collective impact. By connecting the communities in which we work, we create empathy and impactful collaborations.

Brand Voice

The first step in making any content for BUILD is to recognize who the target audience that content is geared toward. At BUILD, we partner with students, teachers, mentors, professionals, and many other community members who want to empower youth success. As such, we engage with each group type differently. Review these brand voice excerpts as examples of how we want to present ourselves to different groups.

Here are some general brand voice guidelines as well.
- Energetic, Positive, Upbeat, Excited
- Conversationally direct yet friendly
- Professional as needed, but not stiff nor emotionless
- 3rd Grade Reading Level

PROFESSIONALS/TEACHERS

At BUILD, we're the colleague that you go check out that new cafe with on a Saturday afternoon. We give you high fives and shout outs all the time because we genuinely enjoy seeing you be at your best. We're never not without our enthusiasm as we share amazing opportunities for you as we share a cup of coffee.

STUDENTS

At BUILD, we want to be the friendly, chill mentor or teacher that you want to stop by during lunch hours to catch up on. We speak with confidence and we open our arms in support while doing so. We want to talk with you, not at you, about your goals for the future. Our warm smiles are always accompanied by eagerness to listen to your amazing ideas.

Brand Pitching

TAGLINE

Igniting the potential of youth in under-resourced communities to build Career success, Entrepreneurial mindsets, and Opportunity.

We help students become the CEO of their own lives.

BACKGROUND INFORMATION

Founded in 1999, BUILD is a national nonprofit organization whose mission is to ignite the power of youth in under-resourced communities to build Career success, Entrepreneurial mindsets, and Opportunity.

BUILD offers youth entrepreneurship programs in 50+ cities across the country, has trained nearly 400 educators, and over 6,000 youth have participated in BUILD's digital challenges and in-school entrepreneurship programming. For more information, visit www.BUILD.org.

DATA TO SHOWCASE

Student Data with additional BUILD Programing:
- 100% of BUILD students start a business in high school, and build social capital by adding at least three adults to their professional network.
- 96% of BUILD seniors graduate from high school on time, surpassing the 53% national average for Black and Latinx youth in under-resourced communities.
- 81% of BUILD seniors enroll in college, surpassing the 67% enrollment rate for their peer group.
- 90% of students improve in at least five out of six Spark Skills after just one year of BUILD.
- 90% of BUILD teachers strongly agree or agree that BUILD is helping them become better teachers.

Logo

Include either the Logo or BUILD.org in text on every graphic in a corner. As such, use the black or white logos/text when the graphic backgrounds are any of the main primary colors for visual clarity.

Main Logo
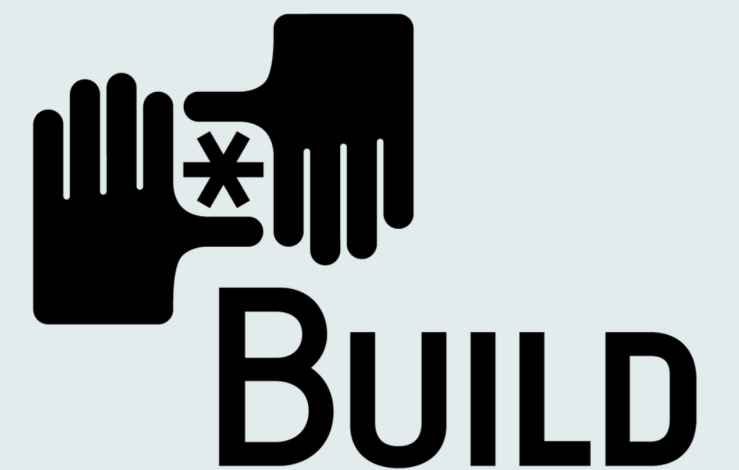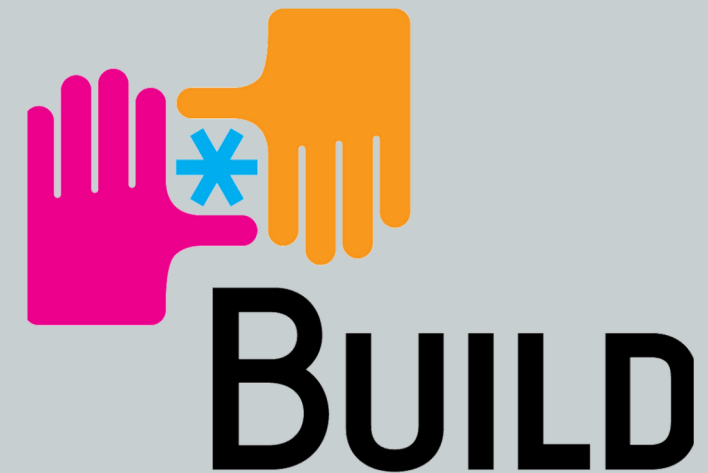
Futura Bold

Futura Heavy

Futura Medium

Futura Light

Gen E Pledge

PLAIN + LIFT

Typography

In vision of a better future, BUILD uses the Futura font in different versions. To differentiate differing subject matters, headlines vs text, etc. keep the variations to 2 types.

Additionally, you may use effects on the fonts to more visual interest and differentiation. You should try to use 1-2 effects only throughout the entire graphic. Sometimes, stacking 2 effects on top of each other creates a visually appealing product. See examples at the left.

You may select effects from the following list: Shadow, Lift, Echo, Neon, Curve.

However, there are some effects BUILD does not use as it doesn't fit within our brand image. They are: Splice, Glitch, Hollow, and Background.

Color Palette

Our main brand colors are Bright Pink, Orange, and Blue. The complimentary colors to this are Maroon, Yellow, and Light Blue. There are also secondary neutral grey colors that you can use.

Ensure that all colors used (including gradient colors) are branded. If you are using a gradient, avoid mixing colors that aren't next to each other on the color wheel. For example, do not mix Blue and Yellow together in a gradient because it will produce green.

Use 1-2 main and complimentary colors with 1-2 secondary colors for all graphic or visual work.

See examples below of possible color combinations.

HEX:#EC008C
RGB: 236, 0, 140

HEX:#00AEEF
RGB: 0, 174, 239

HEX:#F8981D
RGB: 248, 152, 29

HEX:#C00068
RGB: 192, 0, 104

HEX:#60CBEA
RGB: 96, 203, 234

HEX:#FEC341
RGB: 254, 195, 65

HEX:#E4EDED
RGB: 228, 237, 237

HEX:#C9CFD2
RGB: 201, 207, 210

HEX:#737D85
RGB: 115, 125, 133

HEX:#4D5762
RGB: 77, 87, 98

HEX:#29374B
RGB: 41, 55, 75

HEX:#0F1A43
RGB: 15, 26, 67