# Spiral Q

**Brand Identity Standards and Process**

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# Profile

# Organization Overview

Spiral Q is a non-profit organization located in West Philadelphia. They were founded in 1999 by Matthew "Mattyboy" Hart. Spiral Q started as a street performance puppet troupe, Hart established the group to promote social and political change through giant puppetry, pageantry and direct action that told powerful stories and lifted up community voices. Early work in the community centered around Philadelphia's HIV/AIDS activism and queer communities, and especially with the AIDS Coalition To Unleash Power (ACT UP). Spiral Q expanded its work to include workshops that connect people of all ages to art which acts as an active expression of their local values and experiences, and events that bring them out into the streets for a form of community performance and action. Since 2000, Spiral Q has organized Peoplehood, an annual city-wide parade, and pageant that showcases the work of people in the community.

Spiral Q works creatively with nearly 5,000 individuals each year and brings our public work to estimated audiences of 30,000. Spiral Q works with communities of all kinds in the city of Philadelphia and beyond: artists, activists, educators, schools, youth service providers, community-based organizations, cultural centers, civic association, HIV/AIDS service and advocacy groups, LBGTQ groups, advocates for the homeless, addiction centers, and mental health providers. Nearly 50% of programs directly engage children and youth in Philadelphia's public schools. A small but significant group of partners include Spiral Q in their work supporting adults living with addiction, or who are homelessness or have mental health issues. Historically, the vast majority (80%) of participants in Spiral Q's programs and services came from communities with limited financial resources and a lack of access to the abundance of our city.

## Current Logo

# Research

## Target Audience

Spiral Q seeks to reach two distinct groups: youth in traditionally undeserved communities through giving them access to art programs and marginalized sections of the community through protest marches, rallies and parades.

## Programming

**SPIRAL Q'S IN-SCHOOL PARTNERSHIPS** - Spiral Q helps local schools organize art classes that revolve around puppetry and sculpture. They help facilitate school pep rallies, a large parade showcasing the student's works and

**IN-SCHOOL PERFORMANCES** - offers schools the opportunity to have Spiral Q come in and preform a show for students to help expose them to a greater range of art then they would normally be exposed to.

**TEACHER PROFESSIONAL DEVELOPMENT** - Spiral Q offers professional training to help facilitate communication and give teachers new ways to teach and connect with students

**ART ON THE AVENUE** - a local art space for the community to gather and learn about Spiral Q and also offer workshops for the community and a location for other organizations' events.

## Vision & Values

We imagine a city whose streets reflect the full spectrum of its residents' creativity. We see a responsive and engaged society that rallies consistently to overcome the challenges of discrimination and oppression. We envision a world of abundance that mobilizes its resources to nurture shared vitality.

# Brand Identity

Spiral Q's brand identity is based around its core values of community, creativity, and social justice. Spiral Q is dedicated to bringing justice and a sense of community through interactions with art.

**Brand Personality**

## Fun      Creative      Unique

## Innovative      Community

**Brand Objectives**

Community

Art Enrichment

Socially Conscious

**Brand Criteria**

Modern

Community Centered

Flexible

Artful

Design

# Sketch Process

The initial sketch process for the new logo for Spiral Q explored both methods using a symbol and a logo type and also methods incorporating the symbol into the logo type. Exploration were also done of trying to incorporate the puppet element of the organization into the logo to help people understand what Spiral Q does at glance. After various explorations, the best avenue proved to be a logotype with a symbol. Once this direction was established on further typeface explorations were explored.

# Brand Signature

The final brand signature incorporated the spiral "Q" symbol in combination with the logotype. In comparison to the current logo it eliminates the need for a separate spiral and also greatly simplifies and cleans up the symbol "Q". The new design has a friendly quality and additional warmth is acheived with a new, warmer color.

**System**

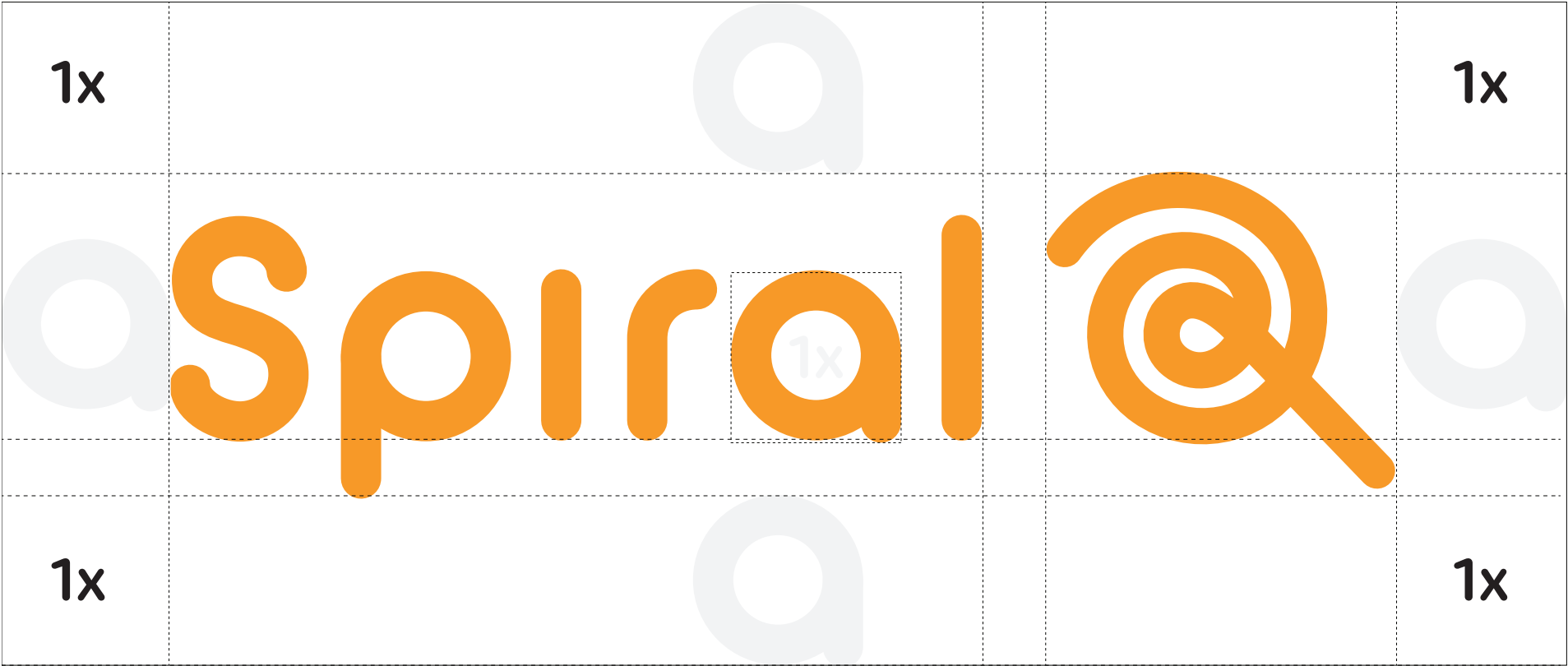# Logo Clearspace
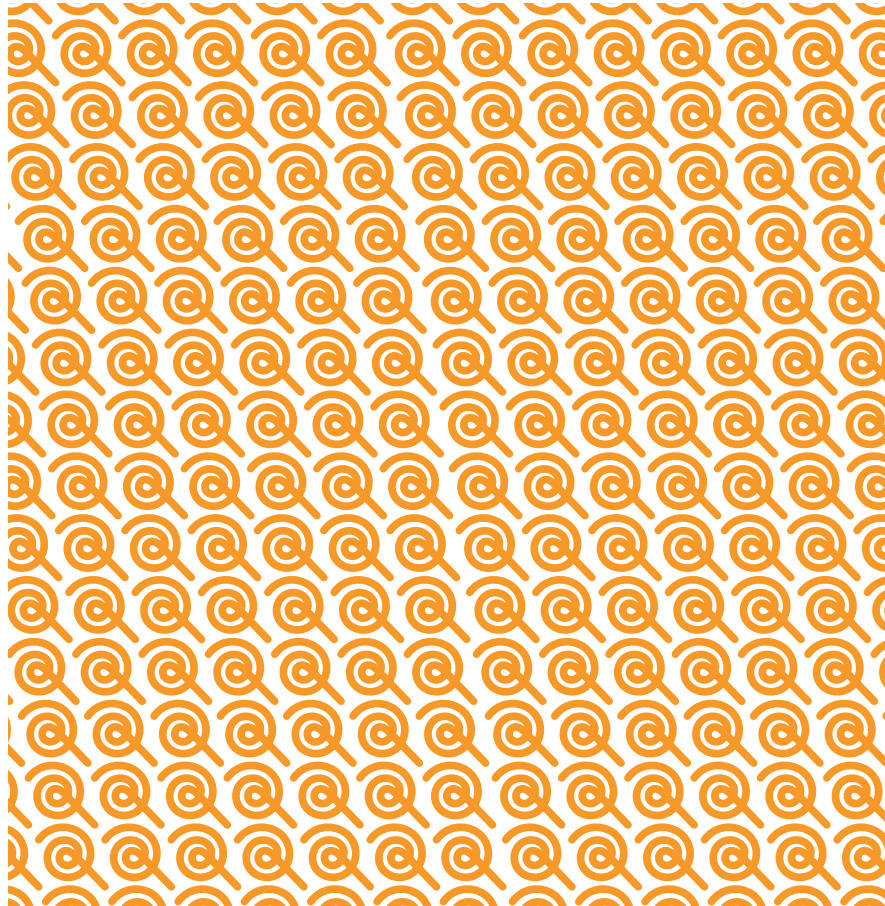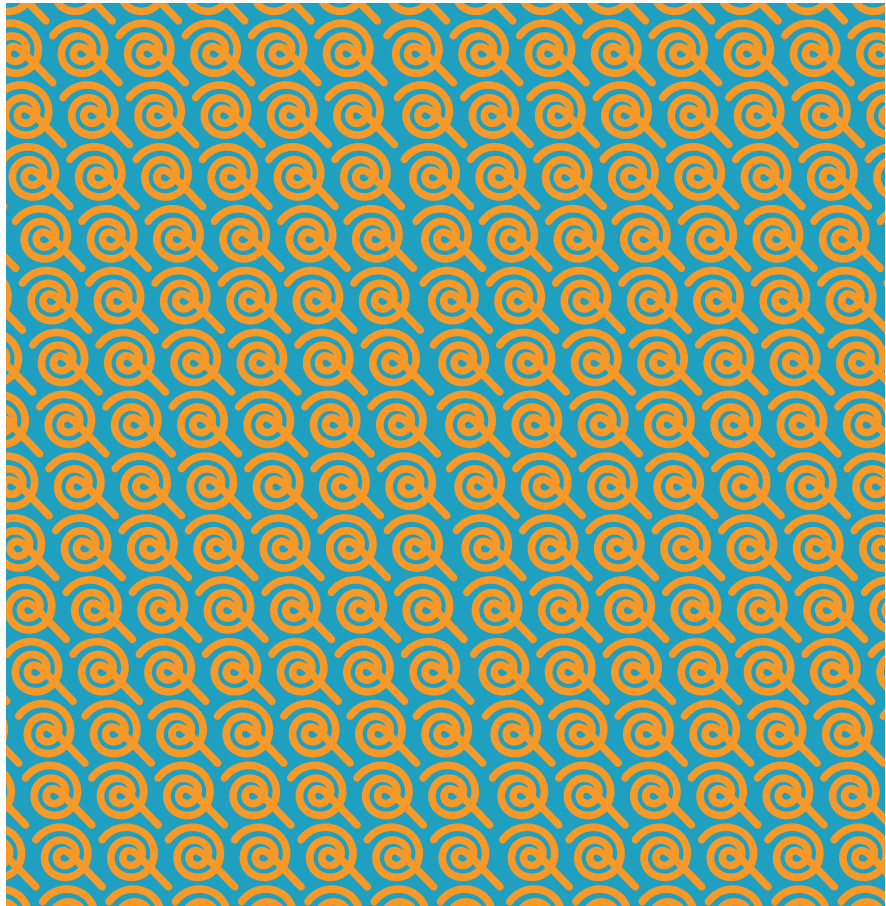
Clearspace is the minimum amount of space needed around the brand signature. This ensures legibility and prominence in any format. Clearspace is proportional to the "a" in the logotype of Spiral Q's primary signature.

1x

1x

1x

1x

# Patterns

# Brand Colors

The primary color for Spiral Q is Deep Saffron which is used in the logotype and also to be used for headlines in most branded media. The supporting color is Blue-Green. Additionally darker version of the colors have been added, including a black variant that should be used for all text.

## Primary Colors

**Deep Saffron**
#f89928
Pantone 804
rgb(248,153,40)

**Blue-green**
#0ba0c2
Pantone 639
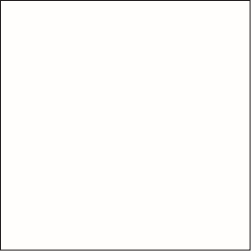rgb(11,160,194)

## Secondary Colors

**Princeton orange**
#f57e20
Pantone 716
rgb(245,126,32)

**Metallic Seaweed**
#097f9a
Pantone 633
rgb(9,127,154)

**Rich black**
#061727
Pantone 627
rgb(6,23,39)

**White**
#fffffb
Pantone 705
rgb(255,255,251)

# Backgrounds

White

Dark

# Brand Misuse

The brand must maintain visual consistency for maximum impact. Brand assets should be used as outlined in this guide and may not exist in any permutations or treatments shown on this page.

Do not tilt the logo

Do not sure not brand approved colors

Do not put a drop shadow with the logo

Do not put a gradient over the logo

Do not stretch the logo

Do not reorder the logo

Do not put the logo over very busy photos

Do not had a stroke the logo

# Fonts

Dita Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )**

Dita Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Serenity Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Serenity Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )**

# Type Hierarchy

## H1 - Dita Bold 36pt

### H2 - Dita Light 24pt

**H3 - Serenity Bold 16pt**

**H4 - Serenity Bold 12pt**

Body - Serenity Medium 10pt

Captions - Serenity Medium 7pt

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**Dita Bold 36pt** ——

Spiral Q

# December Newsletter

**Dita Light 24pt** ——

## Christmas Shows & Programs

**Donate Now** —— **Serenity Bold 12pt**

**Serenity Medium 10pt** ——

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam sit amet purus id mauris viverra dignissim id non ligula. Ut auctor auctor risus vel faucibus. Nulla facilisi. Vivamus venenatis, purus ac viverra lacinia, lacus urna hendrerit mi, a ullamcorper felis ante at ipsum. Interdum et malesuada fames ac ante ipsum primis in faucibus. Cras vestibulum justo vitae dolor venenatis consequat. Nullam a nunc augue.

**Upcoming Events**

| | |
|---|---|
| Dec. 6 | Peoplehood 2020 Meeting |
| Dec. 7 | Community Potluck |
| Dec. 21 | Chrismtas Show |
| Dec. 31 | New Years Fundraiser |

—— **Serenity Medium 7pt**

**View More Events**

**Serenity Bold 16pt** ——

### Planning for Peoplehood 2020

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam sit amet purus id mauris viverra dignissim id non ligula. Ut auctor auctor risus vel faucibus. Nulla facilisi. Vivamus venenatis, purus ac viverra lacinia, lacus urna hendrerit mi, a ullamcorper felis ante at ipsum. Interdum

# Imagery

The imagery associated with Spiral Q should be bright, colorful and active. The imagery should either have a focus on people interacting with eachother or images that show off the artistic creations of Spiral Q.
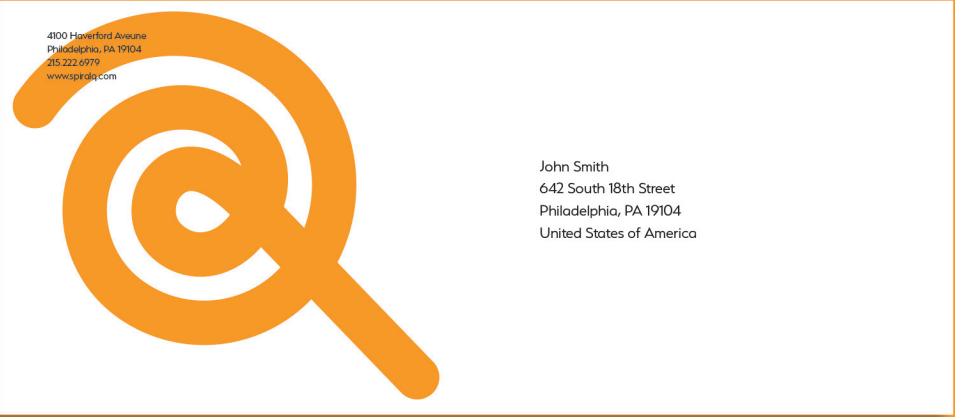
# Applications

# Website
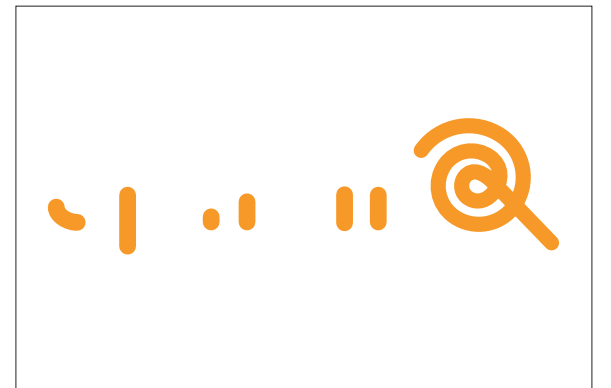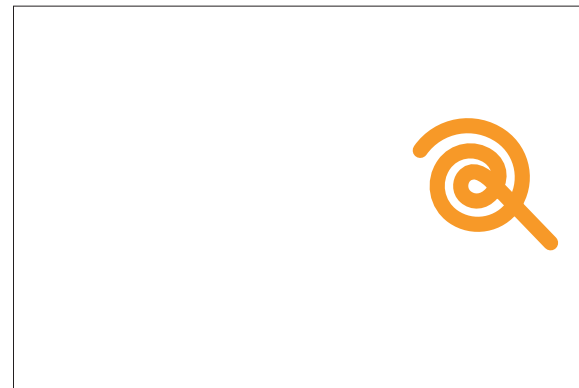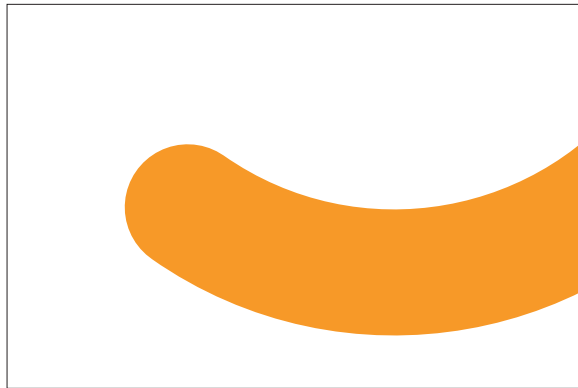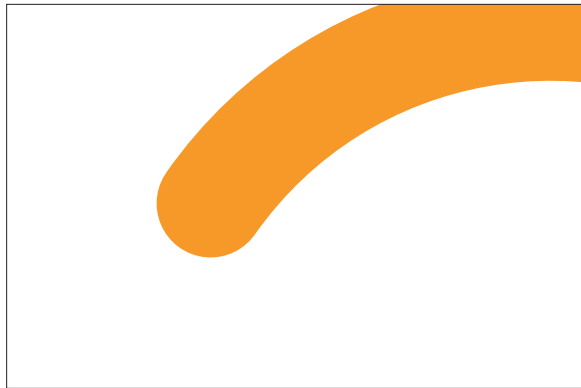
# Stationery

# Social Media

# Premium Items

# Outside Ads

# Animation Artboards

# Long Animation