



BRAND MANUAL

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THANKS

When I arrived at the Bureau of Fearless Ideas, it was in the last weeks before the departure of founder Teri Hein. As the founder, Teri naturally had a uniquely intimate and almost effortless understanding of the organization. It wasn't long before we started talking about what we saw as the Fearless Ideas "je ne sais quoi." We wanted to describe in one voice the identity we each knew in our guts, as seen from our different perspectives. In fact, one of the earliest of these discussions yielded what is today our motto (p.12).

The brand identity summed up in this manual results from several years of collaborative discussion and a process of iterative growth and discovery. As the Fearless Ideas in-house designer and creative director during the last five years, it has been my honor to compile this manual. But, these pages would be blank without all the contributions and influence of staff, leadership, and the whole Fearless Ideas community.

In the end, the adjustments to the Fearless Ideas brand were not so much to define the brand identity for ourselves. Rather, it was motivated by a desire to put those we serve at the center of our brand and allow space for them to feel seen. While we hope to reach multiple target audiences—including parents, teachers, volunteers, and donors—if the students can embrace it, the rest will follow.

Thank you to the many creative and dedicated contributors to this effort.

Fearlessly,

Sincerely, Ian Bell

POSITIONING

A BRAND IS GROUNDED IN HIGH IDEALS

A suite of strong positioning statements work together to describe what makes a brand special and defines how it sits in the mind of the target audience and community it serves.

The positioning statements can also serve as a foundation for creating brand copy and marketing "blurbs."

Mission Statement

The coordinates by which the organization navigates its course, but also the origin of our brand identity and key to our audience's brand loyalty.

Beliefs

The beliefs and ideas we want everyone to buy into and share, which include our...

- **Vision**
- **Aspiration**
- **Motto**
- **Standards**

Promises

The firm promises we make with the external world and those we serve, which include our...

- **Pillars**
- * **Tagline**
- * **Slogan**
- **House Rules**

Value Proposition

A marketing tool that engages our audience with a concise and clear description of what makes our brand valuable, unique, trustworthy, and relevant.



MISSION

The Greater Seattle Bureau of Fearless Ideas is a corps of youth and adults, staff and volunteers, families, and local citizens who believe that the power of words, well-written and well-spoken, can open doors to important opportunities. **Our tutoring, writing, and publishing programs prepare young people, ages 6 to 18, for a successful future by developing strong writing skills, championing diverse communication styles, and motivating young people to share their stories.** Programs at each Fearless Ideas center reach into the surrounding neighborhood to involve adults and businesses in helping youth become engaged citizens and confident leaders. All programs are free and open to families from any socio-economic background.

MISSION STATEMENT

The mission statement succinctly communicates what an organization does, who it serves, and its intended impact with an active voice and focused language. A clear and unwavering mission allows the intended audience to self-identify and supports brand loyalty. It is the foundation of all other brand positioning statements.

You'll see segments of this mission show up as separate brand positioning statements. The phrase "the power of words, well-written and well-spoken" is central to the vision statement (see p.10). The term "Programs in each Fearless Ideas center reach into the surrounding neighborhood..." was frequently used in value proposition copy deployed for the opening of the Yesler Terrace bureau in 2017.

The segment I have bold-faced is one that I frequently rely on when conveying our mission.

BELIEFS

VISION

Our vision is what fuels the mission and sets the brand apart from all others. Our vision speaks to the positive impact our mission has on those we serve.

We believe that the power of words, well-written and well-spoken, can open doors to important opportunities.

ASPIRATION

Our aspiration speaks to our broader impact on the world. It is why everyone, whatever their level of engagement, can love and trust our brand.

When we share our stories and listen to one another with genuine interest, we gain understanding, we build empathy, and the world becomes a better place.

BELIEFS

MOTTO

The Motto reflects our intention and what it means to be part of our organization. A motto acts inwardly to inspire and bond those who have embraced the brand. It is traditionally displayed in pride-of-place, maybe even pledged or taken as an oath.

**Be Kind.
Be Creative.
Be Fearless.**

Note:

- *Its easy to confuse motto with slogan or the pillars. A key distinction is that slogans and pillars act outwardly, to inform or engage an external group..*
- *Our motto can be displayed as three lines or one.*
- *Our motto should be written as three sentences, with each word capitalized*
- *Try "Restless Youth Small Caps" font first, like this:*

BE KIND. BE CREATIVE. BE FEARLESS.

STANDARDS*

Our standards can change and grow and be reordered to reflect brand growth, organizational focus, and current attitudes and events. Standards help the brand stay reliable, relevant, resonant.

Health and Safety Awareness

Equity, Diversity, and Inclusivity

Anti-Racism

Social Emotional Learning

Self-awareness

Self-management

Responsible decision making

Social awareness

Relationship skills

Growth Mindset

Embrace Challenges

Stay Resilient in Face of Setbacks

See Effort as a Path to Mastery

Learn from Criticism

Find Joy in the Success of Others

**This list is an incomplete snapshot taken at the time of writing.*

PROMISES

PILLARS

The pillars are the central elements of the brand. If Fearless Ideas were a stool, these would be the legs with which the seat is supported and without which, it would cease to be a stool.

- **Writing**
- **Storytelling**
- **Community**

Note:

- *While not mandatory, the pillars should accompany the logo and wordmarks when possible.*
- *For pairing with the Double-Stack Wordmark, only use pillars in the Swash Banner.*
- *When used beneath the logo or single-stack wordmark, put on a single **unpunctuated** line.*
- *Each pillar is **capitalized**, and **separated with a (bold or outlined) bullet point**.*
- *Try "Restless Youth Small Caps" font first.*

WRITING • STORYTELLING • COMMUNITY

HOUSE RULES

The below rules are engraved on a plaque at our Greenwood learning space since the first days of the Bureau of Fearless Ideas. An exact duplicate was made to hang in our Yesler Terrace learning space. The first rule foreshadows what would become the Fearless Ideas motto (see p.12). The second rule harkens to a tenet of founder Teri Hein: **"We want students to own their learning; You don't learn anything unless you decide to learn it."**

- 1. Everybody is kind.**
- 2. Everybody wants to be here.**

PROMISES

TAGLINE

Short and memorable, it is our unwavering promise about our goods and services.

**Using words
to empower
young people
as the authors
of their future.**

Note:

- *The Tagline should not be used with the Slogan*
- *Please do not use an exclamation point.*
- *Tagline can be two, three or four lines*
- *Try "Restless Youth Small Caps" font first.*

SLOGAN

Our slogan is our rallying call, our challenge to the world to take action! If the tagline defines the "war", the slogan is one of its "battle cries." While a tagline has more permanence, a slogan might be retired with a campaign. More than one campaign may be running simultaneously, each with a different slogan, all working to support the tagline. Our campaign is a durable and long-term one.

**Be the author
of your future.**

Note:

- *Our slogan should not be confused with our motto (which acts inwardly to inspire and bond the already engaged Fearless Ideas community)*
- *Our slogan should not be used next to our tagline.*
- *Slogan can be on two lines or one.*
- *Please do not use an exclamation point.*
- *Try "Restless Youth Small Caps" font first.*

BE THE AUTHOR OF YOUR FUTURE.

VALUE PROPOSITION

Since 2005, the award-winning writing programs and workshops at Fearless Ideas have empowered young people ages 6-18 to achieve personal success and discover their creative voice.

VALUE PROPOSITION

The value proposition is a great marketing tool for audience engagement. Multiple facets of our brand positioning consolidate to form a clear, concise statement. While maybe not the first choice for engaging and capturing a student's imagination, it is handy for grants, front matter, sponsor solicitations, brochures, and fundraising.

We do not have a set value proposition; this is an amalgam of ones I've used over my time here. You're welcome to give it a go! Below is the anatomy of this value proposition.

- **The SERVICE (or goods) we provide:** writing programs and workshops.
- **An IDENTIFYER of who we serve (could also be target audience):** young people ages 6-18
- **INSIGHT into a deeper value:** empowerment and discovery of creative voice.
- **ALTERNATIVE edge:** "personal success," as opposed to focusing on grades or test scores like other similar organizations claim to do.
- **REASON to believe/to trust our brand:** "Since 2005"
- **A BRAG (or differentiator):** "Award-winning" - 2011 NAHYP Award from Obama Admin., 2013 Mayor's Arts Award for Future Focus.

MESSAGING

CONSISTENCY DRIVES BRAND MESSAGING

Establishing consistent messaging will make an impression and foster for brand familiarity.

Through a clear personality and consistent tone, our brand takes on a persona our audience feels familiar with, trusts as credible, and is fond of.

Voice:

The brand voice holds and conveys the heart and soul of Fearless Ideas. Voice is comprised by the brand's...

- **Personality**
- **Tone**

Style

Style is the way a writer writes what they're writing. The Fearless Ideas brand is written with reverence for...

- **Storytelling**
- **Words**
- **Your Reader**

The Rules of Thumb

Consistent messaging relies on following a few set rules. They include...

- **Editing Practices**
- **Style Guides**
- **Name Usage**
- **Proofing Practices**



VOICE

PERSONALITY

To describe the Bureau's brand personality, I asked each team member to picture Fearless Ideas as a person. I asked them to consider where this person finds their joy, how they cope with sadness, and what they ask most from and for others and themselves. (That this request was embraced without hesitation says a lot about the brand personality in itself.) They were then asked to each contribute a few personality descriptors based on the exercise.

Below I've listed a collection of some of the descriptors. I've grouped them into threes of like, complimentary, or reinforcing qualities.

Genuine	Thoughtful	Curious
Honest	Bookish	Inspired
Stalwart	Logophile	Dreamer
Generous	Silly	Outgoing
Warm	Cheerful	Ingenious
Cool	Playful	Resourceful

tone

The tone should be anchored to the brand personality – maybe accentuating personality traits with tone to appeal to different audiences. But across the board, our tone is confident (or has “neutral formality”), friendly, and honest.

Neutral Formality

Common casual expressions and occasional humorous asides are o.k. but avoid slang. Use correct punctuation for a professional tone.

Friendly

Use positive statements: talk about what things are, not what they're not.

Use an active voice, not a passive one: let the subject act upon its verb, instead of having the subject receive a verb's action.

Opt for the present tense if possible.

YAY: Empathy fuels excellent writing.

MEH: Writing that's not bad is fueled by empathy.

Honest

Read copy aloud and to someone to ensure it has natural, sincere phrasing. While being aware of brand tone is important, you should also be true to your own tone. Using your own writing style will keep the overall brand tone from sounding contrived and will make it easier to maintain a consistent brand tone.

TELL STORIES

At Fearless Ideas, we love writing and storytelling. Our audience expects us to be on the lookout for opportunities to convey info in a narrative style with a beginning, an event, and an adjustment. Storytelling is the best way to show brand tone and personality.

There are, of course, times when clearly conveying information is the priority. But if you need the reader to come to your side—internalize or be transformed by what you are telling them—then start at the beginning and lead the reader with you as you arrived at where you are.

The sample on the next page is an example of the storytelling style used to convey a decision and bring the reader on board.

“Storytell” Style Sample: Fearless Ideas & SAC Partnership Message

We needed to tell our community that we’d be partnering with another nonprofit to redesign our beloved storefront and we needed their support. This communication was an opportunity to get those who felt out of the loop, up to speed and, hopefully, get them on board.

This messaging proved successful because it breaks the information into digestible pieces, and lays them out progressively so the reader can build a narrative in their head. The tone has the jubilation of a friend who has come back from vacation with big news: “Well...I started dating someone... actually, we’re in a relationship... actually, we’re getting married... will you be in the wedding party?”

***We are excited to tell you about our new friend,
Sanctuary Art Center!***

We love them; we hit it off right from the start. Both of us are youth-serving organizations and we both use creativity and creative expression to empower the young people we serve. Fearless Ideas uses words and storytelling to empower students ages 6-18 to be the authors of their own future. Sanctuary Art Center works with young adults ages 16-23 to teach life skills and job training through creative mediums like silkscreen printing, animation, and live performance. We go together like peanut butter and jelly.

Now it’s time to make a sandwich, and we couldn’t be more excited (or hungry)!

Over the next few months, Fearless Ideas and Sanctuary Art Center will be working together to transform our Greenwood storefront into Greenwood Pencil Box, “Outfitters of Creative Adventure”.

LOVE YOUR WORDS

Our brand celebrates “**the power of words,**” so it’s important to love them. Having fun with sounds, investigating meanings and origins, and learning new words is part of what we encourage our students to do—we should join them! Messaging that doesn’t shy away from puns, metaphors, similes, alliterations, allusions, and exciting vocabulary will engage our audience.

The goal is to endear and pique reader interest. Be aware of labored metaphors and excessive puns that can overshadow or undermine the message. And baroque vocabulary can be deplorably perturbative, indubitably!

LOVE YOUR READER

Writing and communication have everything to do with the words you choose. Still, the joy of words should be **accessible** to our readers. Always be mindful of word choices, idiom usage, and cultural symbolism. Everything we write, for whichever audience it’s written, should honor and respect the reader—even those not in the intended audience—and adhere to Brand Standards (see p. 13).

“Love Words” Style sample: Innaugural Geoduck Society Message

This is a Major Donor appreciation letter. It shows a love of words metaphores, and puns, without over doing it, and while conveying sincere gratitude... Ok the pun is pretty bad... but it’s good-bad... right?

We are pleased to welcome you to the Geoduck Society at the Bureau of Fearless Ideas. The Geoduck Society has been established to celebrate and appreciate inspiring donors like you who have made a meaningful gift, or gifts, equaling \$1000 or more within the last year.

The Geoduck Society is named after our esteemed in-house publisher, Mr. Geoduck (pronounced “goo-ee-duhk”). While Mr. Geoduck keeps a low profile (most have never seen him), the Geoduck Publishing seal has graced the colophon of thousands of chapbooks by our young authors. The species of clam that shares the geoduck namesake is revered for its formidable size, long life, and ability to weather the changing tides by grounding itself deep in the muddy shores of the Northwest. In fact, the word “geoduck” is derived from a Lushootseed (Nisqually) word ḡḡidəq which is said to loosely translate to mean “dig deep.”

Because donors like you dig deep to support the literary growth of our students, you are foundational to the work we do and can proudly count yourself among the kind-hearted coterie that is the Geoduck Society. Although the Geoduck Society is named after a clam, the generosity of its members proves they are anything but shellfish.

Note: the word ḡḡidəq uses the *Lushhootseed Sulad* font for the Tulalip Tribe by Juliet Shen to teach and preserve this language.

RULES OF THUMB

EDITING PRACTICES

Following a style guide is essential to consistent messaging. Brand style guides should be adhered to whenever we're acting as publishers for a guest author's work and messaging to an external readership.

It is elemental to the Fearless Ideas brand that student work is presented as the student intends it to be read. Enforcing strict grammar standards on student work should be avoided unless it has educational value (i.e., during a writing revision workshop). Volunteers and staff should avoid formatting and editing without or on behalf of a student. We prefer students to be part of the process of revising their writing.

STYLE GUIDES IN USE

The Chicago Manual of Style (CMOS)

The most complete manual available, with answers on a wide variety of styles and formats.

The Diversity Style Guide (DSG)

It is crucial to show up on the page with accuracy and sensitivity. The DSG includes terms and phrases related to race/ethnicity, religion, sexual orientation, gender identity, age and generation, drugs and alcohol, and physical, mental, and cognitive disabilities.

NAME USAGE

A few important things about the words "Bureau of Fearless Ideas."

- **DO NOT use the abbreviation "BFI" with written (or verbal) brand messaging:** It robs the name of its poetic power (which is key to a writing brand). It also risks sounding too institutional/authoritarian (like the FBI). It is also used to brand the British Film Institute.
- **Use Fearless Ideas** for a shorter nickname is needed for the community or org.
- Use the word Bureau to refer to the physical spaces we occupy.
- The plural of Bureau is Bureaux.
- Sometimes, the plural "s" at the end of "Fearless Ideas" can make using the possessive tense awkward. It's o.k. to occasionally use the possessive of Bureau.

PROOFING PRACTICES

For ALL brand copy, at least two sets of fresh eyes should be proofread before deployment.

I also recommend installing Grammarly on your computer. You can set it up with the tone specifications described on page 23, and it will proofread as you write in most browsers and online software and templates.

COLOR SYSTEM

COLOR SPEAKS DIRECTLY TO THE IMAGINATION

Using the vocabulary of emotion, color conveys meaning faster than spoken or written language and is understood on a deeper, more visceral level.

Colors evoke the core qualities of your identity, convey atmosphere, and leave a memorable impression.

Our Brand Color:

The color that holds the main vibe of the brand.

Color Palette

The breadth and range of moods.

Color Map

A birds-eye view of color geography of our brand and how to navigate your way through it.



**FEARLESS
BLUE**

THE FEARLESS BLUE YONDER

Fearless Ideas holds deep meaning for all those who know and love it, and Fearless Blue is a color with the depth and diversity to reflect that meaning. It means a trusting and reliable community; a space to feel grounded in yourself and unity with others; it is an invitation to dive into the depths of the imagination (or just splash around a bit); a moment in the day when we can marvel at our endless, unrealized potential.

While calm and deep, Fearless Blue has a “warm” undertone, making it mysterious and friendly. Fearless Blue is harmonious with the entire brand palette and can evolve with brand growth and audience perception.

Fearless Blue is the visual backbone to our brand development and is the prominent color in our vibrant palette.

CMYK

97-69-43-31

RGB

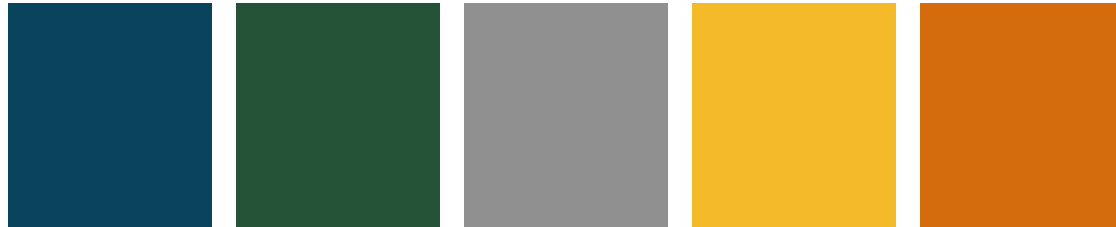
10-67-92

HEX

#0a435c

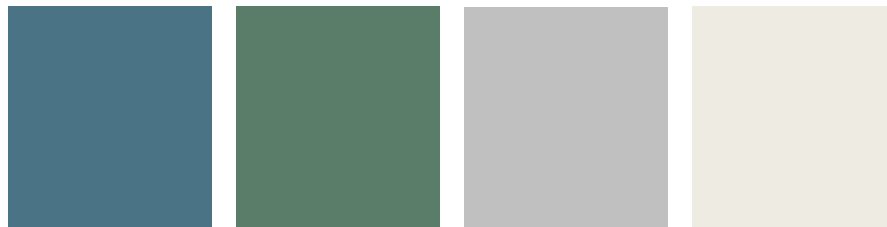
PALETTE

PRIMARY



Fearless Blue	Sitka	Shale	Chanterelle	Monarch
CMYK 97 69 43 31	CMYK 83 42 83 41	CMYK 46 38 38 2	CMYK 4 28 97 0	CMYK 13 68 100 2
RGB 10 67 92	RGB 35 82 54	RGB 144 144 144	RGB 244 186 39	RGB 212 107 13
HEX 0a435c	HEX 235236	HEX 909090	HEX f4ba27	HEX d46b0d

SECONDARY



3rd Mt. Back	Fir	Stratus	Newsprint
CMYK 75 45 37 9	CMYK 67 35 62 14	CMYK 25 20 20 0	CMYK 6 5 10 0
RGB 74 115 133	RGB 89 125 104	RGB 192 192 192	RGB 237 235 226
HEX 4a7385	HEX 597d68	HEX c0c0c0	HEX edebe2

COLOR PALETTE

The Fearless Ideas color palette is inspired by our unique PNW environment: the vibrant tones of the rainforest after a downpour to the muted hues of an overcast day on the coast.

PRIMARY PALETTE

The boldest and most fearless colors in our palette make a dynamic and memorable impression. They are kid-friendly without being condescending, stimulating without being aggressive, happy without being hyperactive.

SECONDARY PALETTE

The main colors of the primary palette are represented in muted, earthy hues. Not as prominently featured in the brand collateral but also not entirely relegated to accent status.

LIGHTEST & DARKEST VALUES (NEXT PAGE)

The lightest and darkest values of the main hues help accent, shadow, or create harmonious backgrounds.

PALETTE

DARKEST



Adams Night

CMYK
91 71 56 66
RGB
3 33 46
HEX
03212e

Wet Kelp

CMYK
80 55 78 72
RGB
18 41 27
HEX
12291b

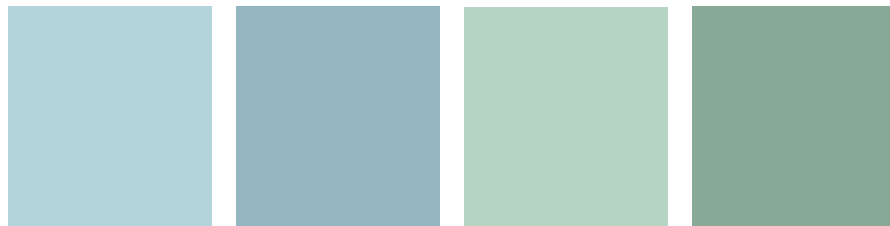
Pencil Lead

CMYK
70 64 63 61
RGB
48 48 48
HEX
303030

Obsidian

CMYK
75 68 67 90
RGB
0 0 0
HEX
000000

LIGHTEST



Emmons

CMYK
28 6 11 0
RGB
180 212 219
HEX
b4d4db

North

CMYK
43 18 19 0
RGB
18 41 27
HEX
93b6c1

Ferry Churn

CMYK
30 5 26 0
RGB
181 212 194
HEX
b5d4c2

Lichen

CMYK
50 22 45 1
RGB
136 169 149
HEX
88a995

COLOR MAP



COLOR PALETTE HIERARCHY DIAGRAM

In this diagram, the larger the circle, the more prominent the color is across the brand. When you're searching for a single color from our Brand Palette, start large. You can use the chart to build a three-color palette consisting of a main, secondary, and accent color. Your three colors can be of equal or different sized circles; however, no color should be larger than your main color, and your accent color should not be larger than your secondary color. Have fun!

TYPOGRAPHY

TYPOGRAPHY IS A VISUAL VOICE

Typography is how the eye “hears” the words on the page. Regardless of what a your copy says, the letterforms used to say it influence how it is said.

Fearless Ideas brand being so closely tied to young people and writing, the typography has been thoughtfully chosen for its letterforms and textual appearance, but also for its ancestry and the literary associations it carries.

Display and Heading

The main type and font(s) of our wordmark and headlines, chapter heads, and the like.

Sub-Headers

Our secondary wordmark font and sub-heading font. Use it for short features, sub-sections, or taglines.

Text Fonts

For when we’re done telling them what we’re about to tell them, and start telling them what we told them we would.

- **For a branded read**
- **For neutral contrasting read**
- **For business or longer/faster reads**

Brand Adjacent

The type and fonts used in collateral that represents our brand on a regular basis.

- **Our blog, the Fearless Times**
- **Our Idea Books**



TREND SLAB ONE

TREND SLAB ONE

TREND SANS ONE

Usage Note:

- Use Trend Slab for Titles, Headdlines, Chapter Heads.
- Trend fonts are "ALL CAPS" fonts, but using the shift key will access different letterforms for some letters.
- Always use lowercase when typing an "A" or an "R". The lowercase "A" has no cusp or serif at its apex (whereas the uppercase "A" has a left cusp/serif). The lowercase "R" has an graceful, inwardly curved leg (whereas the leg of the uppercase "R" has a "knee"
- When using both Trend Salb One and Three together, make sure your A's and R's are the same case.

TREND SLAB

The **Trend Slab One** font is our primary logo, wordmark, and our heading & display font. The mono-weighted stroke is bold—you might even say "fearless"—and the capital "A" looks like a student standing confidently with their feet firmly grounded.

Slab fonts were popular in the late 19th/early 20th century, coinciding with the advent of the typewriter and the modernist literary movement. I chose Trend Slab over its ancestors (like Rockwell and Beton) because of its open counter spaces (notably in the "R" and the "D"). The font has a friendliness that fits with a youth-serving organization.

Trend Slab Three is a separate drop shadow font allowing for isolation or a two-tone effect. A solo drop shadow font can present some issues (unusable in some word processing software). Still, Trend Slab Three is a neat accent to have when it makes sense and is convenient.

The **Trend Sans One** font is seldom used outside the top line of the wordmark: "The Bureau Of." It obviously harmonizes with its slab sibling with a great modernist feel. Plus, the "A" next to the "U" reminds me of the sign on another great school of creativity, Bauhaus.

SUB-HEADING

RESTLESS YOUTH SMALL CAPS

Usage Note:

- Use Restless Youth Small Caps for Sub-headings, Chapter Sections, Taglines, etc.
- If ever the uppercase letterforms aren't working for you, try using only the lowercase small caps.
- **Flaw #1** of Restless Youth All Caps: the appearance of the capital "I", which looks a lot like the capital "T". Most people figure out which is which by the word that follows, but I would not recommend using a capital "I" word in the same line as a capital "T" word.
- **Flaw #2** of Restless Youth All Caps: the "!" is poorly thought out and isn't very exclamatory. I don't use it.

RESTLESS YOUTH SMALL CAPS

Restless Youth Small Caps is a handwriting font. It incorporates eye-catching cursive flourishes in the letters typed with "shift" key. It keeps the clarity of a printed letter with small caps when typing in lowercase. If ever the capital letters are too loopy for you, try typing solely in lowercase.

This font was selected because the mono-weighted stroke suggests the writer has used a pencil or ballpoint pen.

Fun Fact: *The ballpoint pen appeared at the end of the 19th century. Along with its contemporaries, typewriters, and modernist literary movement, the ballpoint pen changed writing.*

Museo Slab	700	<i>700 Italic</i>
Museo Slab	500	<i>500 Italic</i>
Museo Slab	300	<i>300 Italic</i>
Museo Slab	100	<i>100 Italic</i>

Futura Std	Heavy	<i>Heavy Oblique</i>
Futura PT	Demi	<i>Demi Oblique</i>
Futura Std	Medium	<i>Medium Oblique</i>
Futura Std	Book	<i>Book Oblique</i>

A. Garamond Pro	Bold	<i>Bold Italic</i>
A. Garamond Pro	Semibold	<i>Semibold Italic</i>
Adobe Garamond Pro	Regular	<i>Italic</i>

Note:

- *Interesting fact: Futura and Cheltenham are the only font in our type suite that are actually original to the modernist influences being paid homage in the brand aesthetic.*

MUSEO SLAB

Museo Slab is the text font that fits most snugly in our overall brand identity. It's open and friendly, with a typewriter feel but reads easier than actual typewriter fonts like Courier. It shares many elements with our display font, Trend Slab One. It offers a visual continuity when the two are paired. When deployed as **ALL CAPS IN ITS 700 WEIGHT**, it does double duty as another sub-header in the brand's typography.

FUTURA STD

Futura Std is handy when the copy is only paired with a logo or wordmark or feels more brand neutral. The geometric mono-weighted stroke is not unlike Museo (it may have served as a typographic inspiration).

ADOBE GARAMOND PRO

Adobe Garamond Pro is our text font for business correspondence and wherever text is dense or more extended, as in a book. When upright, it has open forms like Museo and Futura. The lower x-height, serifs, and a humanist stroke make reading faster easier. Garamond is often available when specialty fonts are not an option.

BRAND ADJACENT

HEADLINE

ITC Cheltenham STD **Bold Cond Italic**

Sub Headline 1

ITC Cheltenham STD **Bold Cond Italic**

Sub Headline 2

ITC Cheltenham STD **Book Condensed**

Sub-Sub Headline

ITC Cheltenham STD **Bold**

By Line

ITC Cheltenham STD **Bold**

This is a column of journalistic excellence accented by the occasional italicised *word or phrase*.

ITC Cheltenham STD **Book**

IDEA BOOK TITLE

Clarendon **Condensed Bold**

Prompt Title

Clarendon **Condensed Bold**

Special Instruction

Clarendon Text Pro Bold Italic

Prompt Instruction

Clarendon Text Pro **Regular**

Tips, and ideas

Clarendon Text Pro **Italic**

CHELTENHAM

Cheltenham was created in the late 19th century and then redesigned for use as the official typeface of the *New York Times*. The "Chelt" fonts help give our blog a journalistic look.

CLARENDON TEXT PRO

Clarendon is another slab serif in the Fearless Ideas toolbox. Created in the mid-19th century, it enjoyed a resurgence in the 1960s and as the typeface of choice in many children's books like "*Go Dog! Go!*"

Clarendon Text Pro is my preferred version because i like how round the italic letterforms are in contrast to the regular. Clarendon Text Pro is downloadable free through Adobe Fonts, and can be purchased for personal download from various merchants.

If you are not subscribed to Adobe Creative Cloud (and so do not have access to the free Adobe Font feature), I will include the Superclarendon Font Family in the hard drive I create. Harder looking italics, but still great!

BRAND GRAPHICS

GRAPHICS ARE THE BRAND'S FACE

The better you get to know someone, the distinct and familiar their face becomes. Like a face, brand graphics have a story to tell and tell it visually, at a glance.

The graphics provide consistency to the brand identity. As the brand matures in the mind of the viewer, the graphics support evolving perception and different roles the brand plays in the viewer's life.

Logo

Meet the Bureau's **Scribe Logo**. Take it in as a unified visual, and take a close look at its symbolic narrative..

Pictorial Mark

The hero of our logo, the **Scribe Icon**, is set loose, free of context, to scribble their way into the imagination and heart of the viewer.

Wordmarks

Fearless Ideas has two basic wordmark structures, each with optional elements.

- **Double Stack**
- **Single Stack**

Clear Space

Give clear space for balance so brand graphics can float off the page toward the viewer.

Special Variations

Our brand has some unique needs and applications, so some special variations have been created.

- **Small Scale**
- **Two-Tone Wordmarks**

Graphic Elements

A couple easy features to use in layout and compositions.



Logo



THE SCRIBE LOGO

The Scribe Logo is the central identity graphic of the Bureau of Fearless Ideas. It is designed to be taken in all at once, as a single image. But it's also meant to tell a story.

"The Bureau of Fearless Ideas" rides a sturdy outer ring. This ring represents the continuity of storytelling and the supportive community that protects these stories and those that tell them.

Inside the outer ring, we see the Fearless Scribe's hand caught in a moment, mid-pen stroke. A single fluid line encircles the hand that created it - a subtle act of agency and self-realization, a bit of impossible magic.

The undulating stroke as the ink is pulled across the paper contrasts with the mono-weighted sturdiness of the outer ring. The stroke follows the outer ring, then diverges on its own, fearless path.

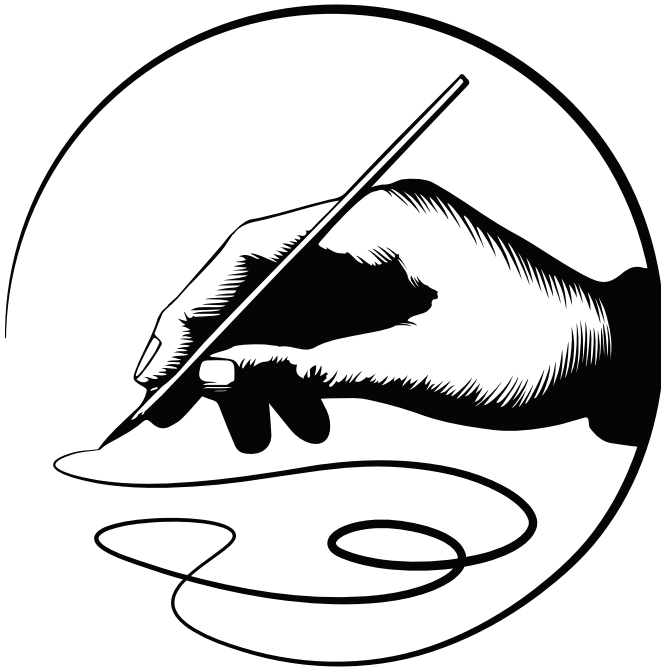
From the nib of the pen flows a beginning: from an abstract scribble will flow letter, that starts a word, that leads to a sentence, that conveys an idea... on which a future is built.

The Scribe Logo should be displayed at **no less than 2" in diameter**.

(See p. 60 for small scale logos and marks)

PICTORIAL MARK

Scribe Icon-Positive



Scribe Icon-KO



THE SCRIBE ICON

The scribe icon is our pictorial mark (aka: brand mark or logo symbol). Our pictorial mark is our brand's "secret handshake" - those who know our brand will know the Scribe Icon, those who don't will want to learn more. It is akin to the motto, kind of the motto's graphic cousin. In fact, the pictorial mark would pair perfectly with the motto on collateral made for the Fearless Ideas Community like mugs, t-shirts, or notebooks for students.

For some brands, like Apple and Twitter, their pictorial marks eclipse all other brand collateral. We're no there yet, but we're ready if it happens!

To keep the line at the top of the index finger discernable, display the scribe icon at **no less than 1.75" in diameter**.

(See p. 60 for small scale logos and marks)

WORDMARKS

Double Stack_Swash-Drop



Double Stack_Swash



Double Stack_Swash-Inverted



THE DOUBLE STACK "SWASH" VARIATIONS

All Swash Wordmarks (i Double Stack and Single Stack) feature a swash flying our brand pillars, "Writing • Storytelling • Community"

The Double Stack Swash Wordmark is our Master Wordmark and can be displayed with or without a drop shadow.

Double Stack Swash wordmarks are best at **larger scales**. To keep the pillars legible, display at **no less than 3" W x 1 1/8" H**

(See p. 60 for small scale logos and marks)

THE DOUBLE STACK SWASH-DROP

The "Swash-Drop" iteration is the most deluxe and formal wordmark option, suitable for high-visibility applications that are designed to make a solid first impression. It is best suited for digital and print applications with lighter backgrounds.

THE DOUBLE STACK SWASH

The "Swash" (with no "drop") iteration is less formal and has high clarity and contrast. It is helpful for knock-out (when the paper color shows through the design) or when lighter colors are desired on a darker background.

WORDMARKS

Single Stack_Swash-Drop



Single Stack_Swash



Single Stack_Swash-Drop-Inverted



Single Stack_Swash-Inverted



THE SINGLE STACK "SWASH" VARIATIONS

The **Single Stack Swash Wordmark** offers a low-profile alternative to the Double Stack when vertical space is premium. The Single Stack Wordmark can be displayed with or without a drop shadow.

Single Stack Wordmarks are best at **medium to large** scales. To keep the pillars legible, display at **no less than 4" W x 5/8" H**.

(See p. 60 for small scale logos and marks)

THE SINGLE STACK SWASH-DROP

The **"Swash-Drop"** iteration is the most deluxe and formal wordmark option, suitable for high-visibility applications that are designed to make a solid first impression. It is best suited for digital and print applications with lighter backgrounds.

THE SINGLE STACK SWASH

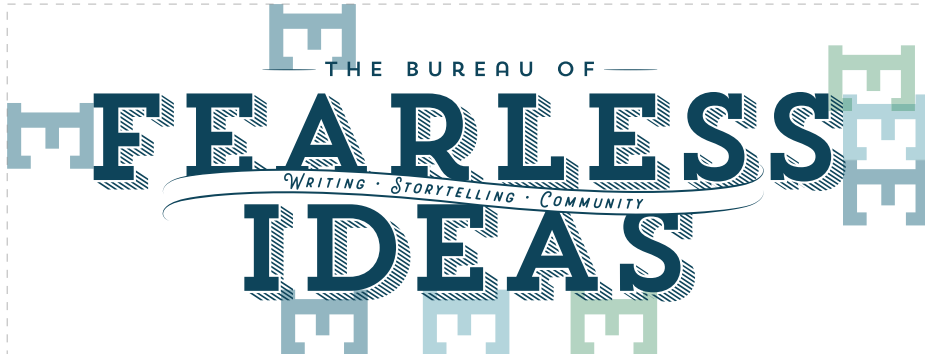
The **"Swash" (with no "drop")** iteration is less formal and has high clarity and contrast. It is helpful for knock-out (when the paper color shows through the design) or when lighter colors are desired on a darker background.

CLEAR SPACE

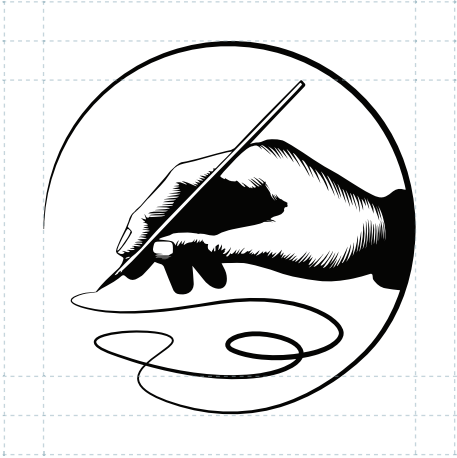


CLEAR SPACE

Uphold brand integrity by allowing the proper relative clearance. For the wordmarks, use the capital “E” dimensions to set leading and measure clearance space. Use the distance between outer and inner circumference points for the logo and logo symbol to gauge your clearance.



- Leading
(aka Line Space)
- Drop-Swash
(Pictured)
- Drop only
- No Drop/No Swash

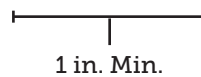
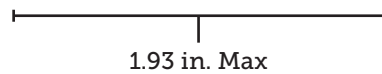


SPECIAL VARIATIONS

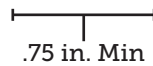
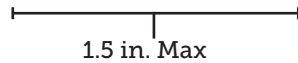
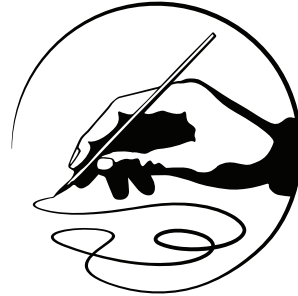
SMALL SCALE LOGOS & MARKS

All logos, icons and wordmarks have a minimum size that you should adhere to, BUT print collateral or other physical artifacts, sometimes call for smaller scales. These have been simplified for use at smaller scale, (but still have limitations).

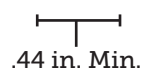
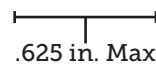
Scribe Logo-Small Scale



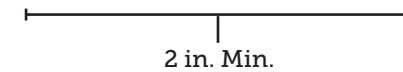
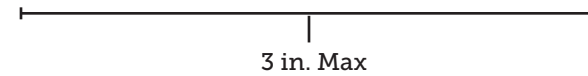
Scribe Icon- Small Scale



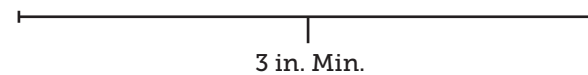
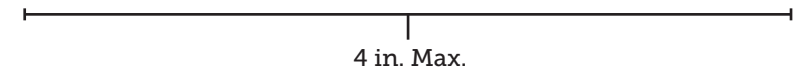
Scribe Icon- Extra Small



Double Stack-Small Scale



Single Stack-Small Scale



SPECIAL VARIATIONS

TWO-TONE WORDMARKS

Wordmarks that have the drop shadow effect are the only brand symbology that can be two-tone. A second tone can look casual, tie the wordmark into designs, add depth, or help it come off the page. Please follow these guidelines:

- A second **accent color** (see p. 37) should be used **on the drop shadow**.
- No more than **two** colors or shades should be used on a single wordmark.
- The top line, pillars swash should always be the **same** color as "FEARLESS IDEAS."
- The letters that make up the words "FEARLESS IDEAS" must be the same color.



GRAPHIC ELEMENTS

BOLD AND SIMPLE

There are two bold and simple graphic elements that, when incorporated into the layout, create continuity (see our website).

===== HORIZONTAL DECO STRIPES =====

Inspired by the decoration on Smith-Corona typewriters of the '30-'50's, these stripes are equally spaced with rounded tips. They can be the same length or alternate lengths to make a point. Horizontal stripes were a popular motif of the modernist aesthetic that inspires our brand typography. They echo the trios used in our brand positioning, like in our motto and pillars.

Horizontal Deco Stripes are great for offsetting centered text or creating a div (or divider).

===== VERTICAL COLOR BARS =====

Vertical Color Bars are a straightforward but dynamic graphic device. They are easy to create in both design and word processing software. Opaque or transparent, a color bar can be used as a "flagpole" for text and images. It can delineate information without using bullets, be a path to pull the eye down the page, or a place to feature key pull quotes.



"A place to feature key pull quotes."

