



bold vision

**Bold Vision
brand
guidelines**

What do we mean by brand?

The Bold Vision brand = what we do and how we do it (whatever our role)

Beliefs

Our vision and 4 values (see next slide) that we share
Our hopes and dreams

Behaviour

How we are towards the initiative and each other and anybody else who comes into contact with Bold Vision

Actions

Our projects, events, blogs, emails, ways of greeting people, ways of solving problems

Identity

Our logo, colours, website, signage, decor

Brand definition

Vision: strengthening community in Telegraph Hill

Mutuality

For the common good
Win-win

Give and receive
Neighbourliness

Transformation > transaction

Openness

Open to all
Open minded
Open doors
Opening opportunities
Open source, open heart

Courageous

Not afraid to do the right thing
Courage = from the heart
Bold enough to think differently
Creative, imaginative AND useful
Wholehearted

Potentialising

Individuals' potential
Community potential
Food producing potential
Skill sharing
Storytelling

Logo and Colour palette

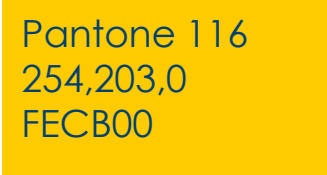
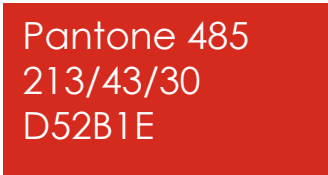

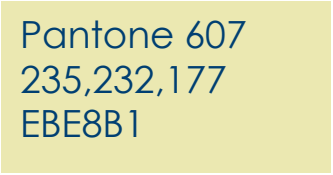
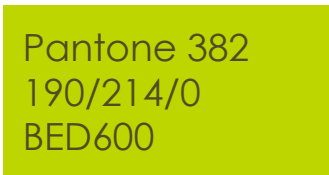


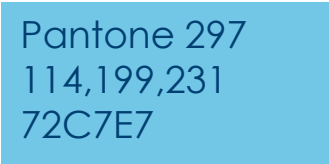
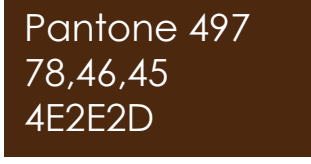
Logo colours

The material in this guide can be used for Bold Vision and its sub-projects.

 <p>Pantone 165 255,99,25 FF6319</p>	 <p>Pantone 376 122,184,0 7AB800</p>	 <p>Pantone 454 208,209,180 D0D1B4</p>	 <p>Pantone 307 0,117,176 D088CE</p>
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Powerpoint presentations based on this file will automatically have the right colours available

Secondary colours

 <p>Pantone 116 254,203,0 FECB00</p>	 <p>Pantone 485 213/43/30 D52B1E</p>	 <p>Pantone 450 79,76,37 4F4C25</p>
 <p>Pantone 607 235,232,177 EBE8B1</p>	 <p>Pantone 382 190/214/0 BED600</p>	 <p>Pantone 541 0,63,114 003F72</p>
 <p>Pantone 7485 218,229,205 SAE5CD</p>	 <p>Pantone 297 114,199,231 72C7E7</p>	 <p>Pantone 497 78,46,45 4E2E2D</p>

Sub-brands

It is our intention that Bold Vision act as an incubator for projects in line with our objectives

- Subject to Bold Vision management team approval
- Sub-brands publicity materials to be passed via Bold Vision before printing / publishing
- Sub-brand logo will begin with Bold Vision then the sub-brand or have the Bold Vision logo as part of their logo

Examples

