



**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

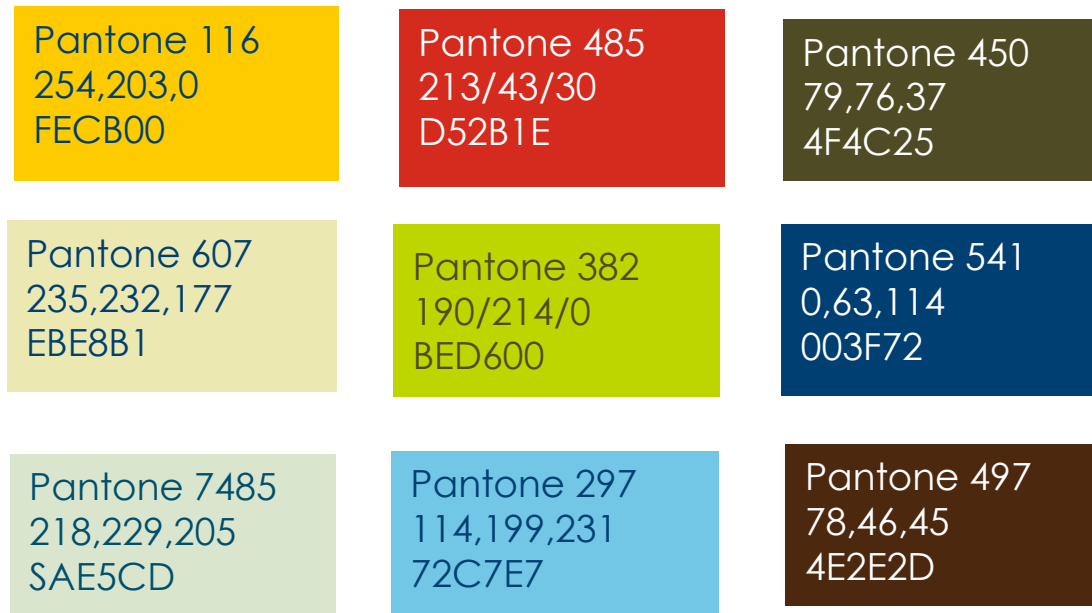
## Logo colours

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



Powerpoint presentations based on this file will automatically have the right colours available

## Secondary colours



# 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

