

# Mighty

# Change

**STYLE GUIDE 3.0**



# Mighty

# Change

## MISSION STATEMENT

There's never been a moment like now. Now is our **opportunity** to band together and fight for a **MORE EQUITABLE FUTURE**. To kick down old barriers and **champion new ways** of thinking. We need to **STAND UP** for those who have been overlooked for too long. We need to say, "not on my watch." Because quietly doing good is no longer good enough. It's time to be **BOLD AND LOUD**. It's time for each of us to be a **FORCE FOR CHANGE**. Our mission isn't small or easy. It's a **giant leap**. A **Mighty Change**. But this community was made to be mighty. And this is our **TIME TO PROVE IT**.

# COPYWRITING: VOICE

Brand voice is an expression of who we are and who we are not. It conveys our personality and unifies our messaging across all touch points. Voice is conveyed through word choice, sentence structure and style. VSUW’s voice characteristics should always be present in our messaging, regardless of the audience or medium.

OUR VOICE IS	OUR VOICE IS NOT	DO	DO NOT
✓ Bold	✗ Shy	<ul style="list-style-type: none"> <li>✓ Speak up and address important issues</li> <li>✓ Share our Mighty Goals</li> </ul>	<ul style="list-style-type: none"> <li>✗ Avoid hard topics or conversations</li> <li>✗ Downplay our ambition</li> </ul>
✓ Confident	✗ Conceited	<ul style="list-style-type: none"> <li>✓ Communicate clearly and intelligently</li> <li>✓ Use facts, data and testimonials</li> </ul>	<ul style="list-style-type: none"> <li>✗ Speak prematurely</li> <li>✗ Ignore research</li> </ul>
✓ Communal	✗ Exclusive	<ul style="list-style-type: none"> <li>✓ Discuss local issues</li> <li>✓ Engage local communities</li> </ul>	<ul style="list-style-type: none"> <li>✗ Talk like VSUW is the solution</li> <li>✗ Use language that excludes anyone</li> </ul>
✓ Pragmatic	✗ Utopian	<ul style="list-style-type: none"> <li>✓ Focus on progress</li> <li>✓ Discuss realistic and attainable goals</li> </ul>	<ul style="list-style-type: none"> <li>✗ Focus on idealism</li> <li>✗ Be unrealistic</li> </ul>
✓ Motivating	✗ Assumptive	<ul style="list-style-type: none"> <li>✓ Encourage the audience to get involved</li> <li>✓ Empower the audience to help us create change</li> </ul>	<ul style="list-style-type: none"> <li>✗ Make our audience feel guilty for not participating</li> <li>✗ Expect our audience to care</li> </ul>

# COPYWRITING: TONE

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Brand tone conveys our attitude and how we feel about the topic we're discussing. In writing, tone is more subtle than voice and is conveyed through word choice and punctuation. Unlike voice, our tone can change depending on the situation, media, campaign or discussion.

Our tone might be **passionate** when talking about our Mighty Goals.

It might be **sincere** when discussing the issues facing our community.

And it may be **informative** when sharing details about upcoming events.

But regardless of the tone we use, we always want to do it in our voice.

**TIP: WHEN TRYING TO DECIDE WHAT TONE TO USE, PUT YOURSELF IN THE AUDIENCE'S SHOES AND ADJUST THE TONE TO FIT THE SITUATION.**

# COPYWRITING: MESSAGING

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## **Mighty Change**

Mighty Change is our aspirational message for the next 5 years. It's the platform that we're building our communications efforts on and the foundation we'll use to develop messaging and campaigns. We use it in our messaging as our north star – it's what we're chasing after. It guides us.

## **Mighty Goals**

We use “Mighty Goals” to describe the overarching 5-year goals that we want to accomplish in Health, Housing and Homelessness, Education, and Workforce Development. These are the building blocks of Mighty Change. “Bold Goals” can be substituted as secondary terminology in settings where “Mighty” has already been utilized.

## **MC2026**

MC2026 is our plan to achieve Mighty Change in Maricopa County. It outlines the short- and long-term goals and strategies we're using to achieve our Mighty Goals. We direct our audience to this document if they're interested in learning more about our 5-year plan to create Mighty Change. **MC2026 is not a phrase that should appear on ads or outward facing materials. We use it internally to refer to the plan itself.**



# LOGOS: MIGHTY CHANGE

THE MIGHTY CHANGE LOGO EXISTS IN 8 WAYS:

- Primary Stacked-English
- Primary Horizontal-English
- Secondary Stacked-English
- Secondary Horizontal-English
- Primary Stacked-Spanish
- Primary Horizontal-Spanish
- Secondary Stacked-Spanish
- Secondary Horizontal-Spanish

PLEASE ADHERE TO THE FOLLOWING GUIDELINES  
WHEN CHOOSING WHICH LOGO TO USE.



**Mighty**  
Change



**Mighty**  
Change

# LOGOS

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Logo files are organized by language and labeled 1 for Primary, 2 for secondary, V for vertical (stacked), and H for horizontal.

## MIGHTY CHANGE PRIMARY LOGO

When using the Mighty Change logo as the **primary message or headline** of a visual asset, please use the primary stacked logo lockup. In these cases, the logo should span the width of the artboard and be tilted at a **4° angle**. All Mighty Change logos should only be used in **black, white, or dark blue**.



Mighty  
Change



Un  
Verdadero  
Cambio



Mighty  
Change



Un Verdadero  
Cambio

# LOGOS

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Logo files are organized by language and labeled 1 for Primary, 2 for secondary, V for vertical (stacked), and H for horizontal.

## MIGHTY CHANGE SECONDARY LOGO

For **smaller usage** or any time the Mighty Change logo is being displayed as a secondary or solo element, the secondary logo lockups should be used. This can include things like ad/presentation footers, email signatures, stationery, etc. All Mighty Change logos should only be used in **black, white, or dark blue**.



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Un  
Verdadero  
Cambio



MightyChange



UnVerdadero  
Cambio

Horizontal logos should only be used when the space on the asset calls for it. For example, if a document contains a lot of copy, there will be no room for a large lockup; therefore, the horizontal version should be used as a header, footer, or auxiliary page element.



# LOGOS: MIGHTY CHANGE & VSUW

When the headline and/or other content of a piece does not use the primary logo, a **Mighty Change/VSUW lockup** may be used in the footer or alongside other contact information.

These logos may be used in full color (as shown here) or in **1-color black or white**.

**Mighty**  
Change



Valley of the Sun  
**UNITED WAY**

**Mighty**  
Change



Valley of the Sun  
**UNITED WAY**

# COLOR

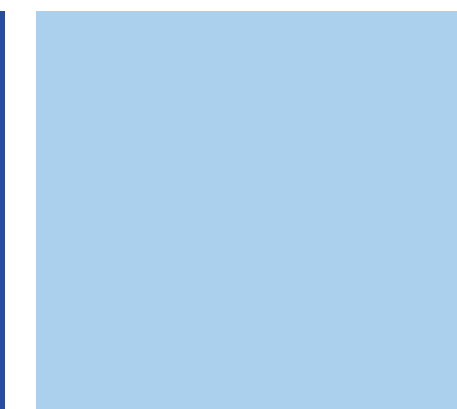
All Mighty Change logos should only be used in black, white or dark blue. A color bar can be placed behind the logo to improve legibility, depending on placement or when used over a photo or low-contrast background. These color bars can also be used to accentuate words in headlines and other copy.

The Mighty Change visual assets adhere to **Valley of the Sun United Way brand colors**. The dark blue, red, and gold can be used for background colors, typography treatments (aside from official logo usage), and other elements such as the aforementioned color bars and accents. Additionally, for VSUW assets, we've opted to use the lightest shade of light blue as our fourth color in the palette.

**NOTE: When possible, color blocking should align with each goal area:**  
Dark Blue = Education, Yellow = Health, Light Blue = Housing & Homelessness, and Red = Workforce Development



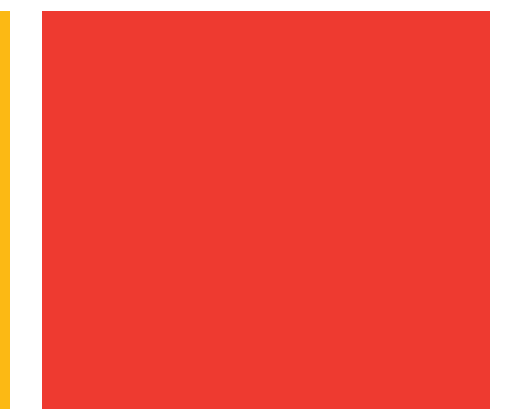
R:0 G:68 B:181  
#0044B5  
C:93 M:78 Y:0 K:0  
Pantone 2728 C



R:167 G:210 B:255  
#A7D2FF  
C:31 M:9 Y:0 K:0  
Pantone 2717 C



R:255 G:186 B:0  
#FFBA00  
C:0 M:30 Y:100 K:0  
Pantone 7549 C



R:253 G:55 B:44  
#FD372C  
C:0 M:91 Y:88 K:0  
Pantone Bright Red C



R:100 G:101 B:103  
#646567  
C:61 M:52 Y:50 K:20  
Pantone 4195 C



R:34 G:30 B:31  
#221E1F  
C:70 M:68 Y:64 K:75  
Pantone 419 C



R:158 G:158 B:158  
#9E9E9E  
C:0 M:0 Y:0 K:38  
Pantone 4276 C



R:204 G:204 B:204  
#CCCCCC  
C:0 M:0 Y:0 K:20  
Pantone 2330 C

# TYPOGRAPHY: PRIMARY

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## **Jubilat: Logo / headline / accent font**

The Mighty Change logo utilizes **Jubilat Bold**. As the visual style is heavily focused on bold typography, you may also use Jubilat for **accents and callout words**, but it should never be used for entire sentences or paragraphs of copy.

## **Antonio: Subhead font**

Antonio is the new United Way headline font. For Mighty Change materials, utilize it for subhead copy associated with the MC logo or longer/larger headlines.

## **Palanquin: Brand font**

Palanquin is the primary font family for a bulk of VSUW and Mighty Change content: Regular weight for body copy and bold for callouts.

**Note:** Jubilat is an Adobe font and the bold weight can be activated using an Adobe CC account.

**Jubilat Bold**

**ANTONIO BOLD**

Palanquin Regular

**Palanquin Bold**

# TYPOGRAPHY: WEB FRIENDLY

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## **Georgia Bold: Headline / accent font**

When creating PowerPoint presentations or other digital assets requiring default font usage, **Georgia Bold (tightly kerned)** should be utilized.

## **Verdana: Content font**

The Verdana font family is the substitute for Palanquin on anything where default fonts must be used: regular weight for body copy and bold for callouts. Utilize ALL CAPS for larger accents.

**Georgia Bold**

Verdana Regular

**Verdana Bold**



# VISUAL EXAMPLES



**BE A FORCE FOR  
Mighty Change**  
WITH US.

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Donate at [vsuw.org/taxcredit](https://vsuw.org/taxcredit)

 Valley of the Sun  
**UNITED WAY**

Creating **Mighty Change** in Health,  
Housing & Homelessness, Education,  
and Workforce Development



**BE A FORCE FOR  
Mighty Change**  
WITH US.

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 Valley of the Sun  
**UNITED WAY**

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and Workforce Development

PRINT ADS

# VISUAL EXAMPLES

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Diversity, Equity, Access and Inclusion



Advocacy, Public Policy, Awareness and Engagement



# VISUAL EXAMPLES

**UNTIL  
NO CHILD  
MISSES A MEAL.**




**UNTIL ALL  
STUDENTS  
BECOME  
GRADUATES.**



**UNTIL NO ONE  
HAS TO LIVE  
ON THE STREETS.**



**UNTIL ALL  
WAGES ARE  
LIVING WAGES.**



**UNTIL NO CHILD MISSES A MEAL.** 

**UNTIL NO ONE HAS TO LIVE ON THE STREETS.** 

**UNTIL ALL STUDENTS BECOME GRADUATES.** 

**UNTIL ALL WAGES ARE LIVING WAGES.** 

DISPLAY ADS