



**WELCOMING
WEEK**

BRAND GUIDELINES

Last updated: March 2022

For any questions regarding this guide, contact communications@welcomingamerica.org

KEY MESSAGES

OFFICIAL DESCRIPTION

Welcoming Week is an annual campaign and celebration to showcase the movement of communities striving to be more welcoming places for all, including immigrants. Launched in 2012 by Welcoming America and its members, Welcoming Week provides individuals and communities the opportunity to proclaim welcoming values through events and local initiatives that foster mutual understanding between immigrants and non-immigrants, as well as deeper belonging for all.

KEY MESSAGES

Welcoming Week is a time when a chorus of thousands—in communities large and small, rural and urban—celebrate the benefits of an inclusive society and deepen their commitment to creating places that are welcoming to everyone, including immigrants.

The purpose of Welcoming Week is to elevate a spirit of unity that shows the successful multi-racial democracy we can be if everyone truly belongs in the places they call home, including immigrants.

Welcoming Week is an opportunity to celebrate the values that unite us as neighbors, parents, and colleagues, and to make our communities more welcoming to all those who call [CITY, STATE, or COUNTRY] home.

LOGOS

SIZING

For primary logo, the minimum size allowable is 1.74 inches or 125 pixels wide

For stacked logo, the minimum size allowable is 1.8 inches or 130 pixels wide

SPACING

Leave enough white space around the logo so that it is not crowded.



PRIMARY LOGO (HORIZONTAL)

Use the primary logo in full color whenever possible



ALTERNATIVE LOGO (STACKED)

Use the stacked logo in full color

COLOR PALETTE

KEY:

CMYK = best for print

RGB and Hex = best for digital screens

TEAL



CMYK:

C: 70
M: 0
Y: 30
K: 0

RGB:

R: 39
G: 189
B: 190

HEX:

#27BDBE

RED



C: 0
M: 77
Y: 67
K: 0

R: 241
G: 97
B: 84

#F16153

GREEN



C: 55
M: 0
Y: 100
K: 0

R: 128
G: 195
B: 66

#7FC241

ORANGE



C: 0
M: 30
Y: 95
K: 0

R: 253
G: 185
B: 36

#FDB823

BLUE



C: 82
M: 59
Y: 9
K: 0

R: 63
G: 107
B: 168

#3E6BA7

TYPOGRAPHY

Only approved typography should be used in order to keep a simple cohesive look across all marketing and branding materials.

HEADLINE, ALTERNATE AND ACCENT FONTS

Accent fonts may be used sparingly. Do not overuse accent fonts or all upper case.

Brandon Grotesque is the primary font for the Welcoming Week logo. It is used for short headlines, subheads and graphics. It's best use is all upper case for short single-line heads and subheads. It should otherwise be used sparingly for best legibility.

Neutraface Text can also be used for subheads, call-outs and sidebars. Uppercase use should be limited to short single line heads and subheads. Use Neutraface in place of Brandon Grotesque when italic is needed.

BODY AND TEXT TYPE FAMILY

Trade Gothic is used for body copy

Caslon is an alternate serif body copy font which is also used on the letterhead and body copy of the website.

Do not mix the two fonts within text blocks.

BRANDON GROTESQUE BLACK

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

1234567890

Neutraface Text Light and *Light Italic*

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

1234567890

Neutraface Text Demi and *Demi Italic*

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

1234567890

Trade Gothic LT Std Light and *Light Oblique*

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

1234567890

Trade Gothic LT Std Regular and *Oblique*

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

1234567890

Adobe Caslon Pro Regular and *Italic*

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

1234567890

Neutraface Text Book and *Book Italic*

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

1234567890

Neutraface Text Bold and *Bold Italic*

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

1234567890

Trade Gothic LT Std Bold No. 2 and *Bold No. 2 Oblique*

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

1234567890

Adobe Caslon Pro Bold and *Bold Italic*

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

1234567890

EXAMPLES OF GOOD BRAND USAGE

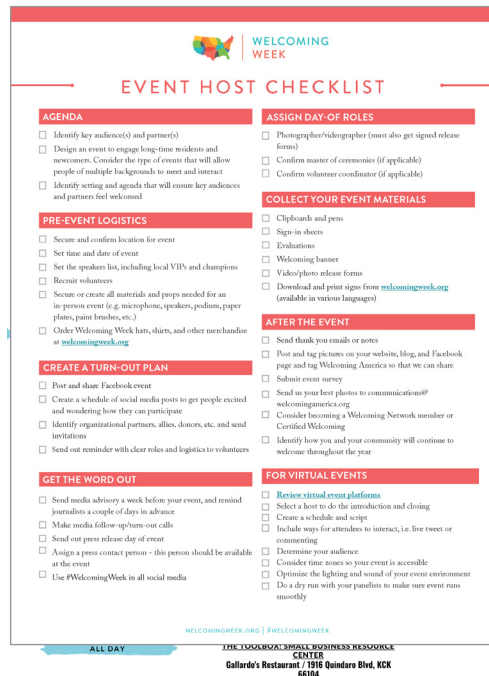
NOTE:

These use the previous Welcoming Week logo. For all new products moving forward, use the new logo.

Pairing logo with themes:



Creating standard templates:



Paired with other logos:



EXAMPLES OF GOOD BRAND USAGE

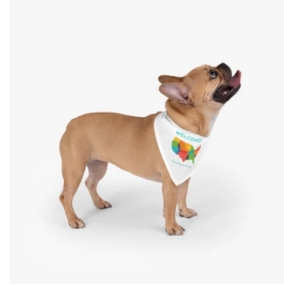
NOTE:

These use the previous Welcoming Week logo. For all new products moving forward, use the new logo.

On swag:



Women's Tee
From \$22.00



Pet Bandana
\$15.00



Mug
\$12.00



EXAMPLES OF GOOD BRAND USAGE

OTHER POTENTIAL LOGO APPLICATIONS WITH TIPS ON SUGGESTED USAGE:

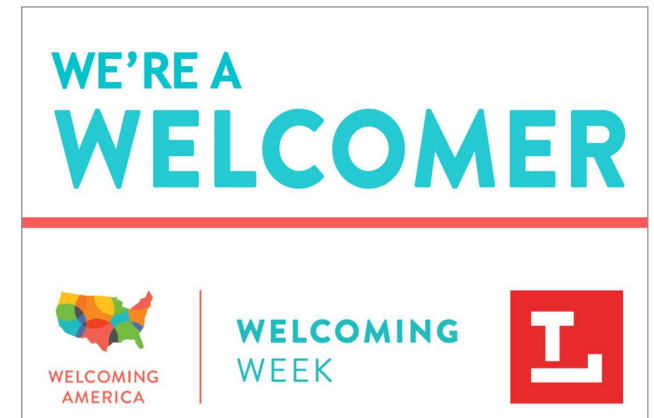


▲ Good use of color and festive elements. However, logo should strive for more minimal backgrounds.

▲ Good use of centering the logo as the main graphic element, as well as using a minimal background.



▲ Good example of logo and informational hierarchy



▲ Good example of a digital sign juxtaposing logos with a key message. Ideally, it would have more space between logos.

DESIGNS TO AVOID:

▶ These are old logos for Welcoming Week. Avoid their usage.

