

**iParticipate**  
BRAND BOOK  
STYLE GUIDE



**iParticipate MESSAGING**

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- 2 MISSION STATEMENT
- 3 MESSAGING FRAMEWORK

**iParticipate VISUAL COLLATERAL**

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**iParticipate**  
**MESSAGING**

# 1 THE MANIFESTO

The only obstacle to the future we want is a simple decision.

A personal choice by each of us to be a part of change.

No problem can withstand the strength of people working together.

No solution can elude minds thinking as one.

No effort can outlast hearts joined in a common purpose.

When you choose to participate, the future you want has begun.

Others will join you.

Rewards will be shared.

They'll be unexpected, overwhelming and invaluable.

You will see the change in your community, neighborhood and country.

It will be something we did together asking nothing in return other than a future we deserve.

## **2 MISSION STATEMENT**

Everyone is a volunteer.

Some just haven't met the right  
opportunity yet.

This is our chance.

**PARTICIPATE.**

# **3** **MESSAGING** **FRAMEWORK**

### **ANSWERING THE CALL**

In Fall of 2009, the Entertainment Industry Foundation (EIF) launches a multi-year campaign to inspire action and promote a new way of thinking about service, called

#### **iParticipate**

EIF will mobilize the entire entertainment community around a groundbreaking initiative designed to inspire a new era of service and volunteerism and to significantly increase the number of volunteers in America.

### **AN HISTORIC TELEVISION WEEK**

As a centerpiece for this initiative, EIF, Hollywood's leading charity, has enlisted the four major broadcast networks – ABC, CBS, FOX, and NBC – for an unprecedented, week-long television event beginning October 19.

During that week, favorite prime-time, morning news and syndicated TV shows will spread the **iParticipate** message as it shines a spotlight on the power and personal benefits of service integrated into plotlines, celebrity guest appearances and PSAs.

Local affiliates will also participate as they profile local service groups and individuals or heroes on news and magazine programs, as well as their own PSAs.

### **WHY NOW?**

The number of Americans who volunteer has remained flat for more than 40 years according to U.S. Bureau of Labor and Statistics.

Service experts and community leaders agree that we are at a critical moment where real change can be effected.

Between the renewed interest in politics, the challenging economy and people's greater sense of connection to one another, now is the time to encourage individuals to take concrete action to improve their communities and enrich their own lives.

**iParticipate** provides motivation to get people going.

### **CAMPAIGN STRATEGY**

Plenty of organizations ask American to volunteer, but they focus on the same messages: “making a difference” and “helping others.” While this traditional message motivates approximately 25% of Americans to volunteer or serve, it is not engaging the nearly 40% of Americans who say they want to help but still don’t feel they have a reason to get started.

Today, people feel more comfortable talking about work or sports than they do talking about the ways they volunteer. By making volunteering feel less like a moral obligation and more like a social activity, **iParticipate** will inspire conversations among Americans about the satisfaction of service.

**iParticipate** will encourage these conversations with a variety of media and online tools to help people ask each other to get involved.

### **iParticipate?**

Multiple research studies have shown that nearly half of all people who currently volunteer started because they were asked by someone they know.

Now EIF asks Americans to **PARTICIPATE** with the mission of reinvigorating the conversation in America and making service part of our daily lives.

### **PARTICIPATE.**

There are a lot of reasons to volunteer.

**iParticipate**  
**VISUAL**  
**COLLATERAL**

# 1 LOGO MARK

**iParticipate**  
**VISUAL**  
**COLLATERAL**

**LOGO MARK**

16



**THE MARK**

Color on white | [participate+EIF+TM.ai](#)

iParticipate  
VISUAL  
COLLATERAL

LOGO MARK

17



THE MARK

Color on black | [participate+EIF+TM.ai](#)



**LOGOMARK**

Color on white | [participatefinal.mark.ai](http://participatefinal.mark.ai)



LOGOMARK

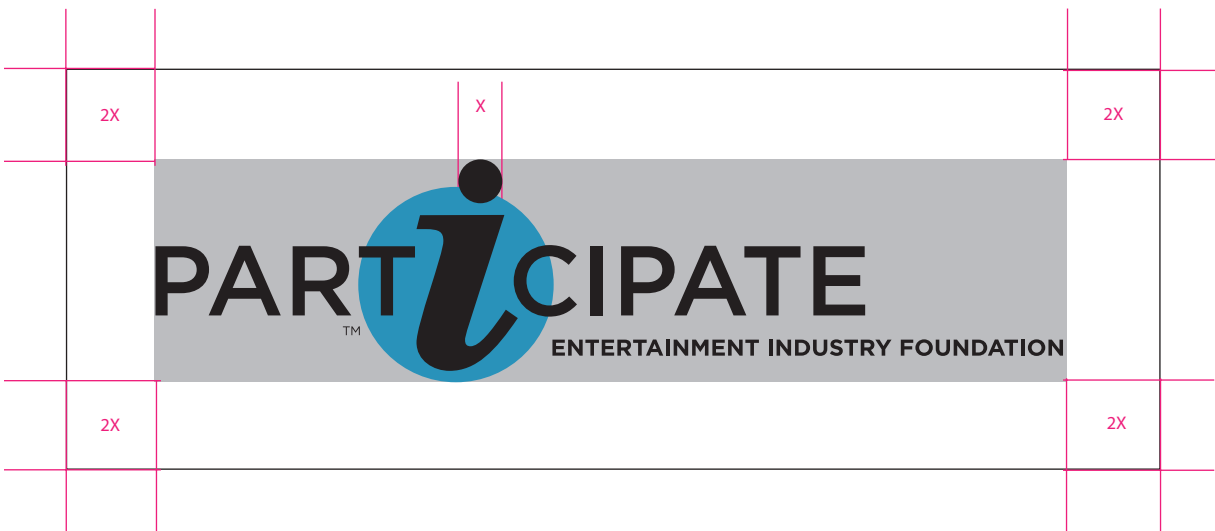
Color on black | [participatefinal mark.ai](http://participatefinalmark.ai)



LOGOMARK

Logomark alone | [participatefinal.mark.ai](http://participatefinal.mark.ai)

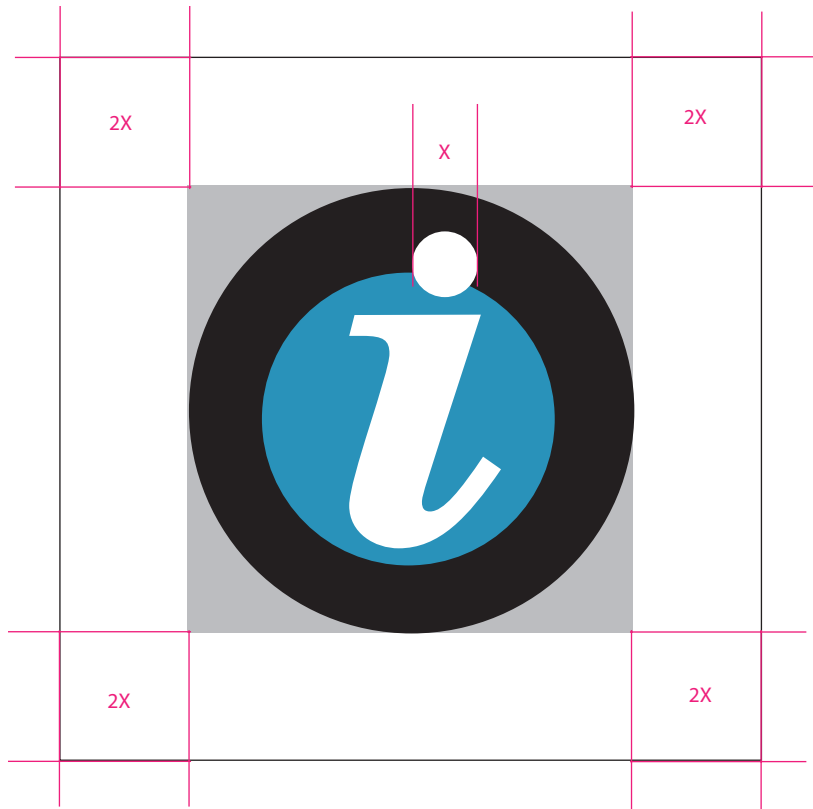
## **2 LOGO USAGES**



**LOGO PROPORTION**

To spark instant recognition, the iParticipate logo should not be crowded by other graphic elements. White space should be left around the logo at all times. When placing the logo on busy backgrounds, it should always have a proportional white space around it.

x = the space of the letter "i" dot



LOGO MARK  
PROPORTION

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x = the space of the letter "i" dot



100% K

R=32 G=147 B=187  
C=78 M=28 Y=15 K=0  
PMS PROC. BLUE C  
WS 1F93BB

**LOGO TYPE**

Gotham Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890();:,.

**BODY COPY**

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abcdefghijklmnopqrstuvwxyz  
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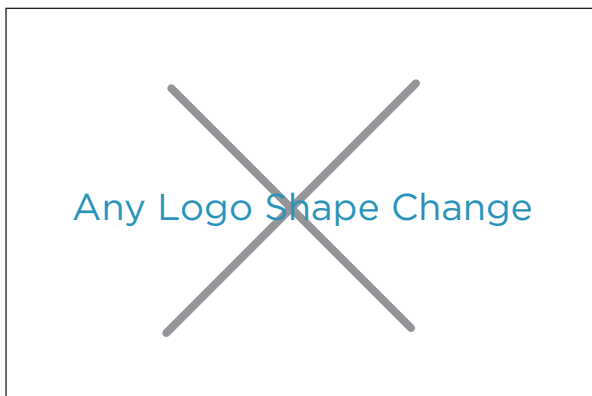
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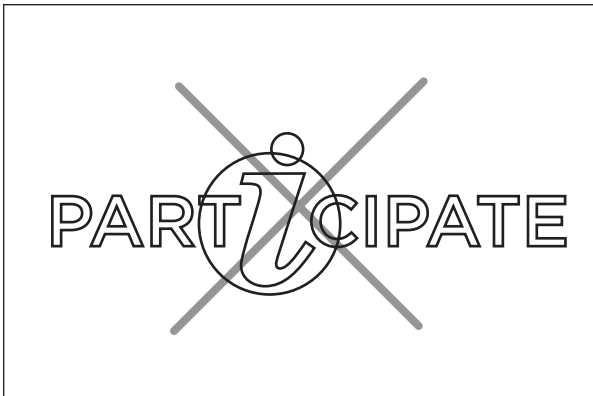
LOGO SIZES

iParticipate logo can be resized to conform to various design layouts and media requirements.  
Min. Size: Logo: H 0.75 inch W 3.0 inch  
Logo mark: H 0.5 inch W 0.5 inch



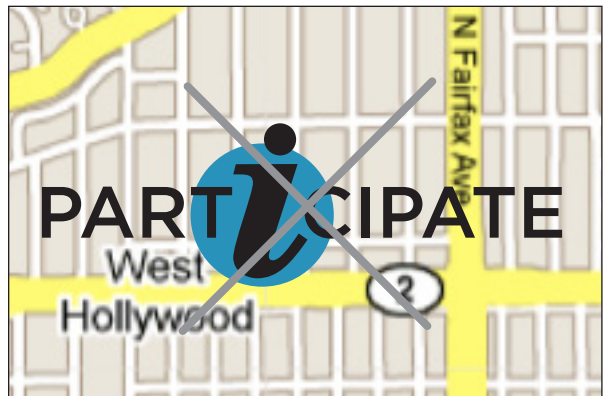
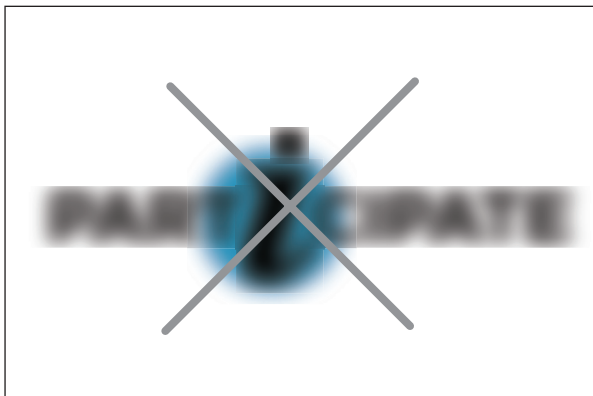
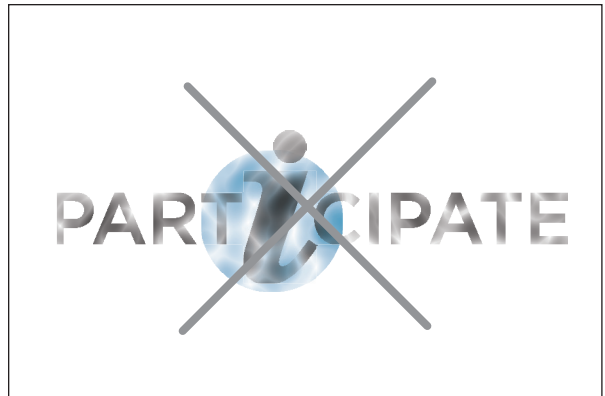
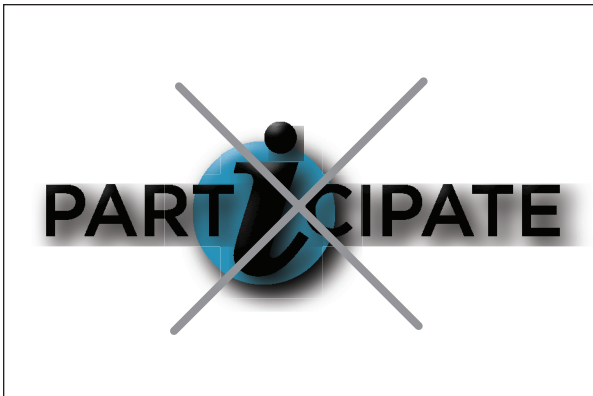
**WRONG USAGE**  
**OF LOGOMARK**

Please use only the logos provided by FreeForm



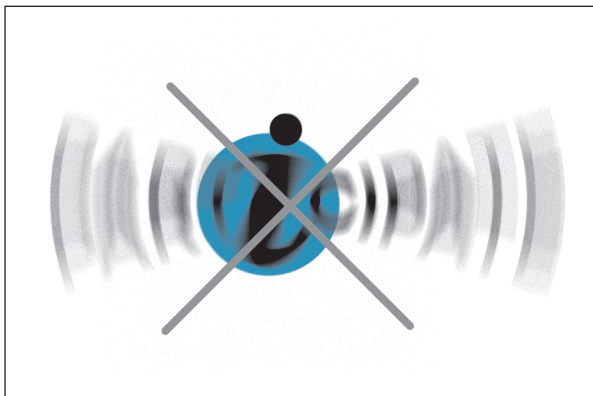
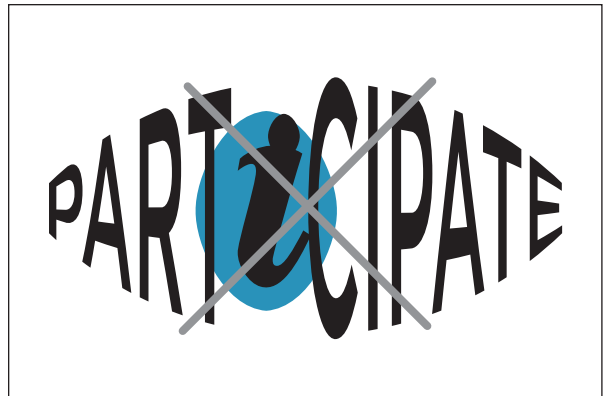
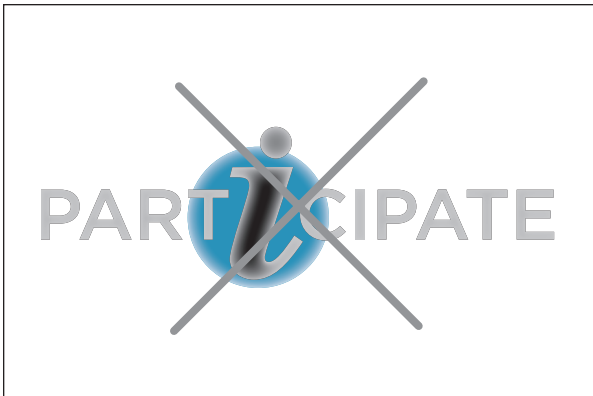
**WRONG USAGE**  
**OF LOGOMARK**

Please use only the logos provided by FreeForm



**WRONG USAGE  
OF LOGOMARK**

Please use only the logos provided by FreeForm



**WRONG USAGE  
OF LOGOMARK**

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LOGO USAGES

Logo With URL On Black Background  
[Participate\\_URL\\_logo.ai](#)

# 3 APPLICATIONS



1201 West 5th Street, Suite T-700, Los Angeles, California 90017  
TEL (213) 240-3900 FAX (213) 481-3100  
[www.elfoundation.org](http://www.elfoundation.org)  
[www.iparticipate.org](http://www.iparticipate.org)  
Federal ID 95-1644609

## **4 MERCHANDISE**



**STICKERS**

iParticipate Logo And Promotional Text



BUTTONS

iParticipate Logo And Promotional Text



**T-SHIRTS**

Logo mark with white background



BAG

Logo mark with black background


# 5 WEB STYLE GUIDE

Sign In with: Facebook

**PARTICIPATE** | The Movement >  
Causes  
Tools  
Donors

**EIF** ENTERTAINMENT  
INDUSTRY FOUNDATION

SEARCH VOLUNTEER OPPORTUNITIES NEAR **LOS ANGELES, CA** | e.g. homeless, children, environmen... | **SEARCH**



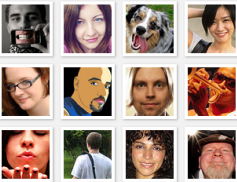
**WELCOME  
BACK  
VETERANS**

In Partnership with The Entertainment Industry Foundation

**WELCOME  
BACK VETERANS**  
proudly supports Participate through volunteer  
efforts addressing the needs of our returning  
Veterans and their families at home.

**THE MOVEMENT** | EDUCATION AND CHILDREN | HEALTH AND WELL-BEING | ENVIRONMENTAL CONSERVATION | ECONOMIC DEVELOPMENT | SUPPORT FOR MILITARY FAMILIES

**JOIN THE MOVEMENT**  
Sign Up with your Facebook account.







**CREATE THE GOOD**  
Proudly supports  
I Participate in  
encouraging service for all.

Post your own volunteer  
opportunity here  
**SERVE.GOV**

**POPULAR SEARCH TERMS**  
**POVERTY**  
HEALTH CARE  
STUDENT ATHLETICS  
READING  
VETERAN ASSISTANCE  
ENVIRONMENT  
CHILDREN  
HOMELESS

This would be an introductory sentence or two about the issue of poverty, its impact in America, and some ways that you might not have thought of before.

[FIND VOLUNTEER OPPORTUNITIES](#)

**OUR DONORS** |   |  | 

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