



Introduction

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Brand Identity Guidelines

A comprehensive guide to our brand's design, messaging, colors, and fonts.





INTRODUCTION

Brand Identity — The Way We See It

This guide will help you understand our brand - the way we look, think, and communicate to the world.

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Why

Our goal is to communicate in a way that is cultural and respectful. Our desire is to express the beauty of our culture by working together to expand Native American education.

How

This document outlines how we like to represent ourselves and how we like others to represent us. Please help us by doing your best to follow these guidelines whenever possible.



COLORS > SOLIDS

Solid Colors

We primarily use two main colors, but we also have a wide variety of secondary colors as well than can be used as needed.

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Primary Colors



#BD001E
RGB (189, 0, 30)



#00A2B1
RGB (0, 162, 177)

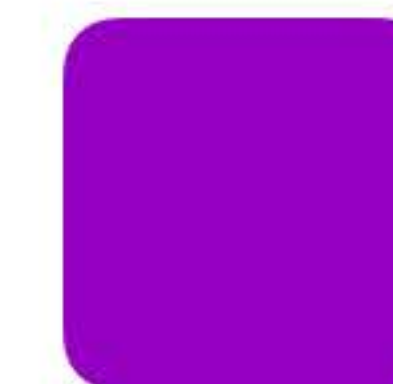
Secondary Colors



#C20E30
RGB (194, 14, 48)



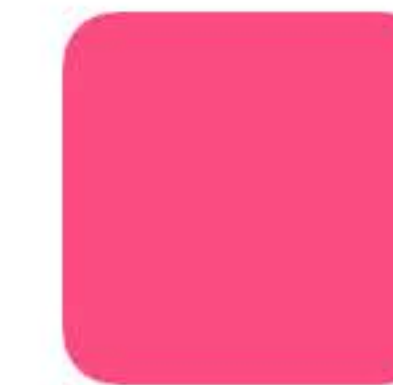
#02aec8
RGB (2, 174, 200)



#9501C2
RGB (149, 1, 194)



#4DAC4A
RGB (77, 172, 74)



#FC4C81
RGB (252, 76, 129)



#F6C430
RGB (246, 196, 48)



COLORS > GRADIENTS

Gradients

Sometimes a message is better paired with a gradient. For those times where they are needed, please use these colors.

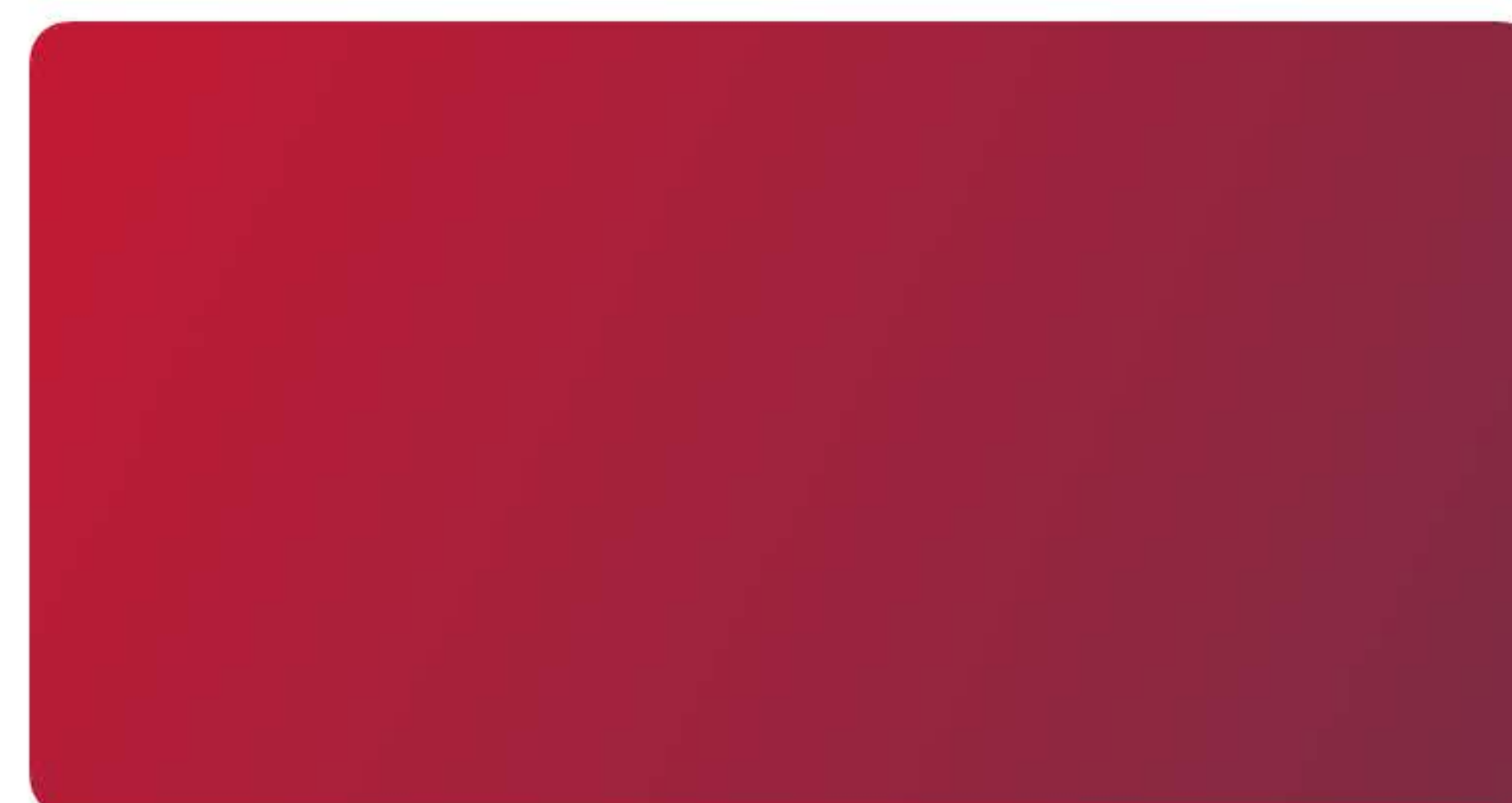
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#BD001E

RGB (189, 0, 30)

#6E142F

RGB (5110, 20, 47)

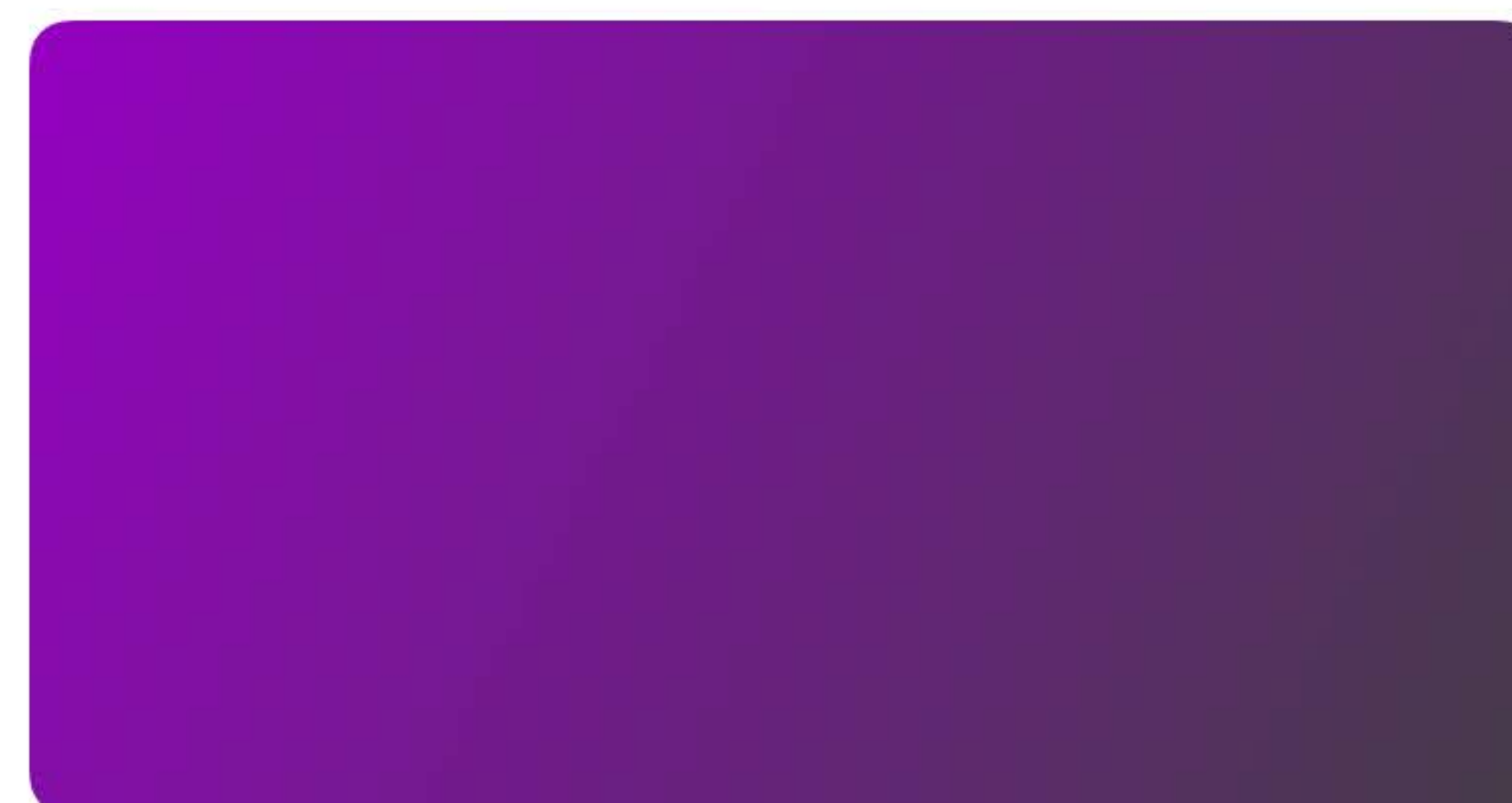


#00A2B1

RGB (0, 162, 177)

#395659

RGB (57, 86, 89)



#9501C2

RGB (149, 1, 194)

#453B48

RGB (69, 59, 72)



#4DAC4A

RGB (77, 172, 74)

#355334

RGB (53, 83, 52)



TYPOGRAPHY

Typographic Style

We want our brand to have a consistent look and feel across mediums. When possible, please use these specific fonts which can be downloaded freely from **<https://fonts.google.com>**.

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OPEN SANS FOR HEADINGS

The Quick
Brown Fox
Jumps Over The
Lazy Dog.

ROBOTO FOR BODY TEXTS

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789!@#\$%

For our body text we wanted to choose a typeface which is impossible to stop reading it. This is the point where we can grab that attention we get from using this one.



TONE OF VOICE

The Way We Communicate

Sometimes how you say something is more important than what you say

Cultural

Our culture is very important to us and we always want to express our deep respect in all communications. We want to share about the ways SIPI is giving back to the tribes and making them more sustainable through Native American education.

Positive, Honest, Clear

Our general audience is people who already do or may donate to fund the education made possible through SIPI. It is important for our messaging to be positive-focused, honest and transparent, clear and concise.

Professional

SIPI Board of Regents is a group of passionate volunteers who care deeply about the impact SIPI has on our community. Our communication style is formal, concise, and to the point. However, we always want to communicate our passion for Native American education.

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Get In Touch

We would love to hear from you with feedback or questions.

For more information about our brand feel free to contact **William Lohr** at william.lohr@sipibor.com

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