RAISING
THE VILLAGE

Brand Guidelines

v2.0 / November 25, 2020

Primary Logo

At the heart of our values is community. We believe that by partnering and working together with our villagers, we can bring about stability and a solution to lift them out of ultra poverty. That's what our symbol represents.

Usage of this logo should be placed on uncomplicated backgrounds to ensure high visibility and clarity.

RAISING
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Variations

To add interest and to apply for different media, different versions of the logo may be used. As with the primary logo, these are also to be placed on a uncomplicated background free of pattern for maximum readability.

Usage of our logo or any of its variations should be placed on uncomplicated backgrounds to ensure high visibility and clarity.

Grayscale

Knock-out

Symbol

Tagline

Clearance and Minimum Sizes

Minimal distance around the logo allows separation from other elements in the space so that the logo will remain clearly communicated. No other text or graphical element may be placed in the clearance space.

Clearance space is equal to the width of two “R” in the logo.

Minimum size of logo width must not be smaller that 1 inch to ensure accurate legibility.

Clearance Space

Minimum Size

1.4 Tagline

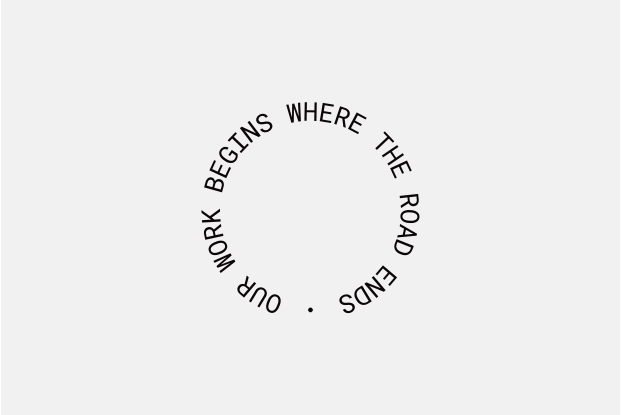
Tagline

A. Used most often.

B. Used when logo or symbol is in close proximity. To be placed on top of an image or solid colour block.

C. Used when logo or symbol is in close proximity. To be placed on clean and uncomplicated backgrounds.

A



B

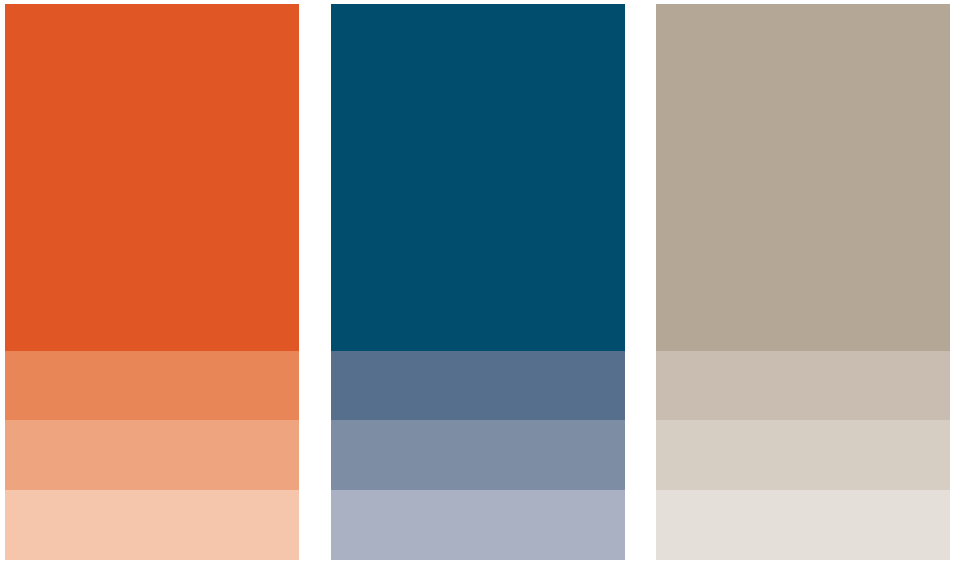
C

Minimum size
for print

Primary Colours

Colour is used to help with blocking information as well as adding virbrancy, dimension and perspective to a page. When primary and secondary colours are in use together, primary colours are to occupy 70% of the space and 30% for secondary in order to keep brand heirarchy.

Primary colours should be used at 100% tint most times. For instances where large body of texts are to be placed on top of a coloured background, colours can be used at a percentage of the colour (ex. 70%, 50%, 30%).



Red Earth	Mutanda	Mountain
PMS 166C	**PMS** 3025C	**PMS** 7529C
CMYK 6/81/100/1	**CMYK** 98/68/36/20	**CMYK** 30/30/40/1
RGB 225/86/37	**RGB** 0/76/110	**RGB** 180/166/149
HEX #e05525	**HEX** #004c6e	**HEX** #b4a695

Secondary Colours

Secondary colours are used to support the primary colours and should be used sparingly. They are used to achieve variety when graphs are created to represent different types of information and statistics. When primary and secondary colours are in use together, primary colours are to occupy 70% of the space and 30% for secondary in order to keep brand heirarchy.

Secondary colours may used at a percentage of the colour (ex. 70%, 50%, 30%) when necessary.

Beehive	Water Well	Growers Soil
PMS 1365C	**PMS** 629C	**PMS** 7533C
CMYK 0/34/80/0	**CMYK** 36/0/12/1	**CMYK** 53/63/76/56
RGB 251/178/75	**RGB** 156/214/220	**RGB** 72/54/39
HEX #fbb24b	**HEX** #9cd6dc	**HEX** #483627

Primary Typeface

Roboto Mono is to be used for titles, headlines, subheads, small labels and call outs.

For print and web.

Weights used:
Light
Regular
Bold

Alternate font for when Roboto Mono is inaccessible is Letter Gothic.

Roboto Mono is a Google font and can be downloaded here:
https://fonts.google.com/specimen/Roboto+Mono

For instructions on how to download and install, visit:
https://flourishonline.com.au/download-google-fonts-mac-pc/

Roboto Mono

LIGHT

AaBbCcDdeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

REGULAR

AaBbCcDdeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

BOLD

AaBbCcDdeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

Secondary Typeface

Inter is to be used for body text, subheads and call outs.

For print and web.

Weights used:
Light
Regular
Bold
Black

Alternate font for when Inter is inaccessible is Arial.

Roboto Mono is a Google font and can be downloaded here:
https://fonts.google.com/specimen/Inter

For instructions on how to download and install, visit:
https://flourishonline.com.au/download-google-fonts-mac-pc/

Inter

LIGHT

AaBbCcDdeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

REGULAR

AaBbCcDdeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

BOLD

AaBbCcDdeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

BLACK

AaBbCcDdeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

Typography

Typography is crucial is creating heirarchy, pace and helping our reader understand what is important.

1 / Subtitle
Roboto Mono Bold all caps
9pt/11pt
Tracking: 20

2 / Headline
Roboto Mono Bold
24pt / 28pt
Tracking: 10

3/ Body
Inter Regular
9pt/11pt
Tracking: 15

4 / Pullquote
Roboto Mono Regular
12pt/16pt
Tracking: 0

1 VILLAGER STORY

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Raurencia

Raurencia is a 50-year-old farmer living in Bushekwe village in Nyarubuye Sub County of Kisoro district. Sh Nyarubuye es with her husband and six children.

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Raurencia grows East African highland bananas, known locally as matooke. Depending on the size of harvested, a bunch of bananas (matooke) can sell between 4 to 8 USD. Raurencia was harvesting 1–2 bunches and earning $6.75 a month due to the size of the bunches. With the spread of Banana Bacteria Wilt (BBW) across the region, her harvests soon dropped to zero.

In March 2016, RTV partnered with Bushekwe village and Raurencia started attending RTV agricultural trainings where she learned and developed skills in mulching, soil erosion, composting, and how to prevent and control BBW, compost manure making and application among others.

Motivated by her trainings, she started making changes to how she tended to her banana garden:

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"I have a vision to significantly increase matooke production in my farm, improve household income and support all my children to complete their education. I am so grateful to RTV for introducing this kind of project in Bushekwe village. It has lifted me from almost nothing to something."

using compost manure, digging trenches across the gentle slope to control soil erosion. She cut down and disposed of infected banana plants and replanted her gardens with clean banana suckers.

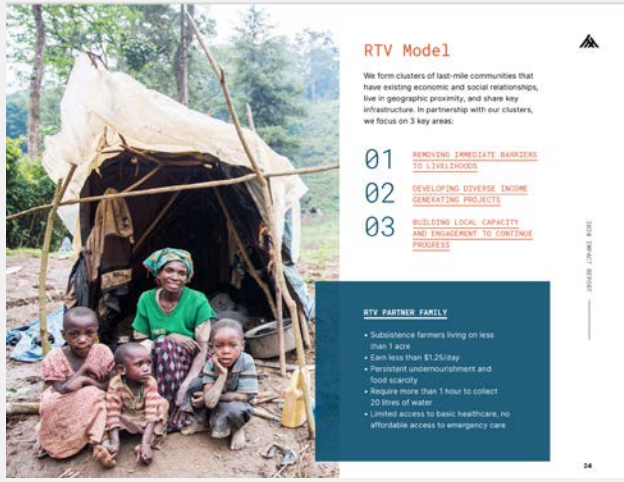
Within a growing season and her hard work of applying her new found knowledge, Raurencia saw her harvests increase from 2–6 bunches a month. Today she earns 24 USD a month nearly 4x she previously earned and gets to enjoy a few bananas herself. She uses the earnings to pay school fees and buy materials for her six children. She's always willing to share tips with neighbours on how to treat BBW, and how to grow as many bananas as she does.

Visual Elements

Our visual asthetic is multi-layered, organic at times, bold through colour but our focus is always clear. Careful use of sizing and overlapping of images, text and colour are used to create perspective, interest and depth.

	RTV			CONTROL			
	BASELINE	YEAR 1	YEAR 2	BASELINE	YEAR 1	YEAR 2	BASELINE
HOUSEHOLD INCOME + EARNINGS / DAY	0.95	1.73	2.20	0.99	1.38	1.45	-0.04
ANNUAL TOTAL HOUSEHOLD NET VALUE	439	779	993	474	652	663	-35
HOUSEHOLD INCOME	211	436	556	216	316	339	-5
HOUSEHOLD NET EARNINGS	135	197	246	145	190	189	-10
LIVESTOCK ASSETS	93	146	191	113	146	135	-20
GRAMEEN PPI	26.1	23.3	20.4	31.7	30.8	29.9	-5.6

Progress out of poverty indicators surpassed the national average of 20 by year 3.



Tone of Voice

Raising The Village is your witty, quick-thinking cousin. Never lording his smartness over you but he intrigues you with his well-thought out responses. We're educated but relatable and friendly. This is how we approach our reader when it comes to writing.

Use positive language and focus on empowerment. Use language that makes people feel good.

Evoke a sense of urgency without evoking a sense of tragedy. The organization needs donations to operate, but avoid any language that creates a sense of desperation or tragedy. Focus on the specific needs and challenges of the communities in question.

Educated

Witty

Approachable

Friendly

Writing Style

The following writing style guide outlines the general tone, as well as specific instructions on how to execute each piece of writing for RTV. Like the visual branding of RTV, the writing must portray and reflect the missions and values of the organization.

Use action-oriented language when describing the activities of Raising The Village. Ask whatever questions necessary in order to describe your data as action. Consult the style form, and when a sense of action is lacking on the form, communicate with whoever brought you the ask.

Copy intended for the general public should be concise and relatively short. Articles and overviews of the organization should not usually exceed 500 words unless the ask requires it.

Writing that represents Raising The Village should express the benefits or value that the organization creates or offers. Focus on specific ways in which the villages benefit from programs initiated by Raising The Village. When possible, take a “village-eyeview” and show the reader what Raising The Village means to the villages in which it works.

USE OF THE ORGANIZATION’S NAME

In written copy, the name of the organization should always be written out in full, ex. Raising The Village (note that the “The” should be capitalized). The abbreviation “RTV” should be avoided in promotional material, but it is acceptable in internal documents.

GENERAL STYLE

The writer should be aware of English usage rules, as described in the most recent edition of **The Elements of Style** by William Strunk Junior and E.B. White. Some departures from ordinary English usage may be acceptable, particularly when demonstrating the RTV wit.

Please see below for some general rules for writing for RTV:

- Avoid the passive voice except when the actor is not important and active voice is not appropriate.
- Avoid clichéd phrases and overused quotations.
- Avoid adverbs, especially dangling adverbs (e.g. “hopefully” to mean “we are hopeful that.”)
- Use proper grammar.
- Do not write long, complicated sentences.
- In less formal asks, consistently write in the first person plural when talking about Raising The Village as an organization.
- Do not write in a manner that portrays Raising The Village as an anonymous entity.
- In formal asks, avoid the first person.
- Prohibited words: charity, investment, tragedy, etc.
- When referring to donations, the word “gift” is preferred.
- Do not incorporate figures or statistics seamlessly into the body of a paragraph. Where it is not possible to include these things in a graphic or a table, set them aside in bullet points.
- Do not use exclamation points unless the ask is highly informal. In such cases, only use an exclamation point after an exclamation, such as “wow!”
- Use concise language and do not include extraneous information. Focus only on the details mentioned on the copy ask form.
- Use standard Canadian spelling as per chapter three of **The Canadian Style: A Guide to Writing and Editing**. The entire text is available online through Google books.

QUESTIONS

Should you need assistance, please send design and brand questions to jennifer@raisingthevillage.org