



UCP Wheels Brand Recommendations

January 9, 2015

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Brand Promise

UCP Wheels empowers individuals and communities to unlock their potential by providing access to opportunities and enabling the freedom of expression.

Message

UCP Wheels is transforming the world by enabling individuals, empowering families, and uniting diverse communities.

Values

Access

Opportunity

Potential

Diversity

Empowerment

Freedom

Expression

Tone

Optimistic, inclusive, and relatable.

Team

The UCP Wheels for Humanity team is passionate, engaged, and aware.

The brand promise, message, values, and tone can be expressed in other words, but should reflect similar qualities.

General Audience

Beneficiaries, donors, grant-makers, volunteers, and the general public.

Targeted Audience

Within the larger audience, specific groups provide new opportunities for dialogue and interaction with UCP Wheels.

Two distinct groups, identified for the new engagements, include individuals who are interested in bike and auto cultures as well as individuals who are passionate about overcoming challenges (e.g. athletes). These two groups of individuals who are enthusiastic to share their stories with their networks which will help increase the donations to and the awareness of UCP Wheels.

Audience Engagement

Both kinds of audience (general and targeted) are inspired to join the UCP Wheels community because they connect with movements which:

- Unlock human potential
- Empower individuals by providing access to opportunities
- Unite diverse communities
- Believe in equality and the dignified treatment of all people

The targeted audience is outlined with more specificity within the engagement recommendations.

Differentiating Factor

UCP Wheels for Humanity is distinct because of the diverse programs it offers. These include services and training for mobility, empowerment, therapy, and advocacy as well as the design, manufacturing, and distribution of wheelchairs.

This differentiating factor provides a strong, unique message and should be utilized along with the general tone and values of the UCP Wheels brand within all marketing materials.

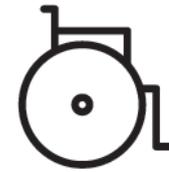
This differentiating factor has been identified as a key message in the UCP Wheels value proposition.

Conceptual Value

The refreshed logo is typeset in Neue Haas Grotesk, a timeless, modern font – fitting for the vital work of UCP Wheels. The refreshed mark represents an abstract wheelchair, comprised of quarter segments which represent the four core programs of UCP Wheels.

Mark development

The mark development is visually represented in three steps – displaying the transformation from a wheelchair icon to a full circle, and then to quarter segments which are arranged to create the final mark.



Wheelchair icon



Full circle



Quarter segments



Final mark

This mark development is for internal buy-in purposes and does not need to be shown to the external audience.

Logomark



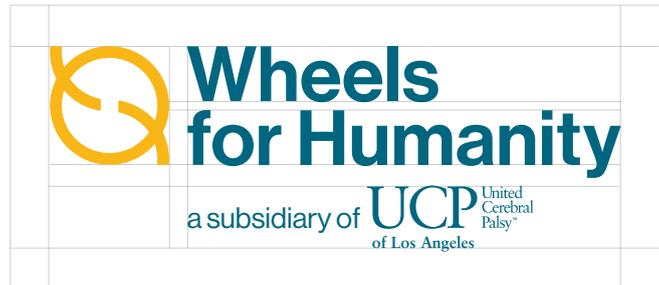
The mark needs appropriate space when displayed alone. This space is denoted by the above guidelines.

Logotype



The logotype can be displayed by itself without the mark.

UCP Wheels Lockup



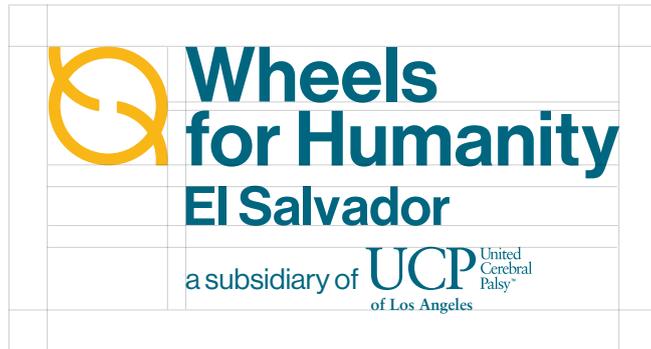
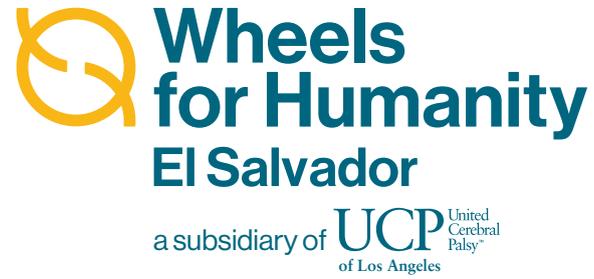
The primary UCP Wheels lockup displays UCP underneath Wheels for Humanity.

Alternate UCP Wheels Lockup



The alternate logo lockup displays UCP to the right of Wheels for Humanity.

Country Lockup



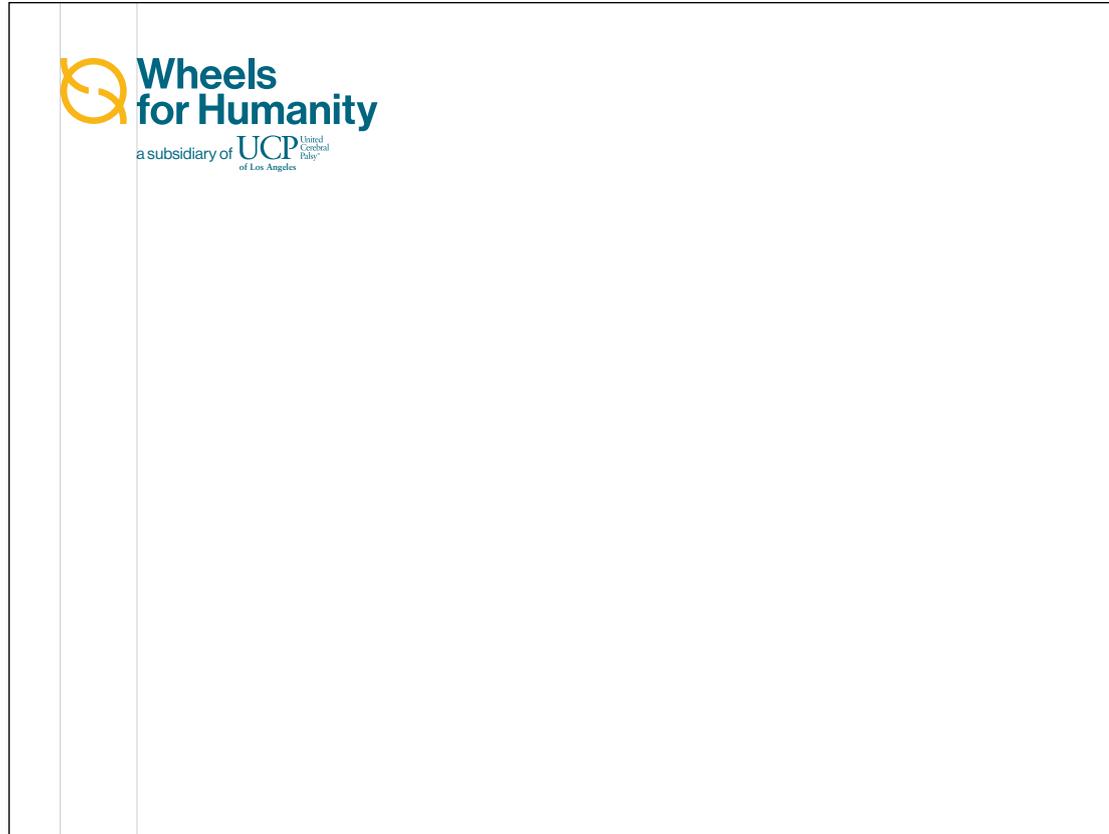
When appropriate, the corresponding country appears underneath Wheels for Humanity in a smaller font size.

Monochrome Lockup



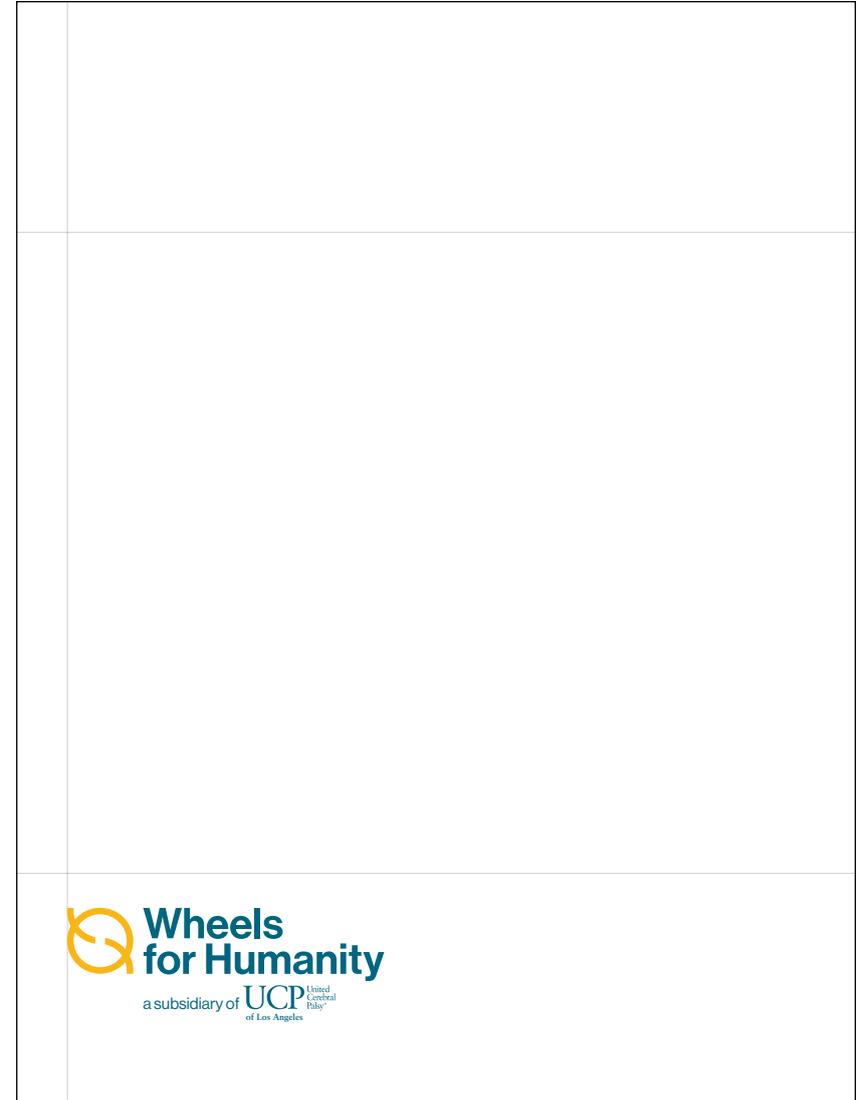
The logo can be displayed in UCP Wheels colors – yellow or blue – as well as in black or white when on a solid color or image. If shown in a colored box, the size of the colored background is identical to the space given around the logo.

Logo Alignment



Copy can align to the left edge of the mark or the left edge of the typeset logo.

Logo Alignment



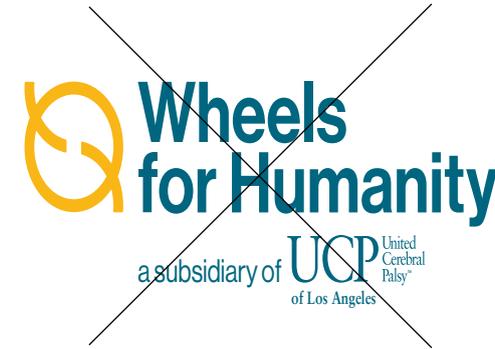
The alignment should always be to the left, but can appear in the upper or lower portions of the image or page.

Logo Rules



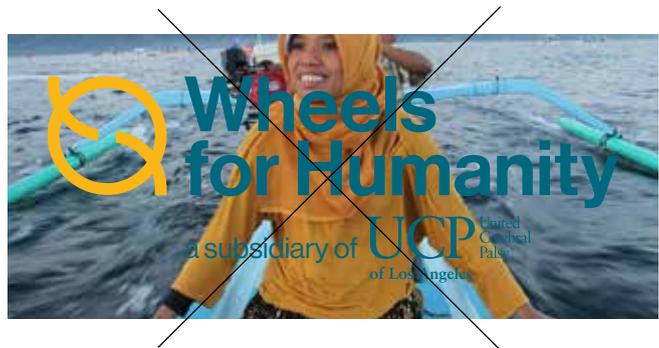
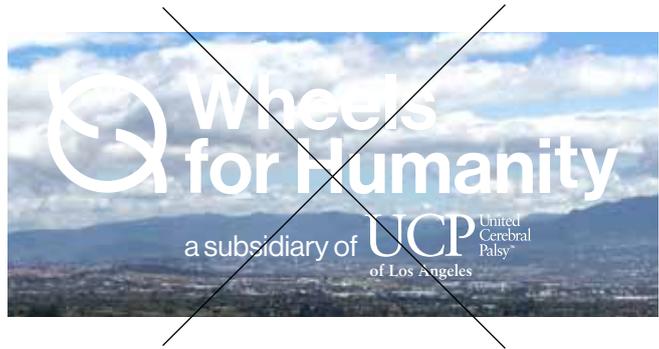
1. The mark should not stack vertically on top of the logo.
2. The UCP logo should not be separated below Wheels for Humanity.

Logo Rules



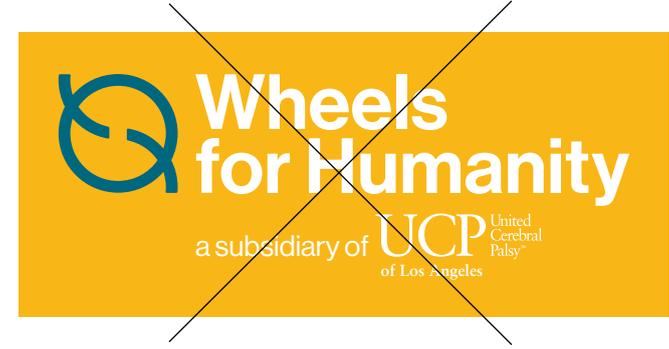
3. The logo should not be distorted.
4. The logo should not be colored outside of the brand guidelines.

Logo Rules



- 5. The white logo should not sit on an image if illegible.
- 6. The blue and yellow logo should not sit on a image if illegible.

Logo Rules



- 7. The logomark should not be blue when on a colored background.
- 8. The logo should not have any effects or shadows.

Brand Refresh

The refreshed brand language references UCP, yet is distinct and uses the new logo to create abstract, bold patterns and interesting image croppings.

Fonts

Lato, used as a headline font, is friendly, unique and web-friendly. The distinctiveness of the characters displays especially well in bold and in large font sizes for headlines and statistics.

Arimo, used as a text font, is a redrawing of Helvetica and is modern, clean, and also web-friendly. Because of its classic characteristics, Arimo works well for copy, text, and descriptions.

Colors

The colors are a limited palette from the UCP brand (removing the green), with a slight brightening of the yellow.

Pattern

A unique pattern references the mark and can be used as a graphic treatment or background in marketing materials. It should be used only for distinct features (i.e. as a divider graphic in a featured article in newsletter) and works best in the UCP Wheels yellow.

Circular Cropping

Photographs and UCP Wheels colors can be cropped with large and small circles featuring beneficiaries and interesting quotes or statistics.

The brand language can be expanded as applications call for additional uses, such as video.

Headline Font

Lato - Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&()***

Lato - Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&()*

Headline font – used for headlines and statistics.

Text Font

Arimo - Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&()***

Arimo - Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&()*

Text font – used for text and descriptions.

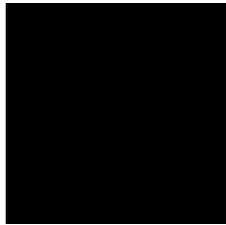
Color Values



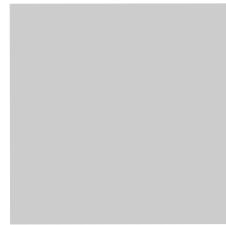
RGB: 249 182 23
CMYK: 1 31 100 0
HEX: #f9b516



RGB: 0 102 128
CMYK: 92 51 36 12
HEX: #00657f



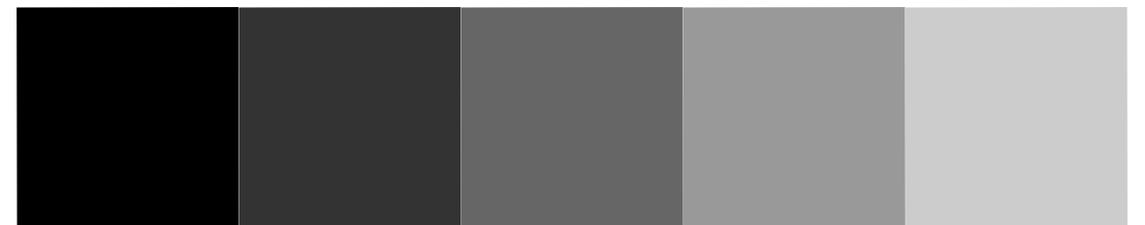
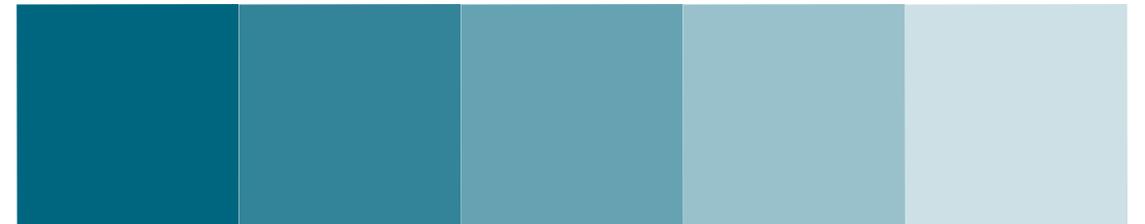
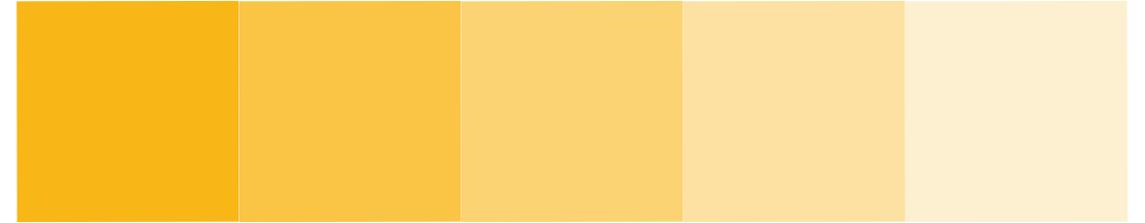
RGB: 0 0 0
CMYK: 0 0 0 100
HEX: #000000



RGB: 0 102 128
CMYK: 0 0 0 20
HEX: #d1d2d4

For applications, the yellow is used as the primary color and the blue is always secondary.

Color Gradients



100% 80% 60% 40% 20%

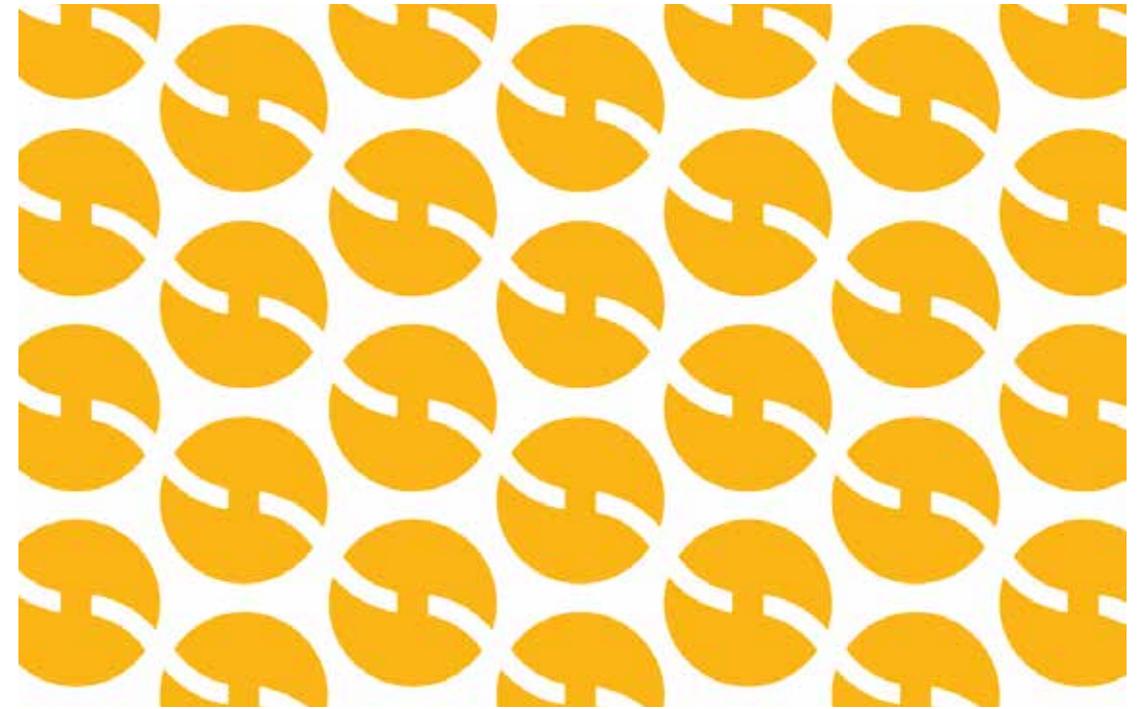
Gradients of the colors can be utilized for areas where additional differentiation is needed for branded materials.

Outline Pattern



The repeated logo can form a pattern which can be used for marketing applications.

Solid Pattern



The pattern can appear in outline or in solid forms.

Featured Text

**WE BELIEVE
IN EXPRESSION FOR
ALL INDIVIDUALS.**

Outlined or filled circles can display a distinct quote or statistic.

Featured Image



Featured beneficiaries can be displayed in a circle.

Image Curation

All images used for UCP Wheels should be engaging, inspirational, and full of joy. Since imagery is the quickest way to understand the UCP Wheels programs, it should always reflect the widespread, transformational results of these programs.

Photography

Photography should maintain the core values of UCP Wheels. To maintain the positive, joyful impact of the images, beneficiaries should always be seen empowered and expressing freedom. While the dramatic transformation of the beneficiaries' lives is important to understand, the majority of imagery should feel hopeful and upbeat, rather than displaying the prior condition of each beneficiary.

Additionally, imagery should focus on UCP Wheels differentiating factor – the multitude of programs offered by the organization. Specific images showcasing the work done across each program should be highlighted across different countries.

These recommendations also apply to video.

Mobility



Empowerment



Therapy



Advocacy



Brand Strength

The core values, logo lockups, brand language, and photo guidelines remain consistent throughout applications to deliver an impactful and engaging brand.

Collateral

The business cards and letterhead display the use of the logo and alignment.

Printed Materials

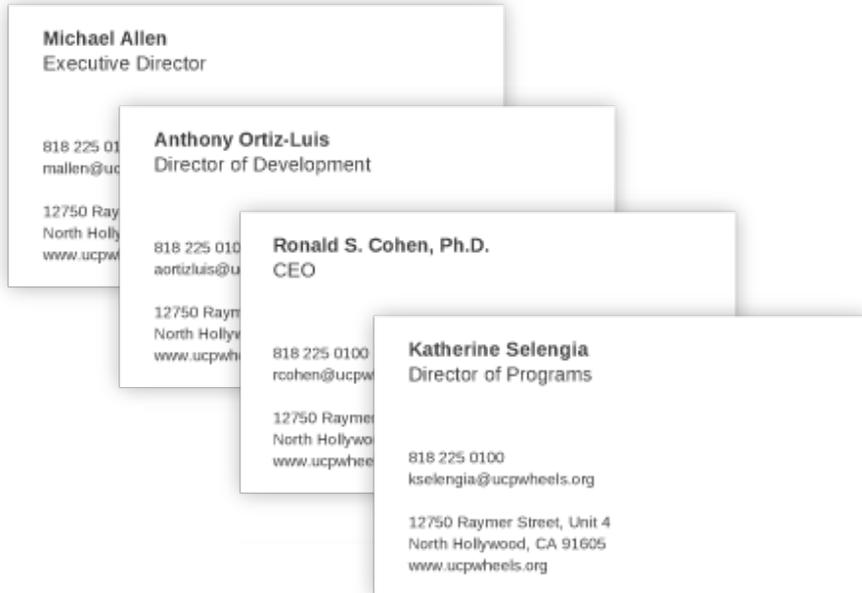
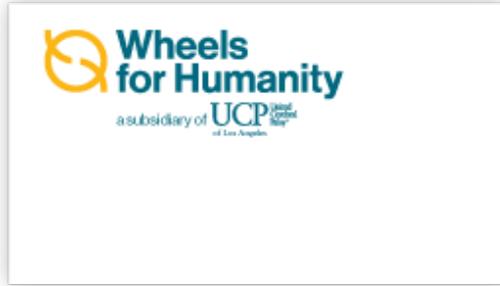
The bag, t-shirts, and newsletter display the flexibility of the mark and the use of color across different printed materials.

Digital Materials

The presentation slides and website pages display how the logo, brand language, and photography work within digital applications. The website has been modified according to user experience best practices.

The general content of the website has remained the same, but the structure and flow is different.

Business Card Mockup



Front and back of business cards.

Letterhead Mockup



The letterhead displays an example use of text alignment to the logo.

Business Card Context



Visualized for contextual value.

Collateral Context



A set of branded collateral.

Tote Bag



A branded tote bag as a gift for both donors and beneficiaries.

T-shirt



Different examples of branded t-shirts.

Newsletter

Wheels for Humanity
a subsidiary of UCP

Spring Newsletter 2014

SUPPORT GROUP PILOT EMPOWERS PARENTS AND CAREGIVERS
Yogyakarta, Indonesia

Spring Newsletter 2014

"Before, I felt so isolated. Society didn't accept me and my family—my child—as we are. Now I feel more confident knowing other families like ours," said Puryanto after his first Caregiver Support Group meeting this past February. When Puryanto's son Anwar was born with cerebral palsy in 2005, he had no way of knowing what it meant. Very few people from his village had ever seen anything like it before, and nobody could tell him what had caused it or whether it could be cured.

Now, Puryanto is one of 68 parents who are part of UCP Wheels for Humanity's first four support groups for caregivers of children with disabilities. "I'm looking forward to continuing with these meetings so I can understand my child more and help his progress," Puryanto said.

This newest UCP Wheels undertaking is in direct response to a distinct need, long observed by staff and volunteers at our International Seating Clinics. "As clients are being fitted for their wheelchairs, parents often ask us questions that demonstrate they can't access even the most basic information about their child's condition," says Program Manager Katie Selongas.

These experiences inspired the core concept for the program, which is based on an extensive study of needs and best practices. Focus areas include the presentation of factual information on the disabilities being experienced within the group; basic health, hygiene, and nutritional guidelines; and the importance of school enrollment, social integration, and activity in the community.

"It's a wonderful thing to see... the moment when a parent is freed from the grief and confusion of not understanding their child's disability," says UCP Wheels Executive Director Michael Allen. "And we're looking forward to developing more community support networks like this in the other countries where we work."

UCP Wheels thanks Daisei Lamsi Fellow Morgan Duffy for her help developing the Caregiver Support Group curriculum.

Northampton and her 9-year-old daughter, Dana, play video together. It improves Kim's motor skills, which have been affected by cerebral palsy.

The newsletter cover can display a featured beneficiary or program.

Newsletter Feature

Feature
In January, UCP Wheels hosted two, back-to-back Seating Clinics in Nicaragua and Costa Rica, providing a total of 497 wheelchairs to people in need!

FATIMA OLIVAS, AGE 12
NICARAGUA

Seventh grader Fatima Olivas has high hopes for the future—a house of her own and a career as a veterinarian. "[But] without this wheelchair, there's no way Fatima would be in school right now," her mother, Rocaris, says. Sometimes Fatima's classmates make assumptions about her disability and what she can do—like in PE class when a girl told her she couldn't participate in a race. "But I could, with my wheelchair!" she says. "It just might look different from everyone else."

Sports class is another story, though. "There are some girls who don't study—but I do! So I do better on the tests than they do. It bothers them that I do so well. They want me to help them cheat or give them the answers, but I say, 'No, you have to study hard like me, sorry!' I have too much dignity for that."

JORGE EDUARDO ZURITA
COSTA RICA

Since Jorge Zurita fell ago and injured his spine, a rusted sling seat where that Jorge has an active cushion, he can be out periods of time.

With a fresh start, Jorge jewelry-making business promise to learn how to "Well, my first goal for the wheelchair—check!

"Now my goal will be to and live independently," it will happen this year, I alone. My parents are do it."

WHO WE SERVED
Although the majority served are adults, the most time is spent custom-fitting complex wheelchairs to children, individuals with highly involved disabilities, such as those with cerebral palsy, make up largest client segment.

- 87% Adults
- 33% Children
- 52% Women
- 48% Men

EQUIPMENT CLIENTS HAD BEFORE

- 49% Nothing
- 24% Wheelchair That Did Not Fit
- 12% Crutches, Walker, or Cane
- 10% Borrowed Wheelchair
- 6% Non-functional Wheelchair
- 3% Stroller

NATIONAL ATTENTION
Ron Cohen, CEO of UCP Wheels for Humanity (right), and other key team members were interviewed on Nicaragua's most widely watched morning television program, Hoy.

AMAZING VOLUNTEERS
Special thanks to employees of Allegan Costa Rica and our US-based volunteers, who helped UCP Wheels staff with translation, wheelchair adjustments, and creating a fun environment for the families we served.

Allegan volunteers included Dennis Alvarez, Nathalia Araujo, Elizabeth Campos, Johanna Crespedes, Robin Cramados, Laura Mora, Gloriana Murillo, Yelitza Sanabria, and Verónica Willis. US volunteers included Physical Therapist Julie Brown and Chris McAdam, Assistive Technology Professional Jim Corwell, and Patric Machac, and July & Shawn Walker (Partners of the Americas).

KEY SUPPORTERS
Our heartfelt thanks to all of the groups and individuals whose contributions made this possible!

Primary sponsors included: Susan & Roy Bitton and Friends, Allegan, and Partners of the Americas - Oregon. And key program partners included Future of Nicaragua Foundation, the Labor City Government, Tishora/Los Pinos Clinic, and Jean Bugger Foundation.

Featured events or individuals within the newsletter can appear on a page with a yellow background.

Presentation Cover Slide



An example of the first page of a presentation deck. The logo, title, and date should be left aligned.

Presentation Internal Slide

The internal slide has a yellow header with the word 'Indonesia'. Below the header, the title 'Program Success' is followed by a bulleted list of achievements. To the right of the text is a photograph of a man in a purple shirt adjusting a wheelchair for a child wearing a traditional Indonesian cap. Below the photo is a caption. The 'Wheels for Humanity' logo is in the bottom left, and the number '5' is in the bottom right.

Indonesia

Program Success

- More than 6,500 wheelchairs provided directly and through partner organizations
- More than 400 wheelchair service providers trained
- 16 Indonesian trainers
- Partner provider network includes government health/social workers and NGOs/DPOs in Java and Bali
- Indonesian government now beginning to fund wheelchairs and wheelchair service on a district level

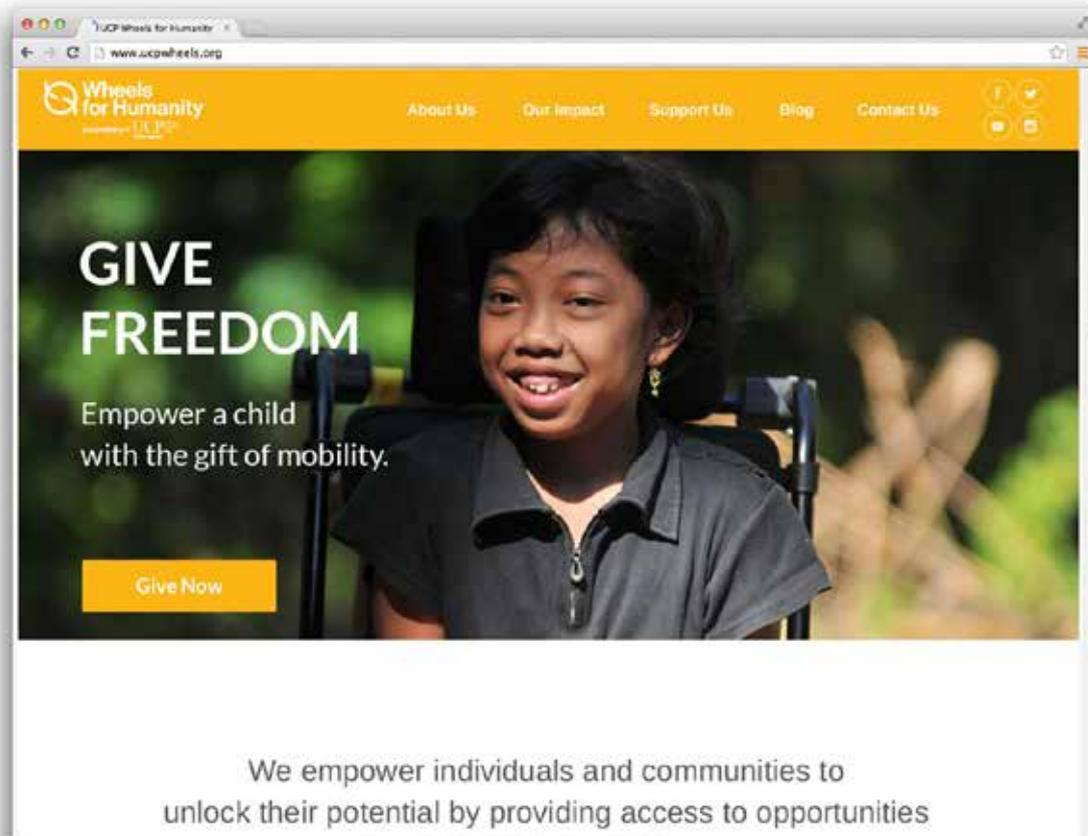
Beneficiary receives fitted wheelchair at a volunteer clinic.

Wheels for Humanity
a subsidiary of UCP

5

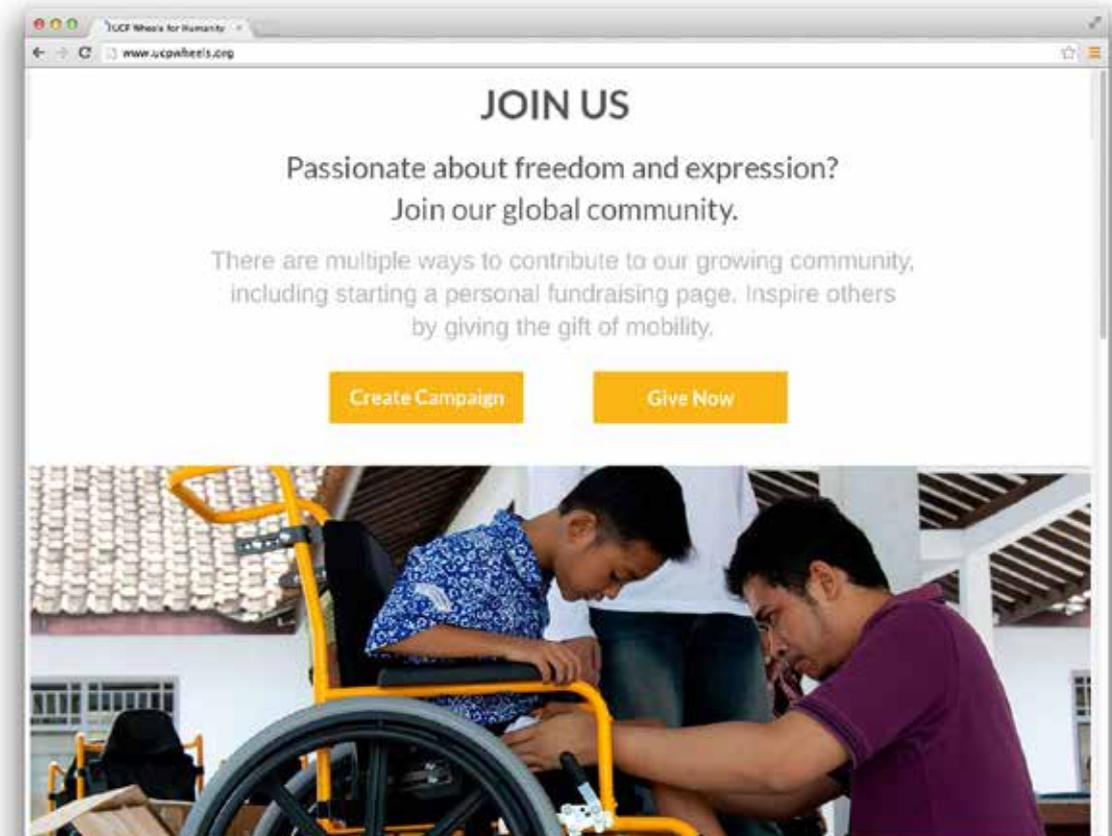
The yellow panel on the top of each page displays the logo and title of each slide. Details or footnotes, if necessary, can appear in blue.

Landing Page



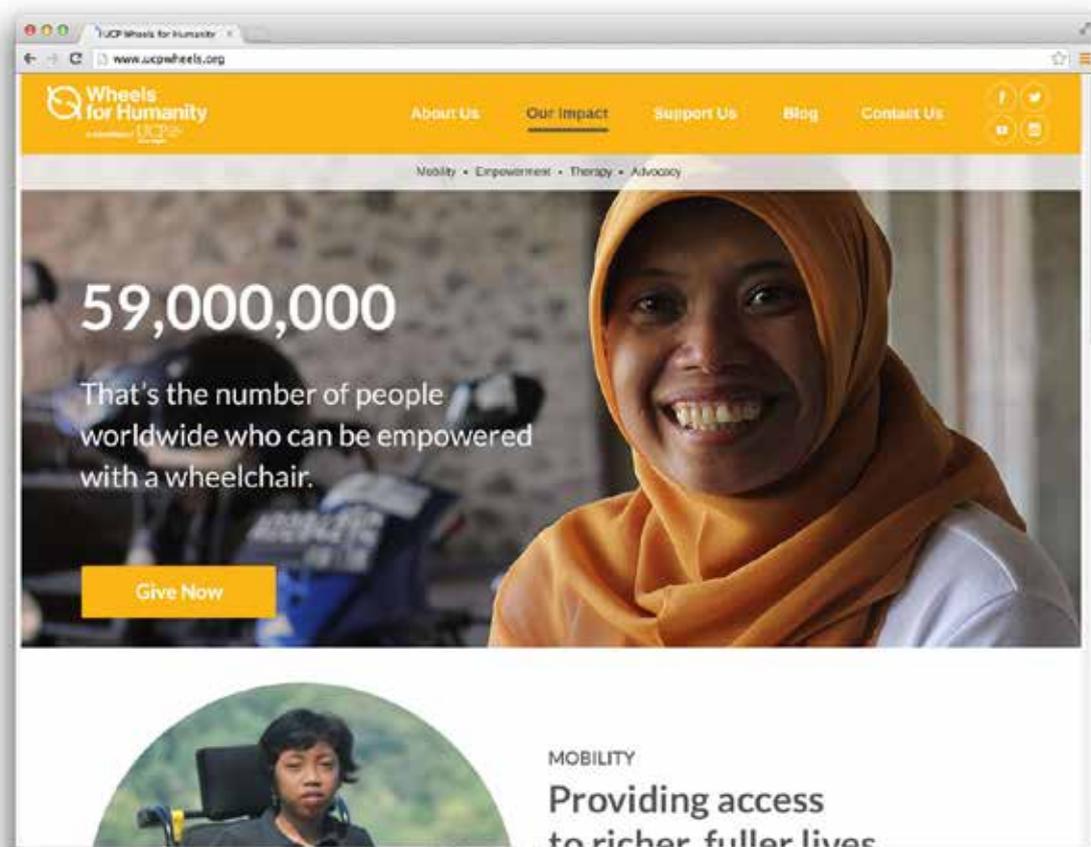
The navigation panel is in the UCP Wheels distinctive yellow hue and each hero image contains a direct call-to-action.

Landing Page Scroll



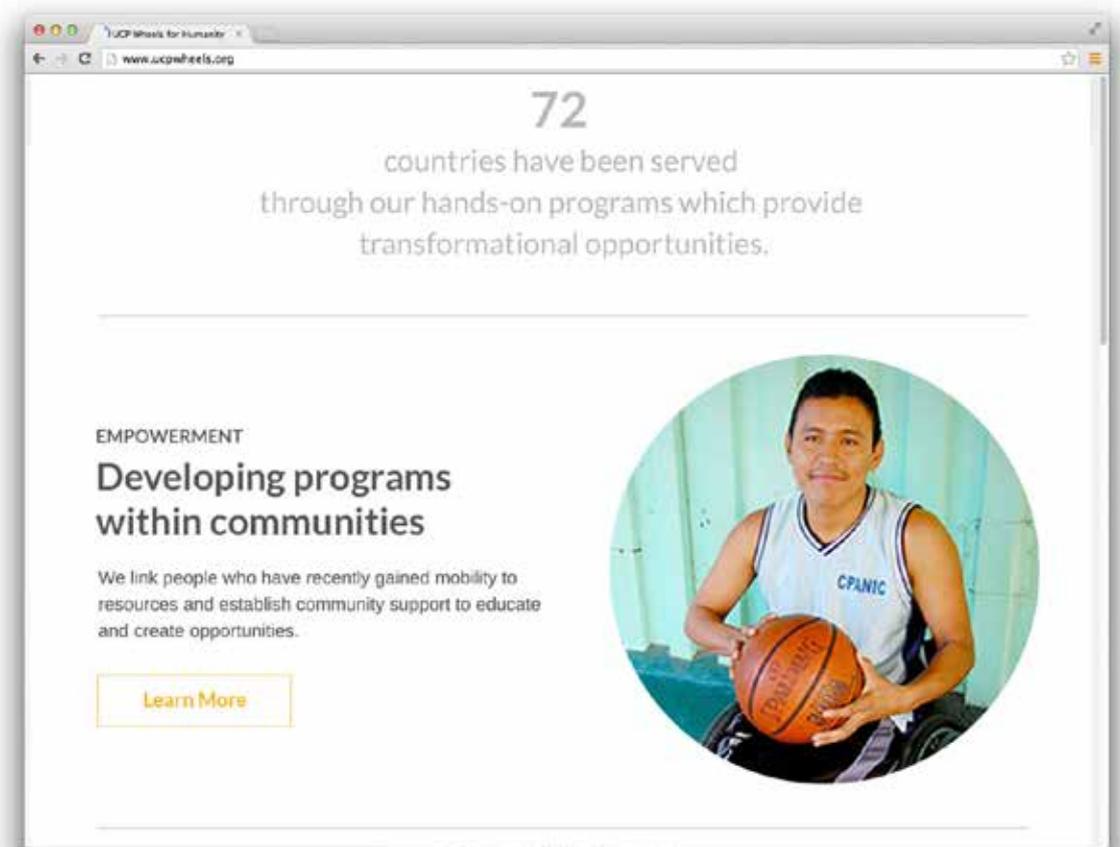
The Landing page is divided into distinct sections which enable the user to understand the complete value of the organization.

Impact Page



The Impact page shares a similar structure with all the main pages – a large hero and footer image with the content divided into distinct sections which follows the same type hierarchy.

Impact Page Scroll



On the Impact page, each UCP Wheels program is displayed with a circular cropping next to a brief summary of the program's details.

Closing Notes

These recommendations are a result of the collaboration between Strategy& Digital and the UCP Wheels team. All recommendations are intended for sole use of the organization.

Continued Use

Logo files and fonts will be provided along with the recommendations. All visualized images will be provided as jpegs for reference with the understanding that they were created for illustrative purposes within the collaborative process.