

COMPLETE BRAND GUIDE

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INTRODUCTION

The following components collectively make up the Digital Creative Institute Brand Identity. These components reflect both what Digital Creative Institute currently is and what it strives to be.

Strategic decisions, new product lines, corporate culture, new employee training, and all other essential company actions and decisions should be evaluated and compared to the inherent and implied brand identity summarized by these components.



MISSION STATEMENT

Provide a transformative digital marketing apprenticeship program as a means to equip recent graduates with the skills they need to thrive in the workforce and provide employers with highly qualified and productive talent.

We exist to rapidly equip recent grads (millennials) with the digital marketing skills that will launch them into their life calling.



THE BIGGER STORY

The current system for transitioning from school to work is broken. But the problem (and solution) is bigger than a frustrating job hunt. This is that bigger story.

MASSIVE CHANGE

Technology hardly seems like a revolution or disruption to those of us (millennials) who grew up exploring the latest hardware and downloading dozens of apps. A second screen feels like second nature to us.

But technology is transforming how we find information, relate to others, shop, work, and even relax (ahem, Netflix). Modern technologies are changing faster than any other invention in human history. Massive change has become the norm. Our mobile-first world of instant access and notification redefines operating in real-time.

UNPRECEDENTED OPPORTUNITY

With this massive change comes unprecedented opportunity. We now have the capacity to connect with an unlimited number of people around the world.

We can access countless resources via apps, ebooks, online tools, e-commerce, and more recently, virtual reality. Never before has education been so readily available and at such low costs (e.g. MOOCs, ebooks, etc.). The possibilities are endless.

Anyone can create their own platform, show up, speak up, and deliver value. Anyone who wants to can connect with others, build a product or service, and grow their own company.

You can do anything you want! Create anything you want.
Become anyone you want.

Except you can't. At least not very easily.



POSSIBILITY PARADOX

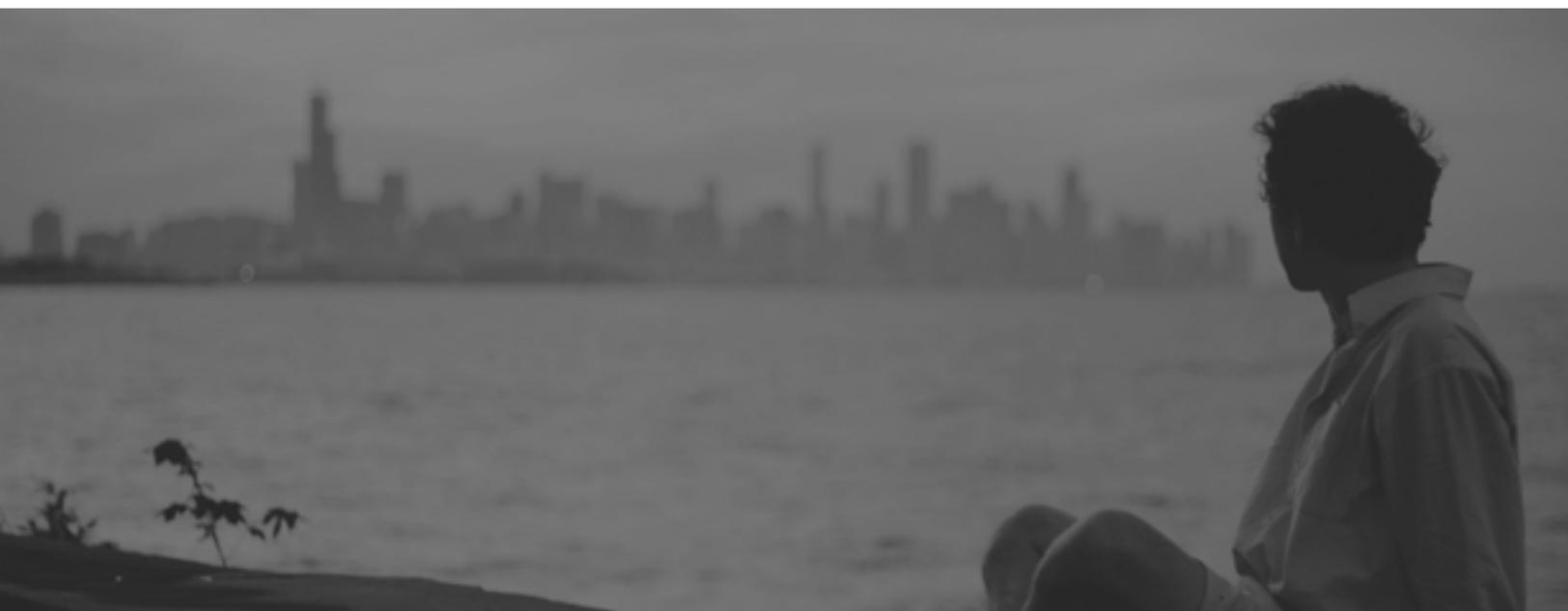
While you have the potential to do anything or become anyone, you certainly can't do everything or pursue every different kind of career. If you say yes to one opportunity, you're simultaneously saying no to at least a dozen other possibilities.

FOMO (fear of missing out) paralyzes us. If I choose this, what else will I be missing out on? Or what if I try this and I discover I can't do it? Often the easiest option is to do nothing - perhaps under the pretense of 'exploring my options'.

Fear of failure plagues us. Once we decide to pursue a project or career, we might not succeed (at first, or ever depending on the project). Suddenly, 'you can do anything you want' becomes an elusive mantra used to judge millennials for not living up to their potential.

As millennials, we're eager to jump in and create something amazing, but often we don't know where to start. Or how to get started.

Potential possibilities often leave us dreaming instead of doing.



APPRENTICESHIP MOVEMENT

But what if dreaming isn't good enough? What if we refused to waste time looking for the absolute best choice? What if we dared to take action?

What if we could sustainably integrate work and learning?

Say hello to the Apprenticeship Movement. We're bucking the old, broken system for transitioning from college to career. And we're embracing a modern apprenticeship model where continuous learning is combined with real-world experience. It's a mindset fueled by growth.

We know we're going to mess up (a lot), but we refuse to give up. And though we can't pursue every possibility, we're choosing to take action. We pick ourselves and create art that matters.

We actively seek mentors and coaches to accelerate our learning. We aren't afraid to ask questions and challenge the norm. Instead of working from a place of scarcity, we work generously. Our aim is to produce art of exceptional value for others.



Everything we do is infused with passion. We care deeply. We take pride in our craftsmanship - so much so, we've created an Apprentice Pledge that summarizes the beliefs behind the Apprenticeship Movement.



APPRENTICE PLEDGE

5 WAYS OF GROWING

1. PERSIST WITH STUBBORN SELF-DETERMINATION

Instead of depending on and blaming others, I will take responsibility for my future, think for myself, and find my own answer.

2. TAKE ACTION

Instead of theorizing, I will act. I will take initiative, learn from failure, and do my best to produce results today.

3. SEEK OUT THE MASTER

Instead of going it alone, I will surround myself with coaches and mentors to receive their guidance and wisdom.

4. GIVE MORE THAN I GET

Instead of getting more than I give, I will take pride in the work I do and generously bring great things into the world that create exceptional value for others.

5. WORK WITH PASSION

Instead of indifference, I will love what I do and pour my creativity and energy into it.

The possibility paradox isn't the last chapter. We refuse to be paralyzed by the fear of missing out. We're writing our own ending to the story. We're taking action.

THE APPRENTICESHIP MOVEMENT WILL WIN.

It won't be easy and it's certainly not for the faint-hearted. But it will transform the way we work and learn.

Will you join us as we write the ending to this bigger story? Don't get stuck merely dreaming of potential possibilities - [join the apprenticeship movement today!](#)



OUR IDENTITY

BRAND ESSENCE

This is the heart of the brand, a one to five word phrase that captures the uniqueness of the organization. Think of this as the “DNA” or the “True North” of the organization. Disney’s is Magic. Volvo’s is Safety.

DCI Brand Essence:

(Millennial) Digital marketing career acceleration

(Employer) Digital marketing talent cultivation

BELIEF STATEMENTS

This is a short summary of the core belief of the organization and reason for its existence.

At DCI we believe:

>> We learn best through real-world challenges connected to inspiring work

>> Rapid development of tech skills while embracing growth mindsets is the best way to open doors of exciting possibility.

>> Millennials can make a huge contribution when they commit to being coached and mentored

CORE AND EXTENDED IDENTITIES

These are a set of attributes that expand upon the brand essence and help explain in more detail the fullness of the brand. These attributes are usually single words or short sentences that describe the unique characteristics of the brand.

CORE VALUES

1. **Continuous innovation:** We are entrepreneurial - we look for and instill innovation in our apprentices.
2. **Generous service:** We add value to every relationship and we're transformed in the process.
3. **Intentional growth:** We challenge ourselves to stretch beyond what we thought possible.

ART

ART describes how we execute our core values - how DCI embraces the Apprenticeship Movement.

We are:

Action-oriented

We hold 2 thoughts in tension: this might work and this might not work. We proceed to take action anyway. We're risk-takers.

This is how we pursue continuous innovation and foster intentional growth. (Core Values #1 and #3)

Relational

The best learning happens in the context of relationships and necessarily involves generosity. We heart both.

This is how we provide generous service. (Core Value #2)

Tenacious

We learn and work with passion. We exhibit stubborn self-determination and a will to win.

This is how we cultivate intentional growth. (Core Value #3)

For more information on ART, [read this blog post](#).

COMMUNICATION

TONE OF VOICE

When creating written materials, either for print or the web, there is a general tone of voice that should be followed with slight variations depending on the primary audience.

In general, the tone should be informal but professional. It should be direct and relatable, inspiring action and conveying tenacity. It should also show our passion for learning in the context of relationships. All DCI written content should be infused with gratitude and generosity.

**For Apprentices (Millennials):**

If the audience is potential apprentices (millennials), the tone should lean slightly more informal. Language should be relatable without being too laden with slang. The core messaging should highlight taking action, learning in the context of relationships, and being tenacious.

Example:

We'll help place you in a digital marketing job at one of our partner companies. This isn't an internship where you'll be getting coffee and making copies. And this isn't a job where you'll only be in a support role to the marketing team. This is a full-time, 40-hour per week job where you will be gaining valuable, hands-on, real world digital marketing experience.

**For Employers:**

When the primary audience is employers, the tone can still be light, but it should have a greater sense of professionalism. Messaging should emphasize performance, productivity, and talent cultivation. We want to inspire employers to create awesome learning environments.

Example:

We recruit our talent based on identifying growth dispositions and then intensively train, coach, and mentor candidates over a 12-month period. The result? Our apprentices perform at a high level, have the ability to grow rapidly within your organization, and ultimately lead to greater profitability.

WRITING STYLE

Focus on the following elements to align all written content with the DCI brand.

>> **Concise writing:** Getting to the point quickly helps the reader digest the content faster and respects their time.

>> **Positive perspective:** Demonstrating the reader's pain point in a positive or unbiased way is definitely a challenge, but it builds trust with our audience. We want to empathize with our readers, express "we understand the obstacles you face," and then provide a compelling solution for their pain point.

>> **Active verbs:** Precise active verbs create excitement and promote action. This focus reflects how DCI engages with clients and encourages our readers to take the next step in the buyer's journey (i.e. the CTA).





DCI DIFFERENTIATORS

1. **Unique insight:** every piece of DCI content should contain substantial depth and/or convey a message that is largely counter-intuitive for the audience. We also offer unique insight through new combination or context for the information.
2. **Targeted message:** our message specifically addresses the pain points of recent grads entering the digital marketing industry or employers looking for highly qualified talent.
3. **Unique voice** and perspective: all content reflects ARTistic Style and our belief in apprenticeships. (See the [Apprenticeship Manifesto](#) for further explanation on apprenticeships.)

OUR AUDIENCE

Employers: small to medium businesses in South Texas (San Antonio and Austin)

Apprentices: millennials who want a career in digital marketing or want to accelerate their existing digital marketing career.





BRAND PROMISE

What promise does the company make? It needs to be big enough to encompass all that the organization does yet tangible enough to grasp on the personal level for all audiences. It must also be believable (meaning it must be realistic). Often, the brand promise becomes the cornerstone for all branding efforts because it is short and easy to remember

DCI Brand Promise:

Equipping you with the skills and mindsets that will transform YOUR career trajectory.

VALUE PROPOSITION

This sets forth the value offered by the brand to its audiences and includes the following benefit statements:

Functional Benefits – *What tangible benefits does the organization offer?*

Emotional Benefits – *How does the brand affect people on the emotional level in a positive manner? These emotional benefits may include such issues as providing a sense of hope, a feeling of efficacy or compassion, etc.*

Self-Expressive Benefits – *As a result of a person's involvement with the company how will they view themselves? For example, a person who shops at REI may see himself or herself as adventurous.*

DCI VALUE PROPOSITION FOR RECENT GRADS (MILLENNIALS)

Core offering:

Transformational digital marketing apprenticeships

Functional benefits:

Rapid skill development, success mindsets, hands-on learning, timesaving, lower cost (no debt), values-oriented learning, career acceleration

How I feel during engagement:

Challenged, motivated, rapid progress, achieving goals

How I feel after engagement:

Confident, connected, prepared, focused

Highest order benefits:

Confident in my ability to create a meaningful career

DCI VALUE PROPOSITION FOR EMPLOYERS

Core offering:

Intensive training and coaching for highly productive new digital marketing talent

Functional benefits:

Access to a larger talent pool. Reduce cost of hiring, training, and management. Less down time with significantly higher levels of productivity and engagement.

How I feel during engagement:

Supported, productive.

How I feel after engagement:

Goal attainment, "easy to implement"

Highest order benefits:

Confident in the ability of my highly trained team

IS IT DIGITAL CREATIVE INSTITUTE OR DCI?

When creating written content, either for print or the web, the first appearance of the company name should be written in full as Digital Creative Institute (space permitting). Subsequent occurrences of the name may be written as DCI.

POSITIONING STATEMENT

For the motivated millennial, DCI is the first digital marketing apprenticeship program in North America that bridges the gap between college and your marketing career.

The DCI Apprenticeship experience promises to equip you with the transformational mindsets and skills that will accelerate your career trajectory.

RELATIONAL CONSTRUCT

Whether consciously or not, we all form mental models of the relationship we have with an organization. Merrill Lynch is a mentor. Charles Schwab is more of a coach, since their involvement with clients is less intensive. Determining the proper relational construct removes potential blocks to the integration process primarily because people often relate to metaphors more easily than to descriptions.

DCI Relational Construct:

- >> Life coach and learning community
- >> Personal trainer and fitness community
- >> Master craftsman's studio

BRAND COLOR

DCI's primary color palette consists of charcoal black and neon teal. A wide-ranging secondary color palette also exists as a means to convey a sense of growth and innovation throughout the brand.

PRIMARY



Neon Teal

PMS – 922c

PMS – 922u

CMYK – C:77% M:0% Y:48% K: 0%

RGB – R:0 G:190 B:163

HEX – #00BDA3

HSB – H:171° S:100% B:74%



Charcoal Black

PMS – 432c

PMS – 432u

CMYK – C:78% M:64% Y:53% K: 44%

RGB – R:51 G:61 B:71

HEX – #333D47

HSB – H:208° S:27% B:27%

SECONDARY



Neon Magenta

PMS – 807c

RGB – R:207 G:75 B:155

HEX – #F128C1



Neon Yellow

PMS – 803c

RGB – R:253 G:233 B:0

HEX – #FFE800



Neon Green

PMS – 902c

RGB – R:149 G:203 B:110

HEX – #89E872



Neon Orange

PMS – 805c

RGB – R:242 G:111 B:118

HEX – #FF7175

WEB SAFE



Charcoal Black

RGB – R51 G51 B51

HEX – #333333



Neon Teal

RGB – R45 G224 B190

HEX – #2DE0BE



Neon Magenta

RGB – R255 G51 B204

HEX – #FF33CC



Neon Yellow

RGB – R255 G255 B51

HEX – #FFFF33



Neon Green

RGB – R51 G255 B102

HEX – #33FF66



Neon Orange

RGB – R255 G102 B51

HEX – #FF6633



GRADIENT (DIGITAL ONLY)

DCI's gradients are meant to be used only in the digital space to add colorful elements to surrounding imagery or text. The following are the only color combinations to be used.



Neon Magenta &
Neon Teal



Neon Yellow &
Neon Teal



Neon Green &
Neon Teal



Neon Yellow &
Neon Magenta



Neon Orange &
Neon Magenta



Neon Yellow &
Neon Orange

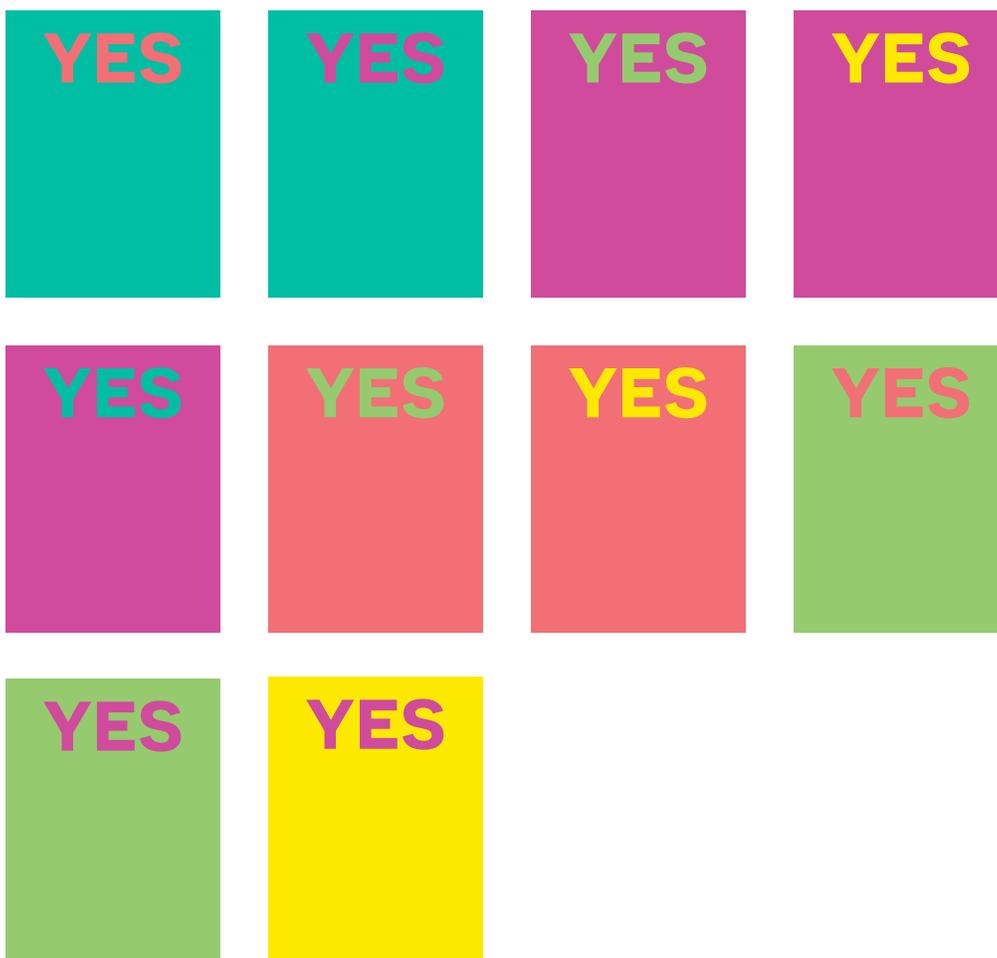


Neon Green &
Neon Yellow



TYPOGRAPHY & COLORS

When typesetting with DCI's color palette, careful consideration should be made to ensure that text is always legible. Below are all of the acceptable color combinations that may be used.



TYPOGRAPHY

DCI's typography is a key component to conveying visual language & tone of voice.



HEADERS & SUB HEADERS

NOVECEN TO SANS WIDE
is used for all non-web headers and sub headers.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~!@#\$%^&*()--- _ =+\|[]{}”;/?.>,<

NOVECEN TO SANS WIDE LIGHT

NOVECEN TO SANS WIDE BOOK

NOVECEN TO SANS WIDE NORMAL

NOVECEN TO SANS WIDE MEDIUM

NOVECEN TO SANS WIDE DEMI BOLD

NOVECEN TO SANS WIDE BOLD

Montserrat

is used for headers and sub headers in all web applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
`~!@#\$%^&*()--- _ =+\|[]{}”;/?.>,<

Montserrat Regular

Montserrat Regular

BODY COPY

Roboto Slab

is used for all online and offline body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

`~!@#\$%^&*()-_+=\|}{";:/?>,<

Roboto Slab Thin

Roboto Slab Light

Roboto Slab Regular

Roboto Slab Bold

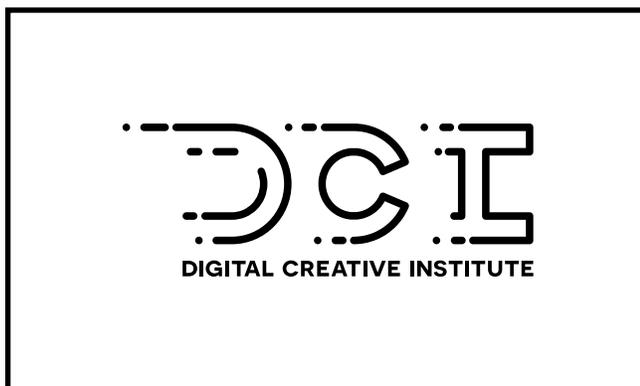
PHOTOGRAPHY

We use photography to help bring the passion and excitement of DCI to life. Photos should evoke feelings of creativity, collaboration, learning, and growth. All pictures should be natural and not appear overly posed. When possible, photographs of real DCI apprentices, team members, and partners should be used.



LOGOTYPE

The DCI logotype should only be used in black or white. The color palette is reserved only for supporting elements, such as backgrounds or icons.



Wrong

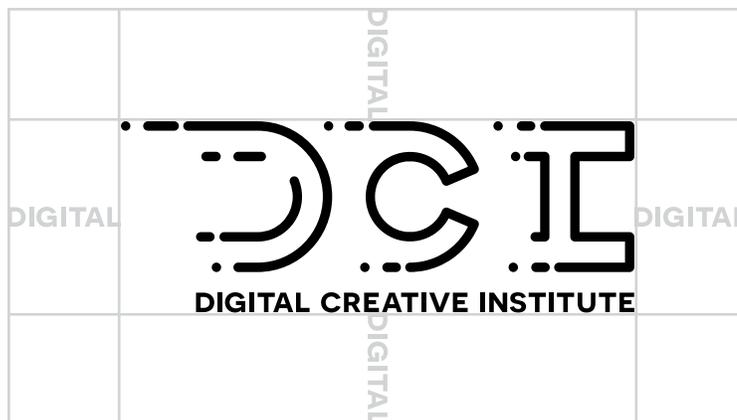


Right



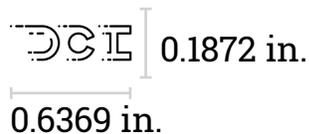
SPACING

To ensure adequate space and legibility, the minimum space around the DCI logotype should be as long as the word “digital” within the logo.



MINIMUM LOGO SIZE

To ensure legibility across all formats, the minimum size of the DCI logo should be as follows.



IN USE LOGO

Examples of the DCI logo in use.

