



STYLE GUIDE

A guideline for applying the JustServe
brand to promotional materials

Updated November 2020

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AN INTRODUCTION

JustServe.org is designed as a resource to help us as individuals, families, and groups find opportunities near our homes to help those in need and improve the quality of life in our communities.

As we reach out with fellow Latter-day Saints and others who are not of our faith in an effort to help people in need, we create a spirit of love and cooperation that transcends differences and connects us as children of God.



JUSTSERVE IS ABOUT BLESSING THE LIVES OF OTHERS THROUGH SERVICE IN THE COMMUNITY.

We believe that nothing should get in the way of organizations and volunteers coming together to do good things for the community, so we help make this happen for free.

Volunteering is uplifting

We want all people to feel the spirit of service and to learn how service has brought happiness into the lives of others. We want to share service stories that will encourage others to volunteer, have a great service experience, and to share that experience with friends. We want our volunteers to look forward to their next service opportunity.

Volunteering should be easy

Finding out what you can do to help out in your community should be easy. We are constantly looking for ways to make the process of finding projects and signing up for them as seamless as possible.

Volunteering should be free

It shouldn't be costly for non-profit organizations to find volunteers who are donating their time.

Brand Attributes

The JustServe brand should communicate the following key characteristics:

WARM

Friendly and compassionate while making use of natural light.
Nothing artificial.

UPLIFTING

Empowering and inspirational, yet encouraging: we all can do this.

UNIFIED

Neighbors helping neighbors.

GENUINE

Authentic and honest. Here to help.

ACTIVE

Energetic, focused on making a difference today.

SIMPLE

Accessible to all. Clear and achievable.



Our Volunteers

Our target audience consists of individuals who fit within the Gen Z (born 1997–2012) and Millennial (born 1981–1996) demographics. They typically range from to age 14 to university graduates who are on the cusp of self and identity discovery. These individuals are young, but intentional, looking to make their mark on the world.

- Gen Z and Millennials themes: Authentic acts of service, hands-on experiences, peer network, tangible and visible local impact, smaller organizations, find your cause=passion, genuine connections, involved in the solution

Gen Z: Born 1997–2012

How they get involved	Involvement expectations	Messages they respond to
Showcase individuality supporting a cause.	Authentic, local cause to be a part of.	Creating meaningful peer connections.
Peer connection via authentic acts of service.	Prefer hands-on involvement with smaller local organizations to see the impact of their efforts.	Creating hands-on experiences that fuel your passion.
Social media is for consuming, not sharing.	Opportunities to serve with their peers.	Building cause-driven, authentic experiences that are fulfilling and networked.

Our Volunteers

Millennial: Born 1981–1996

How they get involved	Involvement expectations	Messages they respond to
Donate hands-on time, talent and expertise.	Wants to see how their involvement makes an impact on their community.	Getting involved with a more “networked” approach to philanthropy.
Support causes rather than institutions—see the difference first-hand.	Wants opportunities for hands-on involvement. It’s not only about money or recognition.	Building powerful connections that make a difference in their life and those they serve.
Influenced by peers and role models (parents, grandparents, friends) when deciding who to get involved with.	Provided with transparent information on the difference they’re making.	Creating local community, hands-on experiences they can share.

Our Volunteers

Gen X children grew up in families and communities that were aware of social issues. Their core belief is that every institution should contribute to the betterment of others, and provide

opportunities for members and employees to serve. You often see GenXers leading out on afternoon service days through their employers. JustServe provides service options to choose from.

Gen X:

How they get involved	Involvement expectations	Messages they respond to
Cautiously involved. Make sure the cause is legitimate.	Prefer projects that create sustainability.	Matching gifts and leveraged resources.
Work with peers and other demographics easily.	Hands on.	Build opportunities for others.
Lean more toward professional social media platforms.	Good at spreading the word.	Community effort.

Our Volunteers

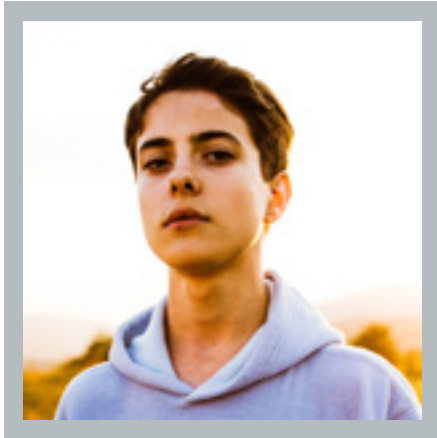
Social activism practically started with this age group. And while most are not interested or capable of getting involved on a National stage, they are aware of the needs of their communities. They form clubs and associations, and like

to organize those groups to serve. The more physical projects don't appeal to them as much as programs that mentor, collect books and food, delivers meals and serve in hospitals

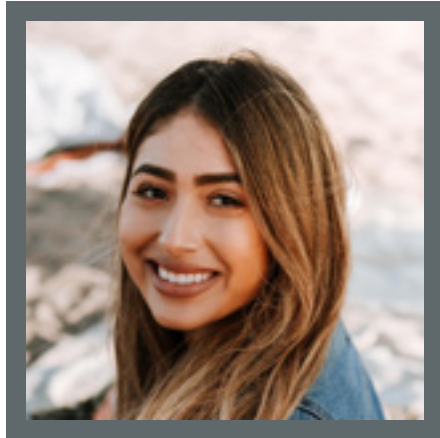
Baby Boomers:

How they get involved	Involvement expectations	Messages they respond to
Friends and family projects.	Hands on, in the trenches, one-to-one.	Build your community.
In-person planning.	Something that makes use of their experience.	Give back.
Community-driven club or group organized.	Ongoing projects and programs.	Your talents are needed.

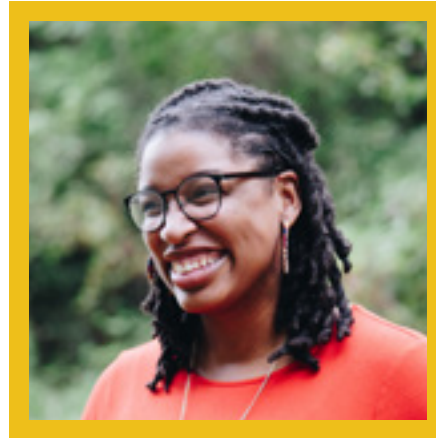
Our Volunteers | 7 Personas



Gen Z



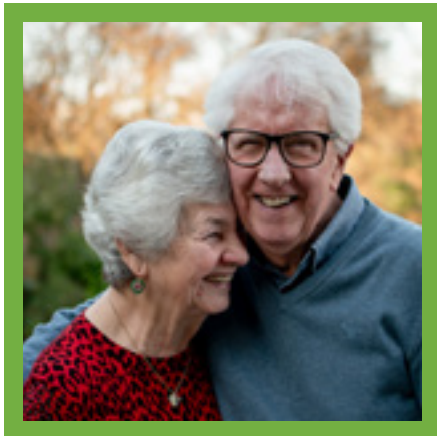
Millennial



Youth Group Leader



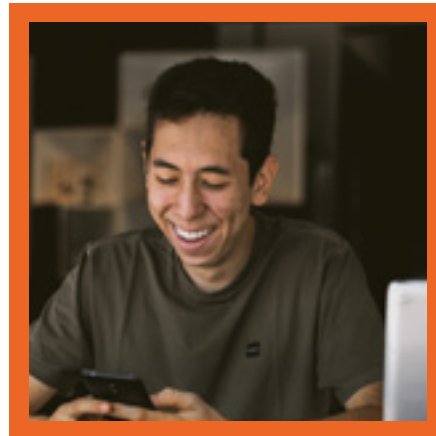
Experienced Parent



Retiree



Parallel Parishioner



Virtual Volunteer

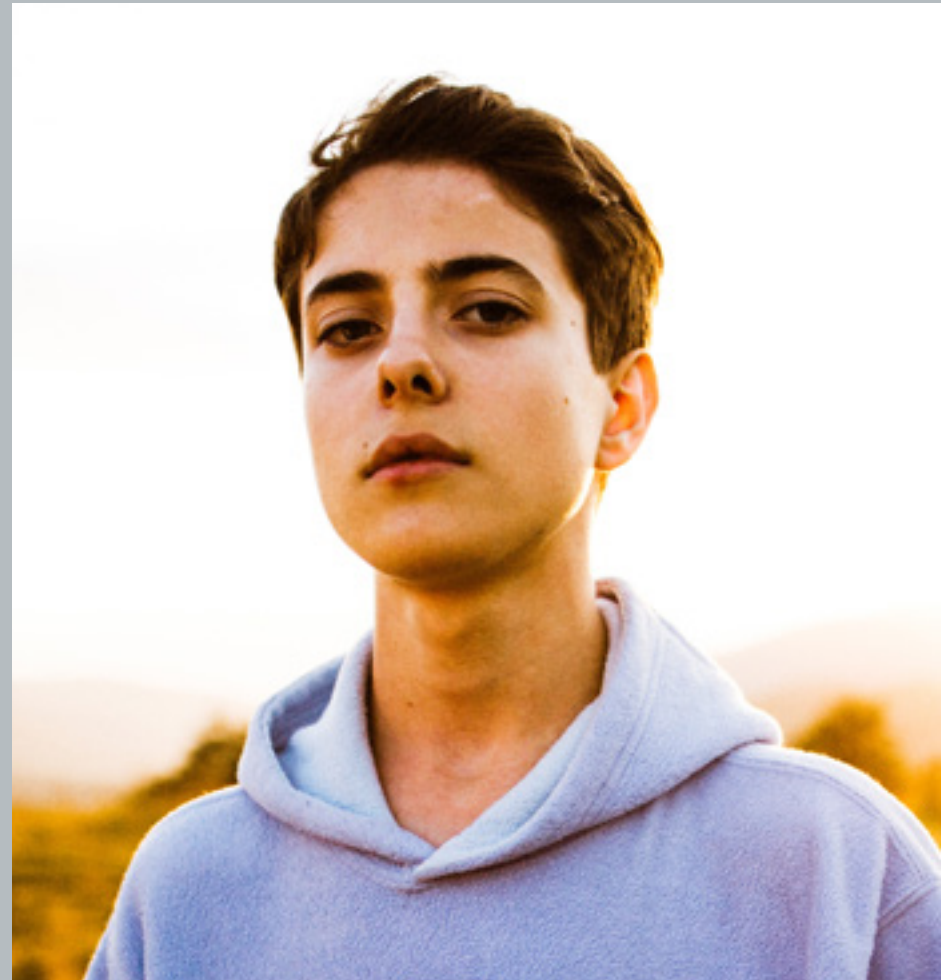
Our Volunteers | Gen Z Persona—Alex

Gen Z is a unique group of young people. Many are wise beyond their years, emotionally mature, and perceptive to life's unfairness. What they lack is exposure to opportunities to act. They think about unfairness, but are often unaware

of places to put their efforts. JustServe is the perfect place for youth groups and clubs to jump in and bring their social groups. They work best when paired with mentors who let them lead while offering a little guidance.

At a Glance:

Willing
Enthusiastic
Sensitive to the world
Need guidance



Our Volunteers | Millennial Persona—Marisol

Many Millennials have now reached a point in their lives where they are raising their own families. They care deeply about the environment and fairness for all people. They are anxious to make a difference and prefer to do it in groups. They

also want to serve on their own terms. JustServe allows them to pick projects they are passionate about and invite their friends and bring their children along with them. For Millennials, it is about being part of a group that shares the same

beliefs about making the world a better place; in many ways, this is their religion. They are also bright, willing, and tech savvy, which makes them perfect organizers for projects.



At a Glance:

- Social
- Aware of unfairness
- Desire to be heard
- Seeks opportunities to change their world
- Prefer to lead
- Organizes in their own way
- Looking for opportunities to serve
- Committed to long-term change

Our Volunteers | Youth Group Leader—Barbara

Youth Group Leaders are passionate about engaging young people in causes that make their communities better. Many are college students emboldened with new independence and memories of those who mentored them.

Some are older and experienced, wanting to give back. Their energies only lack options to serve. They spend the time researching projects appropriate to the age groups they lead and look for afternoon activities as well as projects

that create long-term relationships. JustServe gives them options that best fit their groups, time constraints, and ideals.

At a Glance:

- Age 25-40
- College graduates
- Ability to identify with teens
- Outgoing
- Giving back is lifelong



Our Volunteers | Experienced Parent Persona—Mary

The Experienced Parent persona includes married parents who are raising older children (10 years and up). They are not longer as busy taking care of younger child needs. Their children have more independency, so

the parents may spend time in their own self-improvement. As their children near closer to adulthood, parents want to instill in their children the value of being a responsible adult. As a family, signing up for service opportunities where

they can teach their children to step outside themselves helps with this endeavor. The mother typically signs the family up, but the father supports this volunteer effort.



At a Glance:

Age 35-50
65% female
Parents of children age 10+
Facebook users
Professionals used to data
Basic tech knowledge

Our Volunteers | Retiree Persona—Gabe

The Retiree persona is enjoying the some rest and relaxation after a long career of providing for the family and rearing children. They now have more time than they're used to and miss social interactions outside the home and contributing to a cause. JustServe helps fill in

that gap by providing them with people to talk to and a feeling of accomplishment. Most of these personas are husband and wife working side-by-side, as they don't feel as comfortable trying new things by themselves.

At a Glance:

Age 60-75

Retired from employment

Upper-middle to Upper Income

Time to spare

Desire to give back or feel useful



Our Volunteers | Parallel Parishioner Persona—John

The Parallel Parishioner group is made up of like-minded church leaders of religious congregations, similar to The Church of Jesus Christ of Latter-day Saints. These leaders

predominantly, but not exclusively comprised of Christian faiths, who encourage their congregations to follow the example of the Savior in Christlike service.



At a Glance:

Predominantly male

Age 30-70

Careers focused in religion

Our Volunteers | Virtual Volunteer Persona—Rodrigo

The Virtual Volunteer would love to get involved in service opportunities, but is restricted from doing so at a physical location, based on limitations that keep them at home or indoors. They may have had experience with others

taking care of them or aiding them in day-to-day life and wish to reciprocate those acts of charity in a way that fits within their lifestyle. The virtual volunteer may be frustrated at times when websites or technology companies don't take

into account accessibility needs. They need digital-focused projects that they can do from home at any time.

At a Glance:

- At home
- Physical limitations
- Deep desire to help
- Ability to help at any time



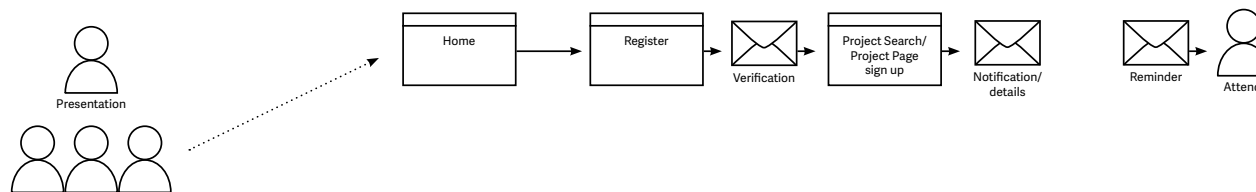
Journey/Empathy Map

Volunteers—Current Experience

At this stage, they are mostly LDS church members. Top site usage is in California, Washington, Oregon, Texas, Arizona, Colorado, in that order. Site traffic spikes during roll-out periods, then drops off afterwards.

Could use survey/focus group research

STAGE	INTRODUCTION	RESEARCH	SIGN UP/REGISTER	ATTEND PROJECT
DETAILS	Usually introduced through a stake representative.	Visit the website—most of this happens on Sundays and tapers off after Monday.	Visitors can view projects. First-time users need to register before signing up. Site sends them a verification email to click through before they can sign up for a project.	Volunteer reviews email verification of project and attends the event.
THINKING	How does this benefit me?	What opportunities are near me? What could I sign up for? What is the difference between browse and search?	What is the difference between Facebook and normal login? How long will it take to register/sign up?	Who will I meet there? Will it be organized? Are there clear goals? How can I help? When is my shift over?
FEELING	Service feels like a chore, but I should do more of it. Maybe they feel the Spirit.	I feel curious about how the site works.	I'm a little excited for a service project that I want to do.	I feel helpful, unsure, and/or happy.
DOING	I'm listening to presenter at my ward meetinghouse.	I'm reading website content and sample projects.	I'm filling in fields.	I'm rendering service.
EXPERIENCE	It sounds like a good program, but I don't understand everything. I will need to visit the website for more information.	I get that the site is about service, but what am I missing? There is no intro text that explains the purpose. It's great to see all the projects available.	The registration/verification interface is straightforward, albeit a little unpolished, but it works well.	It's fun meeting new people and working with them on a common goal. I feel good about doing something good for others, as long as the project is organized well.

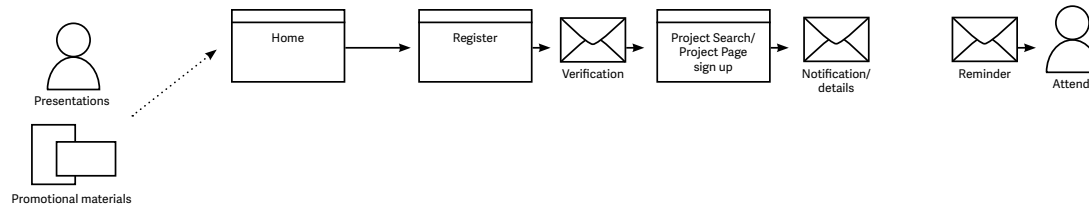


Volunteers—Proposed Experience

At final stages, the JustServe program will roll out to nearly all the regions in the United States, with possible future expansion to Canada and Mexico. The audience will comprise of a mix of LDS church members, members of other religions, and members of the community.

Added improvements

STAGE	INTRODUCTION	RESEARCH	SIGN UP/REGISTER	ATTEND PROJECT	REPORT	REMI
DETAILS	Introduced through stake representatives, partnering organizations, and promoted in the community via other churches, social media, bulletins, posters, internet, etc.	Visit the website—ideally, the weekend peak of traffic should become less pronounced from increased non-member use.	Visitors can view projects. First-time users need to register before signing up. Should take no more than 1 minute to sign up for a project. Receive confirmation email with details upon successful sign up.	Volunteer reviews reminder email before going to the service opportunity and plots course through a google maps link. Renders service and returns home.	Notification reminds volunteers to report on the time they spent at the service opportunity and any additional metrics. The volunteer earns points to achieve badges.	Targeted e-mails, social media content, and notification alerts help in retention, reminding volunteers to participate in more service.
THINKING	What is this new product? How does this fit into my schedule? How does this benefit me?	The success story videos are inspiring. Tutorial videos show how it works. What opportunities are near me? What could I sign up for? How does this fit into my schedule? Recommendations work really well.	I'm filling in fields.	How am I going to get there? Can I be punctual? What am I expected to do? Is there clear instruction? How can I help out? When can I leave?	The notification system is a good reminder for me to report my hours. Earning badges is fun and provides bragging rights to share over social media.	I received a notification about a project that is suited to my skills. My friend just invited me to his/her project. A friend just shared an experience through Facebook.
FEELING	Service typically feels like a chore, but I should do more of it. I want to be part of a community and give back. JustServe makes it look easy.	I want to feel how these people are feeling. Finding projects according to my interests is easy.	I'm a little excited for a service project that I want to do.	I might feel stress driving to the location. I'm unsure what the opportunity will be like. I have joy in serving once expectations are clearly communicated to me.	I feel happy for the service I rendered. I am excited to tell others. I feel excited to earn my points and make progress towards my next badge.	It is interesting to find out what else is going on with JustServe and to see my friends' involvement.
DOING	I'm listening to stake presenter or friend. I'm watching an online video of success stories or demos. I'm reading a pamphlet or other marketing materials, online or offline.	I'm watching website videos and reading website content and project descriptions.	I'm filling in fields. I'm inviting friends to participate as well.	I'm using provided google maps link to travel to the event. I'm participating in service.	I'm logging into a JustServe account via web or mobile App and entering time.	I'm checking my email on my desktop, tablet, or phone. I am receiving app notifications over my phone or tablet.
EXPERIENCE	I have a good idea what the purpose of the website is. I know how to get there (paper handout or go to the site via mobile device) for more information and to view the available opportunities in my area.	It's great to see all the opportunities available. I can easily find projects that are relevant to my interests and I am excited to help out.	This is easy to use and has a logical flow through required fields. I'm satisfied at the end of sign-up because I volunteered for a good cause.	Overall, this was a good experience, depending on how well the event was managed. I'm returning home with a sense of accomplishment.	Gamification turns the annoying experience of reporting hours into an exciting one, through a point/badge system and by tracking milestones and progress.	It is fun to be notified of service opportunities going on and one tap sends me back to the website to participate.
OPPORTUNITIES	How can we introduce JustServe to non-members to get more diverse community involvement? How can we achieve consistent presentation?	We can introduce online training videos/tutorials.	Can we add a tool to invite friends to sign up through an email message? Do we restrict them to only sign up for a JS account, then link their Facebook account afterwards?	What can we do to train project sponsors on how to run their project, communicate their needs clearly, and how to have everything organized?	Send 1-3 basic survey questions to gain further understanding of how to improve JustServe. A mobile App could allow them to report at the event itself or even remind them to do so.	Targeted emailing, based on gathered data (we can encourage them to tell us more about themselves, skills, etc.). Ability to add friends to their JS network in a secure way. Introduce a mobile app.



JustServe Logo

Logo Versions

The JustServe logo can be used in two different color versions. For most materials, a white background is used, with the full color logo. If a colored background is needed, an all-white logo can be used instead, to provide enough contrast. The colored background should be JustServe Blue whenever possible and should always be a solid color.

Placement in an Enclosed Area

When the logo is placed within an enclosed area, as a general guideline to help the logo appear balanced, use approximately 43% of the space above the logo and 57% of the space below the logo.

Clear Space

The logo should be placed with enough clear space around it. Use the circle heart mark as a guide. Give spacing on all sides of the logo of at least one-half of the logo height.



JustServe International Logos

Language Versions of the JustSever Logo

The JustServe logo is available in Spanish, Portuguese, and French. These logos should follow the same guidelines as their English counterpart.

Spanish



Portuguese



French



Logo Don'ts

To keep the JustServe brand consistent across multiple materials, please follow these guidelines:

Don't Recreate the Logo

Do not attempt to recreate the logo. JustServe users with administrator privileges may download the official logo files at <https://www.justserve.org/admin/resources>.

Don't Add Effects to the Logo

Graphic effects, such as drop shadows, outlines, gradients, etc, should not be added to the logo. Use the JustServe logo in either of the two provided versions, without alterations.

Don't Change Logo Colors

Use the JustServe logo in either of the two provided versions. Do not change the color. Materials have been designed in a specific color palette and straying from that palette will create inconsistency.

Don't Stretch the Logo

Take care when resizing the logo, to make sure that it maintains the correct horizontal and vertical proportions.



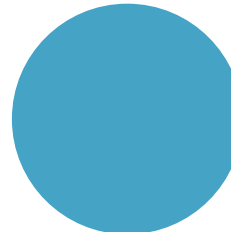
Color

The JustServe color palette is inspired from colors found in nature and geared towards having a cheerful and vibrant look, signifying the joy of service as a force that warms the heart and uplifts the soul.

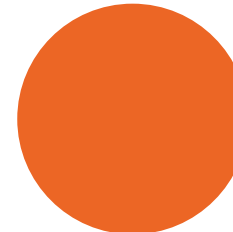
Blue is used as a main color for backgrounds and text headers. Orange is used as an accent color and an alternate color for headers. Green is used sparingly to add further color dimension when blue and orange are too stark. The other colors fill in for further needs in the design and should be used only on rare occasions when additional colors are necessary to achieve a design objective.

A range of grays provide shades to support the main content. The darker grays are used to soften text instead of using a harsh black. The lightest gray is used as a soft background color that text copy can be displayed upon and serves to separate information without upstaging the main content.

Primary

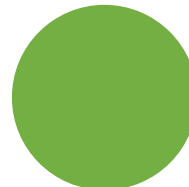


HEX 009EB9
CMYK 84 | 14 | 20 | 0
RGB 69 | 163 | 197
PMS 7703 C

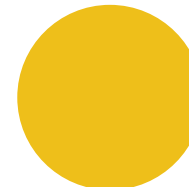


HEX EF5E39
CMYK 3 | 74 | 99 | 0
RGB 202 | 95 | 35
PMS 151 C

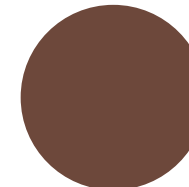
Secondary



HEX 71AA32
CMYK 61 | 10 | 100 | 0
RGB 132 | 170 | 63
PMS 368 C



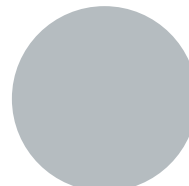
HEX E1BC21
CMYK 7 | 24 | 100 | 0
RGB 225 | 188 | 33
PMS 116 C



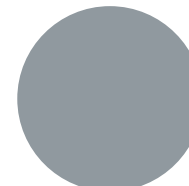
HEX 674B3E
CMYK 43 | 66 | 71 | 37
RGB 103 | 75 | 62
PMS 7603 C



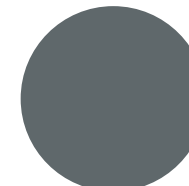
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CMYK 10 | 8 | 8 | 0
RGB 229 | 227 | 227



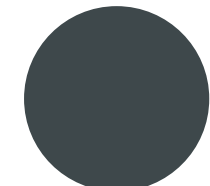
HEX BBBDC0
CMYK 29 | 20 | 19 | 0
RGB 187 | 189 | 192



HEX 989B9F
CMYK 43 | 31 | 29 | 5
RGB 152 | 155 | 159



HEX 64686C
CMYK 60 | 47 | 44 | 24
RGB 100 | 104 | 108



HEX 444444
CMYK 63 | 47 | 46 | 51
RGB 68 | 68 | 68

Typography

The JustServe brand features three typefaces that are used in various applications.

Trade Gothic Condensed is used for text headlines on printed materials, offering a friendly, but slightly heavy-duty look. On the web, Google Fonts's Oswald is used instead.

Light and Regular versions of Helvetica are used when there are large blocks of body copy, allowing for more comfortable legibility. When Helvetica isn't available, web applications can default to the more universally-accepted Arial instead.

Fonts should not be used on materials without official licensing or permissions from the creator. JustServe is not responsible for the illegal use of fonts on unofficial materials.

Print

TRADE GOTHIC BOLD CONDENSED /
Trade Gothic Bold Condensed No.20
Trade Gothic Bold Condensed No.18

Trade Gothic: For use as a headline font in print materials. It is commonly used in all-caps for titles and mixed-case for subtitles.

Web

OSWALD BOLD / Oswald Bold
Oswald Regular

Oswald: For use as a headline font in web materials. It is commonly used in all-caps for titles. Note that any given pixel size for this font appears approximately two pixel sizes larger than it's Trade Gothic Bold Condensed print counterpart.

Print
& Web

Helvetica Regular
Helvetica Light

Helvetica: For use as a body font for both web and print materials. Use the Light version whenever possible and use Regular when Light is either unavailable or illegible. It is used in mixed-case.





"When ye are in the service of your fellow beings ye are only in the service of your God" (Mosiah 2:17).

2. JustServe Introduction and Stake and Ward Implementation

General Guidelines

1. The best service opportunities are collaborative—working side by side with others in faith-based, nonprofit, community, and government organizations.
2. Community service opportunities should assist those in need or enhance the quality of life in the community.
3. JustServe projects should not have a political or advocacy focus, be for-profit oriented, or directly involve volunteers in soliciting or handling money or participating in other prohibited activities (see JustServe.org/about).

Guidelines for Leaders, Parents, and Members

1. JustServe.org supports parents and leaders in their responsibilities to teach principles of Christlike service and to plan service activities that bless others and build community relationships.
2. Church members and missionaries volunteer in the community for the sole purpose and pure desire to help others in need, regardless of their beliefs. These are not proselyting ventures.
3. Neither the Church nor its website JustServe.org discriminates based on race, religion, gender, ethnicity, or sexual orientation to screen projects for posting or volunteers who may sign up to serve.
4. Not all projects posted on JustServe.org may be appropriate for Church-coordinated volunteers or families. To ensure that opportunities are suitable, read the project description carefully before volunteering.

Stake President and Stake and Ward JustServe Specialists

The stake JustServe specialist is called by the stake president and reports to the stake president or the counselor in the stake presidency responsible for community service. The specialist may be a member of the stake Relief Society presidency, a high counselor, or a stake member or couple qualified to teach and inspire stake leaders and members to engage in community service and use JustServe.org. The stake JustServe specialist should be invited to participate on the stake council.

Stake President

- ☐ 1. Call the stake JustServe specialist. Also designate yourself or a counselor to be responsible for community service in the stake.
- ☐ 2. Encourage members to register on JustServe.org and give community service as individuals, families, quorums, classes, and wards as time and circumstances permit.
- ☐ 3. Share successful practices and community service stories.

Stake JustServe Specialist

- ☐ 1. Participate as a member of the stake council.
- ☐ 2. After coordinating council JustServe specialists notify you that sufficient projects have been posted in or near the stake, introduce the stake council to the purpose of JustServe and show them how to register as volunteers on JustServe.org.
- ☐ 3. After sufficient projects have been posted in or near the stake, introduce ward members to the purpose of JustServe and show them how to register as volunteers on JustServe.org (This is most effectively accomplished in a third-hour combined priesthood, Relief Society, Young Men, and Young Women meeting. See the [JustServe Community Service Guidebook](#) and other resources available on the Public Affairs Network.)
- ☐ 4. Invite individuals, families, quorums, classes, and wards to give community service as time and circumstances permit.
- ☐ 5. Encourage JustServe participants to share inspiring experiences in wards, quorums, and classes.

(For additional information, see [JustServe Community Service Guidebook Supplement: "Successful Practices for Implementing JustServe, Missionary Community Service Guidelines, Desired Outcomes, and Frequently Asked Questions"](#)).

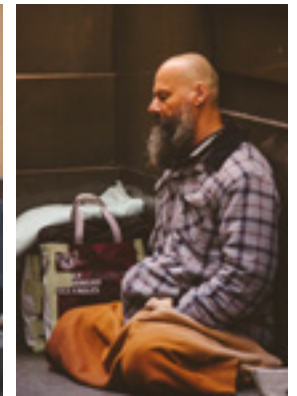
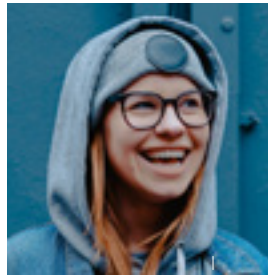
Photography

JustServe photography should adhere to the Guiding Principles of being warm, bright, and cheerful. Outdoor photography is preferred, as it typically provides richer, brighter colors. When using indoor photography, make sure that there is abundant natural light in the space.

JustServe is about people helping people. As such, most of the photography should show this service in action, with volunteer facial expressions enjoying the service they are engaged in.

JustServe is for everybody, not just religious organizations. Although JustServe is provided as a service by The Church of Jesus Christ of Latter-day Saints, photography should communicate diverse groups of people working together to benefit the community, regardless of religion, age, race, gender, or social class.

For some social media memes, it is suitable to have images toned down with a bright JustServe color overlay and with bold all-caps text on top.



Photography Don'ts

Photography should adhere to the following guidelines:

Don't Use Religious-Specific Imagery

Minimize the use of photography that feels too focused on promoting a specific religion or organization through use of uniforms, logos, and other brand-promoting imagery.

Don't Use Black & White Photography

Black & White or monochromatic photography should not be used. Photos should be full-color and be bright and vibrant.

Don't Show Low-Lit Indoor Environments

Avoid photography with little light, where the subject's face is in the shadows. Subjects should be well-lit and easy to see.

Don't Overlay the Photo with Graphics or Text

Except in the case of social media memes, where a text message is the prominent focus, do not add graphic elements, digital filters, or text elements on top of the photo, or alter the photo in any other way.



Don't use black and white photography.



Photo is too dark.



Don't place graphics or text over photos or use graphic filters.

Reference | Typography for Print

COVER TITLE

Trade Gothic Bold Condensed No. 20
45 Pt, 44 Pt Leading, Blue

Chapter Title

Trade Gothic Bold Condensed No. 20
30 Pt, 33 Pt Leading, Blue

Chapter Title 2

Trade Gothic Bold Condensed No. 20
16 Pt, 18 Pt Leading, Blue

Topic 1 Title

Trade Gothic Condensed No. 18
14 Pt, 16 Pt Leading, Blue

Topic 1 Body

Helvetica Light
10 Pt, 14 Pt Leading, Black

Topic 1 Body (Strong)

Helvetica Bold
10 Pt, 14 Pt Leading, Black

Topic 1 Body (Emphasis)

Helvetica Light Oblique
10 Pt, 14 Pt Leading, Black

Topic 3 Title

Trade Gothic Condensed No. 18
13 Pt, 14 Pt Leading, Black

Topic 4 Title

Trade Gothic Bold Condensed No. 20
12 Pt, 16 Pt Leading, Black

Topic 5 Title

Trade Gothic Condensed No. 18
14 Pt, 16 Pt Leading, Orange

Topic 6 Title

Trade Gothic Bold Oblique
13 Pt, 15 Pt Leading, Orange

■ Bullet List

Helvetica Light
10 Pt, 14 Pt Leading, Black

□ Check List

Helvetica Light
10 Pt, 14 Pt Leading, Black

1. Number List

Helvetica Light
10 Pt, 14 Pt Leading, Black

1. Table of Contents List

Trade Gothic Condensed No. 18
13 Pt, 15 Pt Leading, Orange

Pullquote

Trade Gothic Condensed No. 18
19 Pt, 22 Pt Leading, White

Design Elements

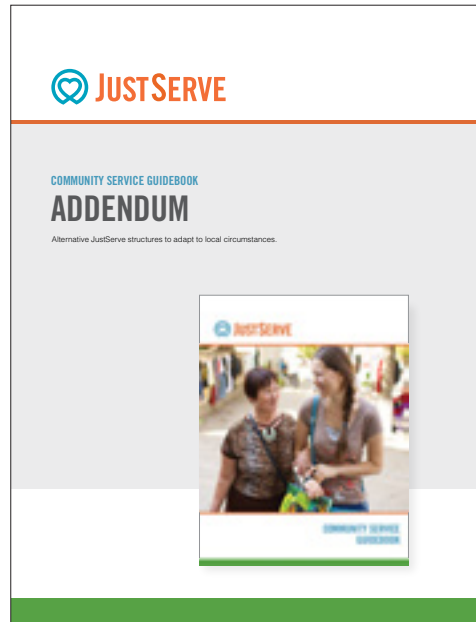
JustServe is a community based service organization that invites all members of the community to participate in neighborhood projects that benefit each other. From cleaning up parks to collecting school supplies to delivering meals to the elderly, JustServe is about unity and service.

To this end, the design elements should reflect the best elements of a community and the individual. Proportions, shapes, colors, should all be used to reflect a diversity of personalities and cultures while emphasizing a coming together.

Serving together brings happiness. The color palette reflects the best of our emotions and should be used to set the emotion of each communication and never be cluttered with colors outside the palette.

Elements have been designed in a way to be clear and bring focus to the project and to the people. Let the elements do their work by giving them the proper proportion. They should emphasize the message, not overwhelm it.

Using the logo in conjunction with the design elements should be done as a call to action rather than a tagline or signature. The name of the organization itself is an invitation. It should be a bold one.





Voice and Tone

JustServe is the meeting place where these good people gather and find a project to put their effort behind. The tone and voice should reflect this neighbor-to-neighbor feeling. It should always feel like people in a community deciding to do something, not a big project, or an expensive one, but something doable. “Let’s do this together” should always be the feeling.

Tone should be non-institutional, never feel like it is coming from an outside entity or is self-serving. The tone is friendly and neighborly, without pretense or any hint of agenda.

JustServe reaches a broad spectrum of participants. The language should be easy to understand for school-aged kids as well as the professor next door.

Social Media Considerations

Stories engage and motivate us. Social media should be about people, how they met new friends, made a difference, grew personally from being involved. It should leave the follower feeling like they would love to be part of JustServe.

The feeling is hopeful and inviting, youthful and fun, tender and accepting, respectful and inspiring.

The language is inclusive and should leave followers feeling like they, too, can be the hero of their own stories.

Social media has the ability to connect people. Each post should create that opportunity while moderating out the negative that would detract from the sense of connection and community.

SEO and retargeting should focus on inviting without being intrusive.

Considerations

- Find ways to bridge the gap between the volunteer and the partner so our volunteers can create long-lasting community relationships.
- Help the audience find opportunities to lend their talents, time, and expertise.
- Find creative ways to point back to the website the majority of the time.
- Prioritize and find user generated content as much as possible.
- Keep SEO in mind as writing post text.
- Use the term volunteering more than the word serving, since it has better SEO.
- Tag or mention community partners (non-profit entity) whenever talking about them.
- While moderating social accounts, we keep our channels safe, positive places for our audience.
- We occasionally work with influencers, but we do not offer any form of payment in return.
- We choose our hashtags carefully so we don't expose our audience to objectionable content.

