This guide was made to assist Be the Street partners and affiliates in the implementation of our campaign. It will show examples of current work as well as lay out fundamental branding standards that can be applied across all new projects.

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“Be the Street You Want to See.”

“Be the Street” is bold, friendly, fun and not afraid to get its hands dirty. A little bit Gandhi with a touch of Tom Sawyer, all wrapped in Bay Area themed blanket, the messaging encourages youths to take ownership of the state of their community and actively shape their environment. In this campaign, the state of the “street” is a reflection, for better or worse, of the kids who use it. Rather than passing the blame on to peers, adults, or others, Be the Street asks that individuals take action to clean up and invigorate their surroundings. By exploring and engaging problems and solutions to community and environmental issues, street-by-street, participants will be rewarded with the pride, and the fun, of having created the kind of “street” they have always wanted to live on.
Be the Street Website
(https://www.bethestreet.org)

An early example of the horizontal logo format; this platform opts for a darker, slightly textured color palette for a serious yet youthful backdrop for the engaging elements on the website. However, the pink color adds a bit of levity and fun to the mix in keeping with the energetic nature of the Be the Street brand. It follows a simple grid format that allows for the many video elements of the page to flow nicely. The light colored text also plays up the youthful nature of the brand by keeping text subtle and the spotlight on the fun and interactive elements of the website.
Be the Street E-Newsletter

The goal of the quarterly eNewsletter is to keep the target audience in the loop about the program news and opportunities to get engaged. It is important to note that any interaction with a member of the target audience should result in an enewsletter sign up. This is because the enewsletter, along with Facebook and YouTube, are the principle means for Be the Street to Engage with its audience.

The light and dark blue colors are consistent with the look and feel of the website and Facebook page colors. The Be the Street eNewsletter also uses the horizontal masthead logo.
Be the Street Facebook Page
(https://www.facebook.com/BetheSt)

The Be the Street Facebook Page incorporates the Be the Street logo and a cover photo created to showcase the look and feel of the brand.

Posts are published on the page about 3 times a week. Post material includes anti-litter related updates and photos, local events and program messages.

The committee is encouraged to update the Facebook matrix with post material here:


The page is monitored daily and stats are tracked bi-monthly.
Be the Street YouTube Channel
(http://www.youtube.com/bethestreet)

Like the Facebook page, the Be the Street YouTube Channel incorporates the Be the Street square logo as its avatar. The YouTube page uses high energy colors to represent the dynamic and ever changing environment and to accommodate the videos uploaded as material becomes available (i.e. PSA promotional and entry videos). The channel is monitored weekly and stats are tracked bimonthly.

Be the Street Video Contest

This promotional event uses high energy graphics and a lot of imagery and color play. It is not rigidly adhered to the brand standards since it’s main function is as a crowd sourcing campaign to generate unique user content. The goal of the video contest is to crowdsourse and highlight numerous audience generate PSAs showing how contestants can be their own street!
Be the Street Event Photography

Be the Street developed an photo booth set up that can be implemented at public events that allows participants to pose in front of a life-sized Be the Street Crown. These images can be dropped into a template to create unique and personalized Be the Street logos that individuals can print or share via social media.

Events like this break down the branding to its most simplified form to allow audiences to be creative and take ownership of the Be the Street program for fun, playful, and unique responses. For a further information on event photography refer to the Events Protocol Implantations Guide.
**Hero Logo**

*For “official” & standardized applications*

The default form of the *Be the Street* logo should be used for all “official” applications by the committee or program as a whole. It includes the “Crown” with the primary figure tossing litter into a garbage can with a supporting figure on the left performing a celebratory handstand.

**Square Hero Logo**

*For photos, web avatars and apps.*

This version has the essential message of the campaign, but is adaptable to smaller spacing constraints where legibility is most important (such as online formats, message boards, twitter, etc...) or for use with supplemental imagery/photography that takes the narrative place of the crown.
Playfulness with color is open and encouraged. It can be used to appeal to a wide variety of audiences and can be bright and energetic or more subdued. You should always keep the core elements as a single solid color and tone. Additional colors can be worked in with the backgrounds to create contrast. However, the Be the Street logo should always be the darker toned color.
Parts of the Logo

When breaking down the Be the Street logo into its component parts, there are three distinct elements that we will refer to: The Crown, the Big Be and the Tag.

Type
Franklin Gothic

The primary typography for “Be the Street” is Left-aligned Franklin Gothic.

“The Crown”
Visualizes a desired behavior/attitude

“The Big BE”
The foundational element of the brand.

the street “The Tag”
Call out a specific place or quality.
Keeping things in line

It is important that the Be the Street logo be arranged appropriately in any applications so that it is readable and organized. The logo should never be blocked by other elements and should generally be aligned above text and images.
Email Signature

The Be the Street email signature uses the full logo with official black/dark blue color.

It is left aligned to the base of the Big Be and includes the website and the full tagline: “Be the Street you want to see.” below the logo.

Horizontal Logo Formats

When vertical space is limited the Crown can be moved to the sides to create a landscape style masthead. The Crown does not need to be the same color as the Big Be, but the Big Be and the Tag should remain paired.

The horizontal placement of the Big Be and Tag are usually closer to the left side but can placed at any horizontal point as befitting the design. The space created can be filled with combinations of silhouette figures, or be left blank. Information should go below the tag as with other text guidelines.

This form is useful for mastheads, banners, and headers and footers.
**Customized Logos**  
*Logos for Individual counties and programs.*

By depicting different scenes using silhouetted images, a wider range of messages can be highlighted, and more specific groups of participants targeted. However don’t overload the crown. A good guide is no more than 3-4 figures/objects at a time. The general hierarchy should place the main action in the center frame with supporting action on either side.
Photography

*For “official” & standardized applications*

When using the full logo over photography, use a color block underneath so the image doesn’t make the overlap too busy. Only use the square format logo directly over a picture. The silhouettes cut outs will become cluttered when a busy image is underneath.

Normally the brand logo will be darker tone, but in a photograph it is okay to use a “knock-out” white version instead for better readability.

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Silhouettes

*For “official” & standardized applications*

By depicting different scenes using silhouetted images, a wider range of messages can be highlighted, and more specific groups of participants targeted. However don’t overload the crown. A good guide is no more than 3-4 figures/objects at a time. The general hierarchy should place the main action in the center frame with supporting action on either side.

*note, the silhouette examples on the next spread can be extracted from the PDF form of this document.*
a good example
Unique logos

For user-generated content and contests. Not for branding.

Outlined or otherwise reductive forms of the logo can be customized for target audience engagement. The Big BE should remain intact to anchor these one-off logos to the larger campaign. Otherwise, for the most part, these versions don’t need to be as adherent to the established rules of the brand. This freedom encourages creativity and ownership by the ground-level participants in the campaign. Further discussions will be held by the BASMAA committee about when and how to use these playful versions along with the more formal versions.
Hero Logo:
- for large-scale Be the Street branding
- use when unsure of which version you can use
- formal BASMAA usage

Square Hero Logo:
- use when you don’t have a lot of space
- use when the full hero is too busy to work
- a square icon format.
- semi-formal usage

Regional Logo
- business casual usage
- tailored to a specific region/street/etc...
- tailored to a specific program

Unique Logo
- informal usage created and used directly by the youth audience
- not for long term use
- not to be used made directly by campaign leaders

Text/Typography
- Franklin Gothic
- always left aligned

Crown
- 3-4 silhouettes (figures objects)
- models aspirational behavior (no negative modeling!)
- silhouettes simple outlined figures

The Tag
- always left aligned to the base of the Big BE.
- always lower case
- Franklin Gothic Demi

The Big BE
- do not alter the shape or overlap the Big BE
- a fixed brand element

Color
- brand mark is always one color & tone with backgrounds
- use a lighter color under a darker logo otherwise free to mix (per legibility)
- can be white when placed over photography