



Volunteer Maine
Maine Commission for Community Service

Embracing the identity “Volunteer Maine”

Rebranding the Maine Commission for Community Service to Volunteer Maine

Presentation Overview

- ▶ Introduction
- ▶ Timeline
- ▶ Why this matters
- ▶ Our two current identities: MCCS and Volunteer Maine
- ▶ Our new identity: Volunteer Maine
 - ▶ New colors and fonts
 - ▶ Logo variations and usage
 - ▶ Are we the Commission or Volunteer Maine?
- ▶ Embracing Volunteer Maine: How you as Commissioners and Foundation Board Members can help!
- ▶ Questions

Introduction

- ▶ Purpose:
 - ▶ Help Commissioners and MVF Board Members embrace our new identity
 - ▶ Provide high-level overview of the rebrand process
 - ▶ Explain to Commissioners and MVF Board Members how they can help achieve the goal of a successful rebrand



Why this matters

- ▶ We're building our brand:
 - ▶ You possess the power to be a brand steward.
- ▶ This isn't your typical rebrand!
 - ▶ Typically, a "brand" speaks to what a product or service is.
 - ▶ There is a second category!
 - ▶ The goal of our brand is to successfully communicate our mission.
 - ▶ It's **why** we do what we do
 - ▶ Volunteer (for the betterment of) Maine



Why this matters

- ▶ Increase Awareness:
 - ▶ Goal: Create a brand that makes people associate “Volunteer Maine” and branded elements with our mission
 - ▶ Continuity and repetition are key
 - ▶ Especially in early stages. Include new identity elements when appropriate
 - ▶ Power of word of mouth: Starts by adopting the new name on Oct. 16.
 - ▶ Logos and colors are our visual identity.
 - ▶ Sooner we embrace the identity, sooner others will learn who we are!



Timeline

- ▶ Rebrand effective date: **Wednesday, Oct 16**
 - ▶ Until then, please continue to use legacy identity
 - ▶ Accepted early use:
 - ▶ Program materials
 - ▶ 25th anniversary initiatives
- ▶ Goal: Full adoption by **October 2020**
- ▶ Immediate changes vs. Changes overtime
 - ▶ Rebrands are intensive, both in terms of time and resources
 - ▶ Immediate changes and initiatives
 - ▶ Longer-term changes
 - ▶ Coming soon: Updated communications plan and rebrand campaign



Timeline

- ▶ Immediate changes and initiatives:
 - ▶ Letterhead
 - ▶ Stationary/business cards (when appropriate to reorder)
 - ▶ Social media presence
 - ▶ Email signatures
 - ▶ Simple/disposable/reusable signage
 - ▶ Temporary fix to websites
 - ▶ New style guide: Colors, fonts, etc...
 - ▶ Immediate awareness effort: Simple press release and informational digital communications



Timeline

- ▶ Longer-term changes:
 - ▶ Promotional items, such as pens, buttons, etc...
 - ▶ Unified, fully brand-compliant website
 - ▶ Branding updates to the “Hub”
 - ▶ Updates to in-office signage
 - ▶ Updates to stand-up banners
 - ▶ Updates to handouts and various print materials (ex. posters)
 - ▶ PLEASE NOTE: Additional changes to tangible items will most likely be discovered during an audit to all branded materials



Our old identities



Our new identity



Volunteer Maine
Maine Commission for Community Service



Volunteer Maine
Maine Commission for Community Service

New tagline:

**A Stronger
Maine
Through
Volunteerism**

Our new identity



New tagline:

**A Stronger
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Refresher: Our new colors

Brand Colors 4

These are the colors that make up your new brand.

Use them whenever you create new materials to ensure your visual identity is cohesive.



	R: 59 G: 133 B: 97 C: 78 M: 27 Y: 73 K: 10 HEX: #3B8561		R: 163 G: 36 B: 48 C: 24 M: 98 Y: 83 K: 18 HEX: #A32430		R: 46 G: 77 B: 97 C: 85 M: 64 Y: 44 K: 28 HEX: #304D61
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Notes on colors

- ▶ Black and white are acceptable to use
- ▶ Issues identified with blue
 - ▶ Unless used in a high-quality print piece, the blue appears to look like more of a grey in digital usage
 - ▶ We will bring this issue to the Communications Taskforce to hear the group's thoughts
 - ▶ We will present several alternative shades of blue that are appealing in both physical and digital use
 - ▶ If a new blue is adopted, we will make the appropriate color adjustment to all forms of the logo
 - ▶ A communication will be distributed with information about the change

Refresher: Our new fonts

Brand Fonts 5

Your new logo uses a modified version of the sans serif typeface

ITC Avant Garde Gothic **Volunteer Maine**
Maine Commission for Community Service

ITC Avant Garde Gothic is a font available for download via fonts.adobe.com.

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0			
!	@	\$	%	^	&	*	()	±			

Notes on fonts

- ▶ ITC Avant Garde Gothic is not widely available
- ▶ We will propose to the Communications Taskforce several alternative font options to adopt as brand fonts.
- ▶ Included in the options will be a serif font
 - ▶ Example: **Garamond**

Refresher: Our logo variations



Wordmark: Color



Vertical: Color



Wordmark:
Negative (for dark backgrounds)



Vertical:
Negative (for dark backgrounds)

Refresher: Logo usage reminders

Correct Usage 6

Always place your logo according to its correct aspect ratio. Never "stretch" or "squish" your logo to resize it:

  

✘ ✘ ✔

Use a transparent version of your logo when placing it over active backgrounds:

  

✘ ✔ ✔

Always use colors opposite of the background when using the single color version of your new logo:

  

✘ ✔ ✔

Our name

- ▶ As of Oct. 16, the Commission will begin doing business as Volunteer Maine
- ▶ However, by law, we are still recognized as the Maine Commission for Community Service
 - ▶ Change of legal name would require statute amendment
- ▶ On Oct. 16, please refrain from using the following:
 - ▶ Maine Commission for Community Service
 - ▶ The Commission (by itself)



Our name

- ▶ For Commissioners:
 - ▶ Old:
 - ▶ I serve on the Maine Commission for Community Service
 - ▶ New:
 - ▶ I am the Chair of Volunteer Maine
 - ▶ I am a Volunteer Maine Commissioner
 - ▶ I serve Volunteer Maine, the state service commission



Embracing Volunteer Maine

- ▶ How can everyone here help?
 - ▶ Starts with you! Please use the new name and logo.
 - ▶ Use the new tagline when appropriate
 - ▶ Double-check all-things commission business for correct name usage
 - ▶ See an item/document/etc... with an old logo? Snap a pic and send to Bryan



Embracing Volunteer Maine

- ▶ How can everyone here help?
 - ▶ Get a head start: If it comes up in conversation, let folks know we're becoming Volunteer Maine.
 - ▶ Educate, when appropriate
 - ▶ Mention our new name better describes what we do
 - ▶ We're taking our two identities (Commission and resource center) and making them one
 - ▶ Politely correct those (Commissioners/MVF Board Members included!) who use the old name, and encourage use of Volunteer Maine





Volunteer Maine

Maine Commission for Community Service

Questions? Suggestions? Logo requests?

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