





MAXIMIZING POTENTIAL

BRAND GUIDELINES

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A clear identity.
A shared purpose.

Our brand helps people recognize Maximizing Potential and understand the work we are building. Every message, image and interaction should make that work clearer and more trustworthy.



Use this guide to make every communication feel connected.

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One identity, across every point of contact.

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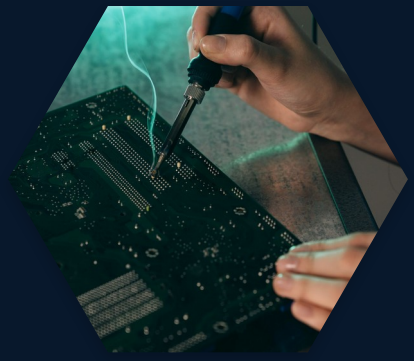
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Brand Strategy

Our brand explains who we aim to support, the practical help we are developing and what people can rely on us to communicate.

Mission, vision & values
Positioning, promise & personality
Brand pyramid

01

Proposed strategy
For leadership review

Mission, Vision & Values

Proposed statements aligned with our current public direction.

Mission

Fund independent founders, mission-led organizations and projects that serve communities.

Vision

A future in which people with useful ideas for their communities can find the early support to put them into practice.

Community purpose

Start with the people affected and the need they identify.

Practical support

Connect an idea to a clear, achievable next step.

Respect

Treat participants and collaborators as people with agency.

Accountability

Explain decisions and results with evidence.

Learning

Test carefully, listen and improve the work.

Positioning, Promise & Personality

Positioning

Maximizing Potential is an emerging source of early support for independent founders, mission-led organizations and social-good projects. Our direction combines funding with practical guidance so people can test an idea and take a useful next step.



Promise

Make the purpose, support and next step clear—and be honest about what is available, what is planned and what has been achieved.



Personality

Encouraging · Practical · Clear
Respectful · Curious · Accountable

PROPOSED STRATEGY · FOR LEADERSHIP REVIEW

Brand Pyramid

A proposed hierarchy for consistent decisions and communication.



Intended benefits describe programs in development; they are not a statement of current availability.

PROPOSED STRATEGY · FOR LEADERSHIP REVIEW

Brand Logo

Our mountain emblem and wordmark are the most immediate signs of Maximizing Potential. Use the supplied artwork consistently across every size and format.

Primary logo
Light and dark logo options
Logo variations
Usage guide

02

Our Logo

A navy hexagon, a white mountain-shaped M and a gold upward chevron form the core emblem. Use the supplied files to preserve its geometry and gradients.

Primary

MAXIMIZING
POTENTIAL

MAXIMIZING
POTENTIAL

Reversed

MAXIMIZING
POTENTIAL

MAXIMIZING
POTENTIAL

Clear space

X = ¼ emblem width
Use as the minimum starting space.



Keep surrounding copy, images and page edges outside the clear-space area. Use the supplied PNG artwork at its intended size. Avoid enlarging a small image for print.

Light & Dark Logo Options

Choose the version for your background

Use navy wording on a light background and white wording on navy. Keep the complete logo proportional and preserve the original emblem colors and geometry.

Horizontal · formal communications





Stacked · events and social graphics





Use the supplied artwork without adding a supporting phrase. Keep enough contrast and clear space around the full identity.

Logo Variations

Choose the arrangement that fits the space. Keep the complete identity proportional and use the supplied files for horizontal, stacked, wordmark and icon formats.



Program extensions

Use the organization logo with a divider and a clearly identified program name. The template is a layout for future use; it does not establish a new program.





Replace [Program name] only after the name and relationship are confirmed. Avoid separate, unrelated program logos.



Editable program lockup template

Logo Variations Continued

Both words can be navy or white. The emblem keeps its established colors and geometry. The inverted emblem is a separate supplied option.

Navy wording on light

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White wording on navy

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Inverted emblem

MAXIMIZING
POTENTIAL

Partner and special identities

MAXIMIZING
POTENTIAL | [Partner logo]

Keep partner marks separate. Confirm permission, relative size and each organization’s role before use.

Logo Usage Guide

Preserve the artwork, its spacing and its contrast. The examples below are deliberately incorrect. The supplied emblem gradients are part of the original design.



Do not stretch



Do not rotate



Do not recolor



Do not add effects



Avoid poor contrast

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Do not rearrange

Color Palette

Navy provides a stable foundation. White and warm ivory give the work room to breathe. Gold adds emphasis where it helps people find the next piece of information.

Primary colors
Supporting colors

03

Primary Colors

Build most layouts from these three colors. Navy anchors the system; white and warm ivory create clear, generous surfaces.



Navy

Use for main text, structural elements and dark sections. It gives white, antique gold and chevron gold details strong contrast.

White & warm ivory

Use white for a clean reading surface and warm ivory when a softer background supports the content.





Screen values are shown. No Pantone match is approved; request a color-managed print proof for the actual material.

Supporting Colors

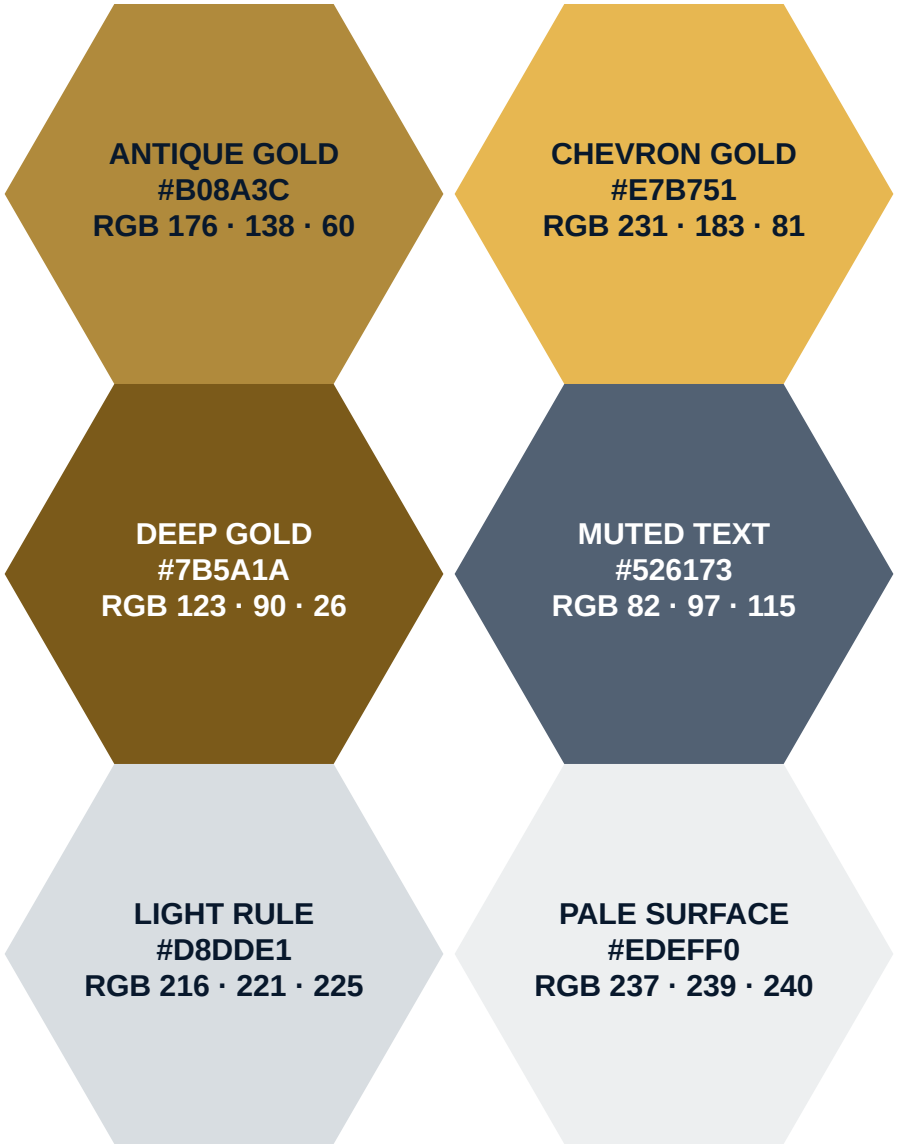
Use gold sparingly to guide attention. Choose the shade for its role and contrast, rather than using one gold for every purpose.

Three golds, distinct roles

Antique gold: accent rules and fills.
Chevron gold: emphasis on navy.
Deep gold: small accent text on light surfaces.

The quieter neutrals support text, dividers and surfaces. They are utility colors, not alternate logo colors.

Antique gold on ivory fails text contrast. Use deep gold for small accent text on light backgrounds.



Typography

Our type system is direct and easy to follow. Consistent weight, size and spacing keep the message organized and the person reading it in focus.

Brand fonts
Hierarchy and fallback

04

Our Fonts

Avenir Next

The primary family is Avenir Next. Use Demi Bold or Bold for headlines, Demi Bold for subheadings, and Regular for body copy. Use italic sparingly for quotes or emphasis.

HEADLINE · BOLD

Maximizing Potential

SUBHEADING · DEMI BOLD

Give an idea a practical next step.

BODY · REGULAR

Name the community need, explain the support and show the next action. Keep paragraphs short and use headings that help readers find what matters.

QUOTE / EMPHASIS · ITALIC

“Clear purpose. Practical next steps.”

Avenir Next specimens above are outlined to preserve the typeface.

Reliable fallback: Arial

Use Arial when Avenir Next is unavailable. This editable guide and presentation template use Arial to keep exchange reliable. Preserve the outlined logo artwork.

Font files are not included. Use a licensed local installation and recheck wrapping after substitution.

Graphic Elements

Simple geometry connects our materials without competing with the message. Use regular hexagons, aligned accent edges and subtle pattern around the unchanged logo.

The hexagon
Background texture



The Hexagon

The hexagon frames a short fact, an image or a point of emphasis. It echoes the emblem while keeping page content distinct from the logo. Use 60-degree diagonals, equal top/right accent widths and restrained shadows. Leave a generous safe area inside.



Solid brand color

Simple outline

Short information

Image crop

Chevron-led direction

Use separate graphic shapes. Never crop, dismantle or add decorative effects to the emblem itself.

Background Texture

Use a restrained tonal pattern to add depth to a large field. Keep it quiet, use one pattern at a time and keep small text on a clear surface. Never apply texture inside the logo.



Included as reusable PNG backgrounds. Decorative texture can be subtle; essential content must still meet the contrast guidance on page 25.

Photography

Show people doing meaningful work in the context in which it happens. Choose images that respect participants, reveal the process and describe a real moment accurately.

Photo guidelines
Licensed photo examples

06

Photo Guidelines

Show collaboration, making, listening and testing. Prefer natural light, useful context and people actively shaping the work.

Choose and prepare

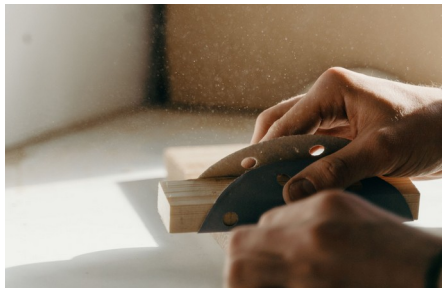
Choose an unused library image and record its placement. Confirm its license and intended use. For organization photos, verify permissions and captions. Preserve skin tones and context.

Use stock honestly

Use licensed stock to illustrate themes. Never describe these people as our participants or imply their endorsement. Add useful alt text and retain the source record.



Collaboration



Hands-on work



Listening



Making



Community action



Shared ideas

30 licensed photos. Each content placement uses a different image. Full photographer credits and licenses are in the photo library and slide notes.

Photo library, source links & placement register

Accessibility

Make accessibility part of writing, design and production. People should be able to find, understand and use the final format they receive.

Layout and typography
Color contrast
Media and document access

07

Accessibility Guidelines

Use WCAG 2.2 AA as the digital design target. These practices do not by themselves certify ADA or WCAG compliance.

Layout & typography

Use clear heading order and logical reading sequence. Keep information selectable. Start print body copy at 11–12 pt and web body at 16 px, then test readability.

Color & media

Normal text needs 4.5:1 contrast; large text needs 3:1 (18 pt regular or 14 pt bold). Pair color with labels. Meaningful interface cues and graphics generally need 3:1.

Add alt text and captions. Check keyboard access, document tags and reading order in the final format.

NORMAL TEXT · 4.5:1 OR GREATER

Aa Bb	Aa Bb	Aa Bb
Navy / white	Navy / ivory	Navy / gold
17.84:1	16.11:1	9.59:1

LARGE TEXT ONLY · 3:1 OR GREATER

Aa Bb	Aa Bb
Antique gold / white	Deep gold / chevron
3.21:1	3.40:1

DO NOT USE FOR TEXT · BELOW 3:1

Aa Bb	Aa Bb
Antique gold / ivory	Chevron gold / white
2.90:1	1.86:1

W3C: Contrast minimum · Non-text contrast · Use of color

Content Guidelines

Our writing helps people understand the purpose, the people involved and the next step. Be warm about possibility and exact about commitments, availability and results.

Our voice
Messaging principles
Examples



Our Voice

Write as a thoughtful person explaining useful work to another person. Be encouraging without pressure, specific without jargon and honest about the stage of the work.

Messaging principles

Put people and purpose first.

Name the concrete support or action.

Separate plans, commitments and results.

Use plain language and a clear next step.

Recognize others accurately.



EXAMPLE · PROGRAM STATUS

“Broader funding and incubation programs are in development. Funding applications are not open.”

Reconfirm availability before publishing. Describe what support provides before claiming what it changes.

Applications

Use the same identity across the materials people meet every day. Start from the supplied templates, replace each placeholder and check the final content at its intended size.

Email signature and letterhead
Digital ads and presentations
Flags and keychains

09

Everyday Correspondence

[Full name]

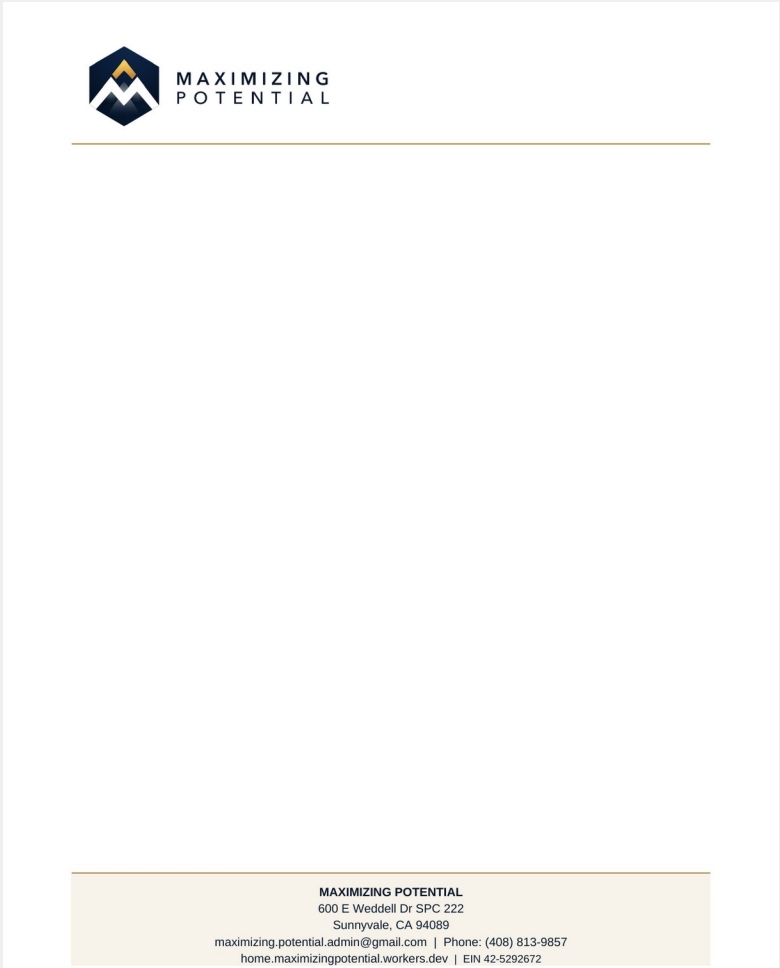
[Role] | Maximizing Potential

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maximizing.potential.admin@gmail.com
(408) 813-9857
home.maximizingpotential.workers.dev

Email signature

Live HTML text and links; replace name and role.



Letterhead

US Letter · editable Word · matching PDF



Presentation template



Digital ads

Flags & Keychains

Use the simplest arrangement that remains legible at the intended size. These are artwork concepts; the supplier must confirm its production template and proof.



Flagpole banner

24 × 60 in concepts



Keychain · front / back

2 in diameter concepts



Feather flag

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We’re here to help.

Start with the current brand kit. For a new layout or partner lockup, send your draft with the audience, final size, channel and deadline.

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