

CAMPAIGN BRANDING GUIDELINES



NEWCITYZEN

NATURALIZATION CAMPAIGN



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NEWCITYZEN NATURALIZATION CAMPAIGN

About

The NewCITYzen Naturalization Campaign is part of the Municipal Action for Immigrant Integration, a National League of Cities (NLC) project. The campaign seeks to help cities encourage qualified immigrants to become U.S. citizens by communicating the many benefits that citizenship provides for immigrants and their families. NLC has developed a customized marketing toolkit (TV and radio PSA's as well as collateral materials) for cities to implement naturalization initiatives in their communities.

Brand Integration and Strategy

A unified campaign, a unified message, a unified voice.

The NewCITYzen Naturalization Campaign's marketing goal is to partner with member cities to increase the number of naturalized citizens, therefore elevating civic participation in our partnering cities through voting.

The NewCITYzen Naturalization Campaign's brand is much more than a logo. It's the collective sum of visuals, sounds, and words that provide our campaign with a unique voice and personality. With a distinctive brand, our message can break through the clutter of the competition from many non-profit organizations and the thousands of other public service announcement messages.

This campaign has been strategically designed and produced via television and radio PSA's and collateral materials, such as posters and brochures, in both English and Spanish.

This toolkit will help maintain and protect the identity of our campaign's brand, while ensuring the delivery of a unique and consistent message across all communication materials. Thanks for helping us spread the positive message of citizenship in America!

Sincerely,

Ricardo Gambetta

National League of Cities
Manager

Immigrant Integration, Inclusive Communities Program
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BRAND STRATEGY

Brand Vision Overview

We wanted to create a campaign that can be executed along with our partnering cities. Together, we will communicate our campaign's core message:

"Citizenship is good for everyone and it helps build a stronger community, a stronger city, and a stronger country."

With active citizen participation, cities have:

- More integrated communities
- More political participation in local government (voting)
- More involved and responsible citizens

Personality

Friendly, Helpful, Positive, Patriotic

FRIENDLY: Warm, personable, interested in the well-being of others, and polite

HELPFUL: Active, solution-driven, assured, connective, and bilingual

POSITIVE: Constructive, hopeful, appreciative, and engaged

PATRIOTIC: Loyal, proud yet respectful of other cultures, practical, and future-oriented

IDENTITY

Logotype

Our distinctive “word” has been designed to be consistent and immediately associated with our campaign’s parent organization, the National League of Cities.



The White Bar

The white bar has been created to brand and differentiate all our campaign materials and to identify the campaign’s parent organization, the National League of Cities. The NLC and our partnering cities’ logos must always be included. We have also designated a recognition area for our campaign donor.

Logo placement and Sign-off

Our campaign logo for posters should always be placed at the center, slightly larger than the other logos. Our National League of Cities logo is always to be placed left to right.

Our partnering city logo must always be located at the right of the collateral piece.

Our campaign sponsoring organization, The Knight Foundation, is always placed under the logos mentioned above.



IDENTITY

Supporting Visual Elements

Research conducted by the National League of Cities revealed that the two most recognized American symbols among immigrants are the American Flag and the Statue of Liberty. Our surveys and focus groups also revealed the Statue of Liberty is the most associated symbol with immigration to the United States.



The campaign skyline was created to represent the entire United States of America, from major metropolitan areas to neighborhoods and rural communities, something that is also communicated in our radio PSA's through sound effects.

Our blue field has been created to reinforce our "campaign blue" as a highly identifiable color and as a strong yet carefully designed support element in our communications.

LOGO MISUSE

Never reposition the elements of the logo



Never mix up the colors of the logo



Never change the logo to an unapproved color



Never scale the logo unproportionally



TYPOGRAPHY AND COLORS

Fonts

Standard typefaces have been selected to enhance consistency in all printed communications materials.

Baskerville Bold

For logo, campaign button, and header text

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrs**tuv**wxyz
1234567890

Futura Medium

For body copy

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrs**tuv**wxyz
1234567890

Color Swatches

Our logo and campaign colors have been implemented to set our campaign message apart with a unique look and feel.



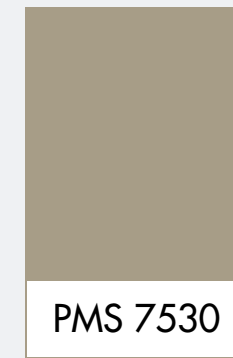
PMS 301

C 99%
M 77%
Y 22%
K 7%



PMS 1955

C 25%
M 93%
Y 81%
K 20%



PMS 7530

C 25%
M 25%
Y 40%
K 16%

Note: Swatches are for reference only and have not been evaluated by Pantone, Inc. for accuracy. They may not match the PANTONE Color Standards. Please refer to PANTONE Color Formula Guide for correct colors.



HISPANIC AND IMMIGRANT OUTREACH TIPS

Hispania was the original name provided by the Romans to the Iberian Peninsula that is now occupied by the countries of Spain and Portugal. Hispanics or Latinos are the people with a direct link to Spanish language heritage and culture. Hispanics do not have to speak or be native Spanish speakers, as we have Spanish dominant and English dominant Hispanics in America. Hispanics come from 20 plus countries, including Latin America and Spain. The term Latino usually implies that someone is from Latin America and although in the United States, Latinos are mostly considered people with Hispanic heritage, Brazilians also consider themselves Latinos, because Brazil is also in Latin America.

The United States is currently having the most significant and largest demographical shift in the history of the country's population mainly due to immigration, primarily Hispanic and U.S. Hispanic/Latino births.

Important Marketing Tips

- 1. Beyond numbers, learn your demographics.** Get to know the main immigrant communities in your city and learn about their cultures. If budget allows, conduct research with a professional company. If not, conduct your own research. If done well, this will avoid costly and even political mistakes.
- 2. Introduce yourself to your Multicultural Community Leaders.** Be tactful though. Community leaders have a tremendous influence in their communities. Get acquainted with the movers and shakers. Learn about their interests, dreams and issues. If possible, align your multicultural strategy with your target community's goals.
- 3. Find out as much as possible about your Multicultural Media.** Meet publishers, editors, and radio and TV station managers. Plan a media outreach and monitor your results. Only distribute press releases that are newsworthy in your multicultural communities. Learn which are the preferred and most effective media, and find out about literacy rates and possible cultural barriers.
- 4. Avoid using automated translations to target Hispanics and non-English speaking immigrants.** These translation programs are not always accurate. Adapting a message goes beyond translating words. It should also convey emotion and feeling. A computer software program is not always able to accurately deliver your message.
- 5. Select marketing tactics that work.** Innovative public and community relations and radio are solid communication vehicles. Make sure your message is embedded in a communication channel that works. Many immigrant communities now have publications in Asian languages, Polish, and many eastern European languages.