

Brand Guidelines





Who We Are

About Us

Patronicity was founded in 2013 in Detroit, Michigan. Our founders, Chris Blauvelt and Ebrahim Varachia, saw the opportunity crowdfunding offered as a catalyst for economic and community development in their city. Crowdfunding democratizes access to capital, empowers communities to champion their own sustainable development, and allows residents to support projects that matter most to them. Our name comes from the idea that individuals can become “Patrons of their City,” supporting the growth and development of their communities.

Our founders had an idea to differentiate us from all other crowdfunding platforms: the matching grant. We coined it as “crowdgranting.” Although the matching grant is not a new concept for traditional granting organizations, which often require organizations to raise a certain amount of funds in order to receive matching grant dollars, this was the first time matching grant dollars had been paired with crowdfunding.

Since 2013, Patronicity has partnered with numerous private and public sector organizations to distribute matching grants to community groups, small businesses, municipalities, and nonprofit organizations across the United States.



WHO WE ARE

Our Mission

We use crowdfunding as a catalyst for **placemaking** and **community development**, connecting granting organizations and patrons with hyper-local changemakers in order to build vibrant communities.



WHO WE ARE

Our Vision

Revolutionize placemaking by democratizing the funding, planning, and implementation process.

Transform communities by harnessing the power of crowdfunding and crowdgranting.

Empower changemakers to create more sustainable, healthy, and equitable communities.



WHO WE ARE

Tagline

Building Vibrant Communities



Logo



LOGO

Primary

Patronicity’s logo showcases community placemaking through the icon, a map pin. The logo utilizes multiple colors to showcase the diversity in the projects and communities we work with.

Our logo is an intentionally designed asset and should never be manipulated or altered.





LOGO

Variations

Patronicity's logo can be used in four variations: full color, reverse, white, and one color.

The full-color design is meant to be used on white or light backgrounds, and the reverse is meant to be used on dark backgrounds. These two variations should be used in most cases.

The white design is only to be used on dark backgrounds where it is hard to see the colors, or if the colors clash, such as on top of images or textures.

The one-color design is for printing with limited inks, such as on stationery where a high volume is produced with a single Pantone color.



FULL COLOR



ONE COLOR



REVERSE



WHITE



LOGO

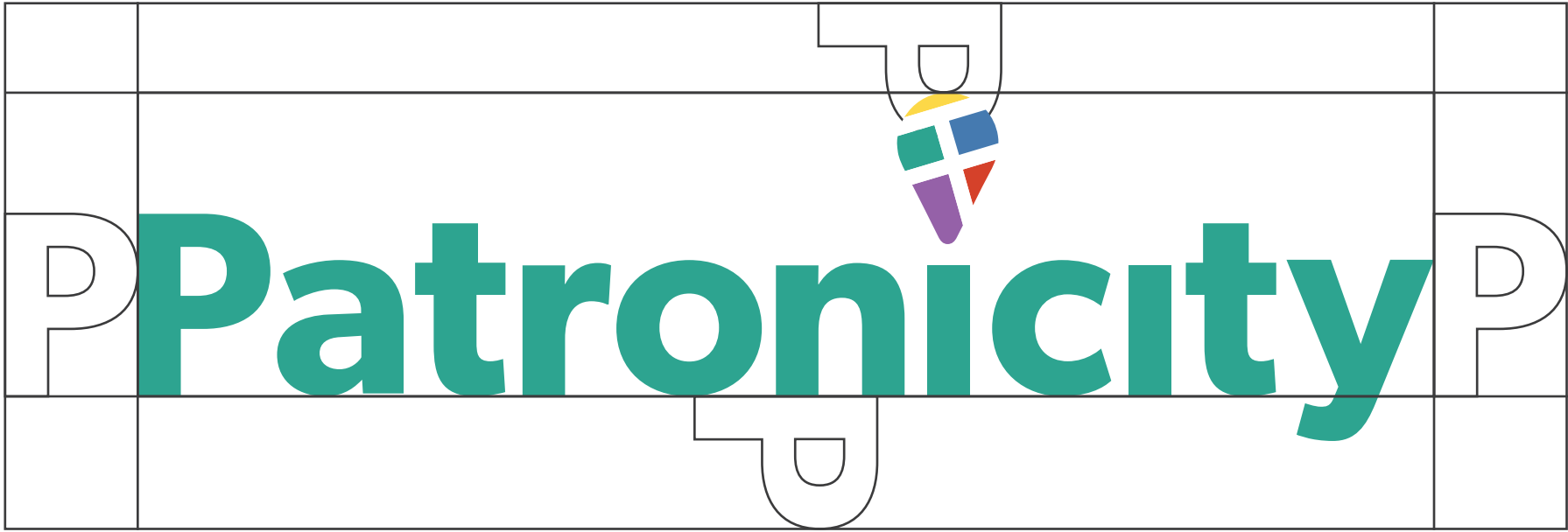
Clear Space and Sizing

Our logo should always be surrounded by a minimum amount of space to ensure other elements do not crowd the logo. The clear space is defined by the width of the logo's letter P, shown here.

Above the map point, the minimum space is smaller to account for white space above the text.

The clear space is a minimum guideline.

For legibility, do not use the logo smaller than 50px or .7 in.



Logo minimum height: 50px / .7 in





LOGO

Incorrect Usage

The Patronicity logo is an intentionally designed asset that should only be used in the ways outlined in the brand guide. Do not manipulate the logo in any way, including examples shown at right.



Do not stretch or manipulate the logo



Do not use the logo in a sentence



Do not use colors outside of provided files



Do not flip or rotate the logo



Do not use effects on logo



Do not place the logo on clashing colors or colors/images that affect legibility



LOGO

Icon

The map pin icon showcases city blocks with roads to symbolize community-building.

The icon can be used as a supporting design element when the user is seeing it in context with other branding.





Brand Colors



BRAND COLORS

Primary Palette

Our primary color palette consists of Teal, White, and Slate Gray. Teal is used to add pops of color to images, backgrounds, and designs. White is used to add breathing room to a design and Slate Gray is the primary color for text.

All colors in our palette are designed to be accessible. The color used for type is the color checked against the swatch. For example, the contrast ratio for the Teal is when paired with White (the color of the text on that swatch). Utilize a tool such as WebAim.Org to check unknown color combinations as needed. Ensure text size when designed aligns with the pass/fail shown.

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

Teal
 HEX #2DA490
 CMYK 76, 13, 52, 1
 RGB 45, 164, 144
 PANTONE 7473

CONTRAST RATIO	3.07:1
LARGE TEXT	AA
NORMAL TEXT	X

Slate Gray
 HEX #3B3B3C
 CMYK 69, 62, 60, 51
 RGB 59, 59, 60
 PANTONE 447

CONTRAST RATIO	11.18:1
LARGE TEXT	AAA
NORMAL TEXT	AAA

White
 HEX #FFFFFF
 CMYK 0
 RGB 255, 255, 255

CONTRAST RATIO	11.18:1
LARGE TEXT	AAA
NORMAL TEXT	AAA



BRAND COLORS

Shades

Shades of Teal were created to add depth to our designs. Using Dark Teal for text that needs to stand out compared to Slate Gray ensures accessibility at a smaller size. Honey Dew is a refreshing airy color that can be used to break up backgrounds or add color subtly.

Dark Teal
 HEX #0A6154
 CMYK 89, 40, 67, 28
 RGB 10, 97, 84
 PANTONE 561

CONTRAST RATIO	7.36:1
LARGE TEXT	AAA
NORMAL TEXT	AAA

Honey Dew
 HEX #E5F5E9
 CMYK 9, 0, 9, 0
 RGB 229, 245, 233
 PANTONE 621

CONTRAST RATIO	9.89:1
LARGE TEXT	AAA
NORMAL TEXT	AAA

Accent Colors

Accent colors add variety to a design and can be used to call out elements or create a more playful look and feel.

Cantaloupe is a perfect color for website buttons and pairs well with the primary and shade color palettes; it maintains professionalism while bringing warmth to a design.

Purple and Blue can be used on designs that have more room to be playful, such as social media or company swag (shirts, mugs, etc.).

Cantaloupe
 HEX #FCCC91
 CMYK 1, 21, 47, 0
 RGB 252, 204, 145
 PANTONE 148

CONTRAST RATIO	7.55:1
LARGE TEXT	AAA
NORMAL TEXT	AAA

Purple
 HEX #9561A8
 CMYK 46, 72, 0, 0
 RGB 149, 97, 168
 PANTONE 2583

CONTRAST RATIO	4.61:1
LARGE TEXT	AAA
NORMAL TEXT	AA

Blue
 HEX #457AB0
 CMYK 77, 47, 10, 0
 RGB 69, 122, 176
 PANTONE 7683

CONTRAST RATIO	4.5:1
LARGE TEXT	AAA
NORMAL TEXT	AA



BRAND COLORS

Accessible Color Pairings

When using the primary, shade, and accent color palettes, there are several accessible combinations that pair well together. Those options are shown here, with the text and block behind it showcasing the pair.





BRAND COLORS

Logo Color Palette

Our logo incorporates two colors—Red and Yellow—that are not used on branding materials. These colors should not be used anywhere else outside of our logo.



Teal
HEX #2DA490
CMYK 76, 13, 52, 1
RGB 45, 164, 144
PANTONE 7473

Purple
HEX #9561A8
CMYK 46, 72, 0, 0
RGB 149, 97, 168
PANTONE 2583

Blue
HEX #457AB0
CMYK 77, 47, 10, 0
RGB 69, 122, 176
PANTONE 7683

Red
HEX #D5412A
CMYK 10, 89, 97, 1
RGB 213, 65, 42
PANTONE 7597

Yellow
HEX #FCD848
CMYK 2, 12, 83, 0
RGB 252, 216, 72
PANTONE 129



Typography



TYPOGRAPHY

Fonts

Our brand typeface for both print and web is Roboto. Utilize black, regular, and light as defined on the next page to create hierarchy within designs. To add variety and interest, use Roboto Slab Bold for quotes, stats, and call outs.

Roboto and Roboto Slab are available for free from both Google and Adobe.

Roboto

AaBbCc

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZabcdefghijklmnopqrstuvwxyz!
?\"#@\$**

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZabcdefghijklmnopqrstuvwxyz!
?\"#@\$

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZabcdefghijklmnopqrstuvwxyz!
?\"#@\$

Slab Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZabcdefghijklmnopqrstuvwxyz!
?\"#@\$**



TYPOGRAPHY

Type Hierarchy

When possible, write and design copy using the following examples as guidance for headlines, subheads, body copy, quotes, stats, and overlines.

Headline: Roboto Black

Transform Community

Subhead: Roboto Light

Crowdfunding for better communities.

Body Copy: Roboto Regular

We empower local placemaking projects through crowdfunding, access to matching grants and hands-on project coaching. With a 96% success rate and 6+ years of experience, we can help you get the funding and support you need to turn your vision into reality and transform your community.

Quote and Stats: Roboto Slab Bold

“Look and listen outside of yourself. Don’t be afraid to ask questions, and maybe get your hands a little dirty.”

Overline: Roboto Regular (All Caps)

CROWDFUNDING



Icons



ICONS

Two-Color Icons

Our icons are designed using a single line stroke, with round caps and corners. To add a layer of interest, icons are two colors with the strokes in Teal and elements filled with Honey Dew. The icons balance being clean and playful.

To create movement within icons depicting figures, elements are customized to have curved rather than linear lines. This, in addition to action lines and stylized diamond starbursts, adds expression to the designs.

Icons are meant to quickly express an idea or message, in combination with text when applicable. They should not be too complex and should be perceptible at a small size.

The minimum size for these icons is 100px.



FINANCE



CROWDFUNDING



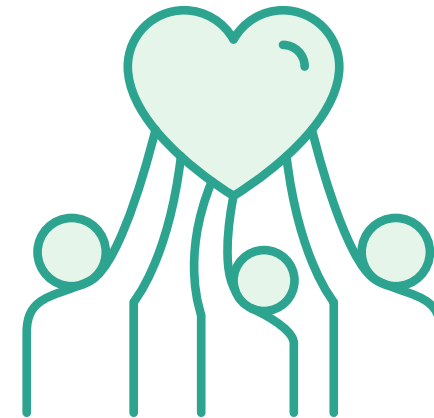
CROWDGRANTING



WORKING TOGETHER



PATRON



COMMUNITY



NEW PROJECT



INSIGHT



RESOURCES



OUTREACH



Branding Application



BRANDING APPLICATION

Website

This mockup showcases how to use our brand's type, color, and icons seamlessly on a website. This style would also apply to email design or assets that have more of a practical use – it expresses messaging and call to action in a way that is easy to follow and consume.

The Cantaloupe color is used for call to action buttons. The color adds a fresh and eye-catching element to the design.

Patronicity Supported Programs All Campaigns About Us Patronicity Resources [Begin a Campaign](#) Search For... [Login or Sign Up](#)

Empowered Placemaking

Crowdfunding for better communities.

[Explore Granting Programs](#) [Begin a Campaign](#)

Ready to transform your community?

We empower local placemaking projects through crowdfunding, access to matching grants and hands-on project coaching. With a 96% success rate and 6+ years of experience, we can help you get the funding and support you need to turn your vision into reality and transform your community.

- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum

CASE STUDY

MEDC Public Spaces, Community Places – Michigan

Goal: Provide an inclusive platform that allows local residents and stakeholders to play a role in projects that will transform their communities into places where talent wants to live, businesses want to locate, and entrepreneurs want to invest.

Impact:

- Democratized access to capital
- Deeper civic engagement
- Increased public awareness and press towards community projects,

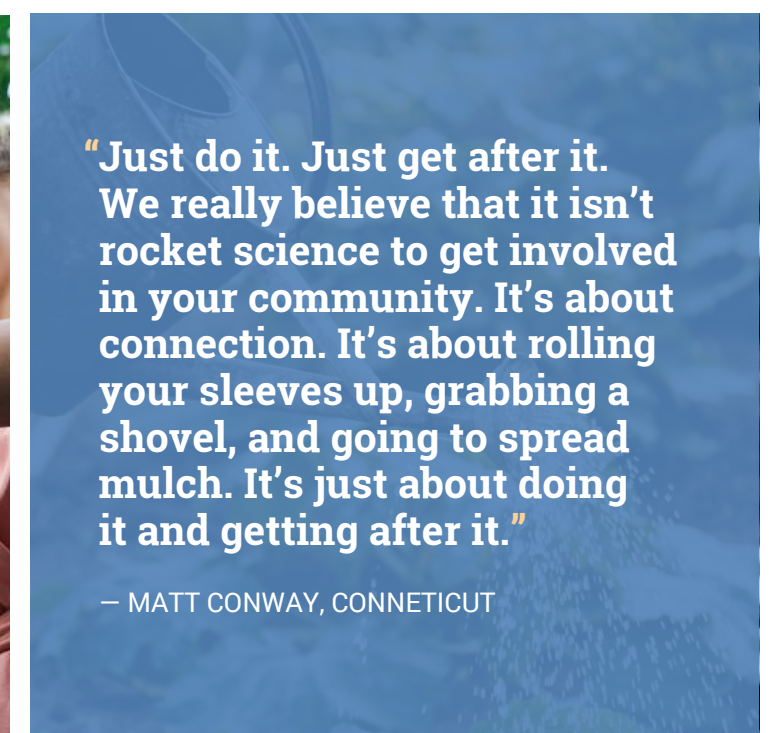
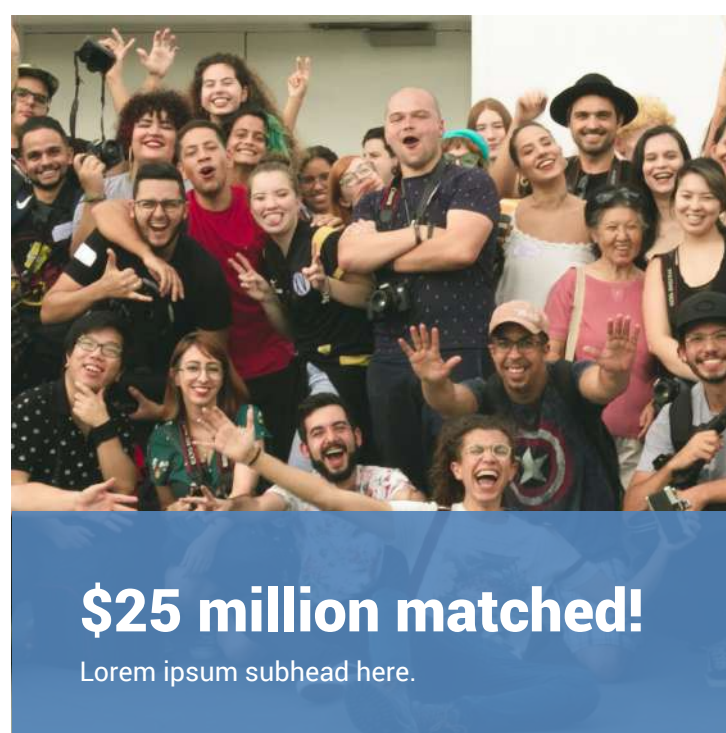
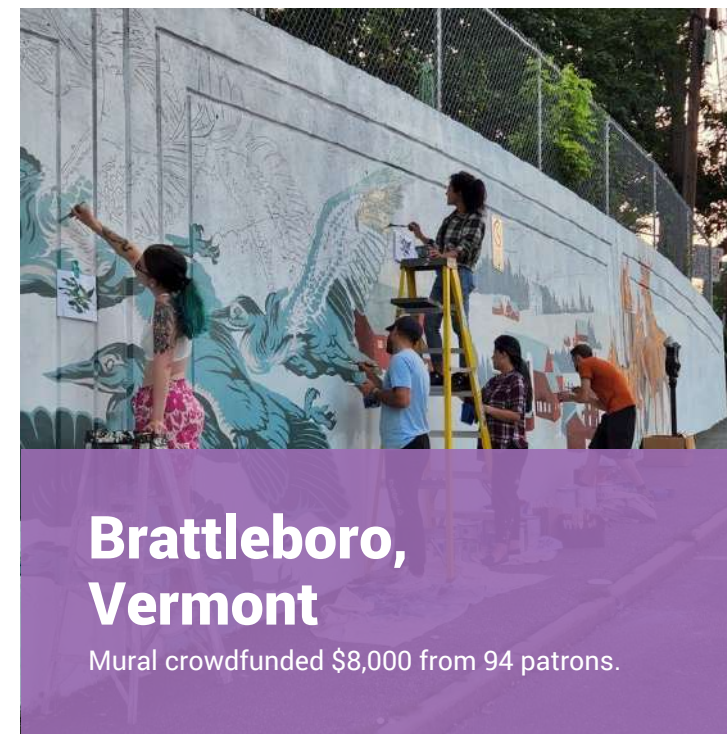
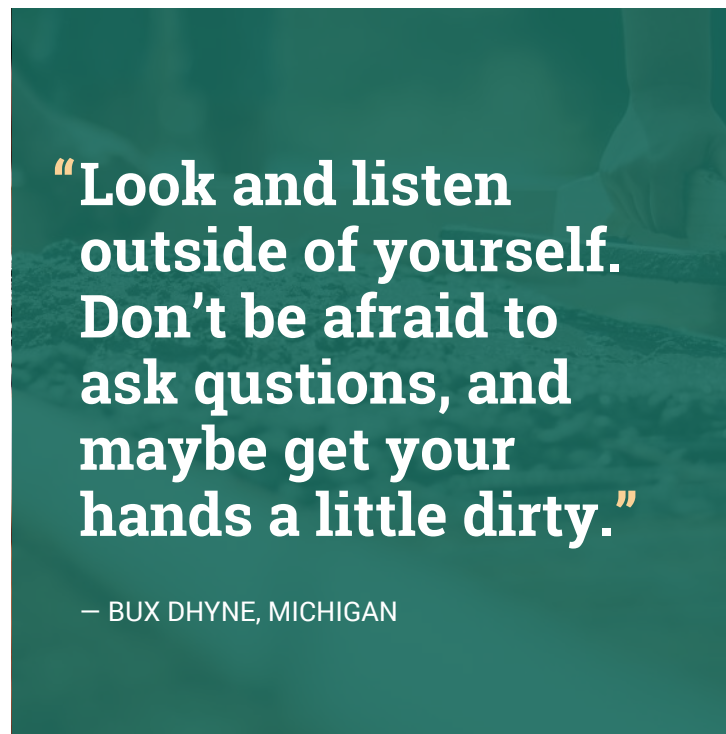
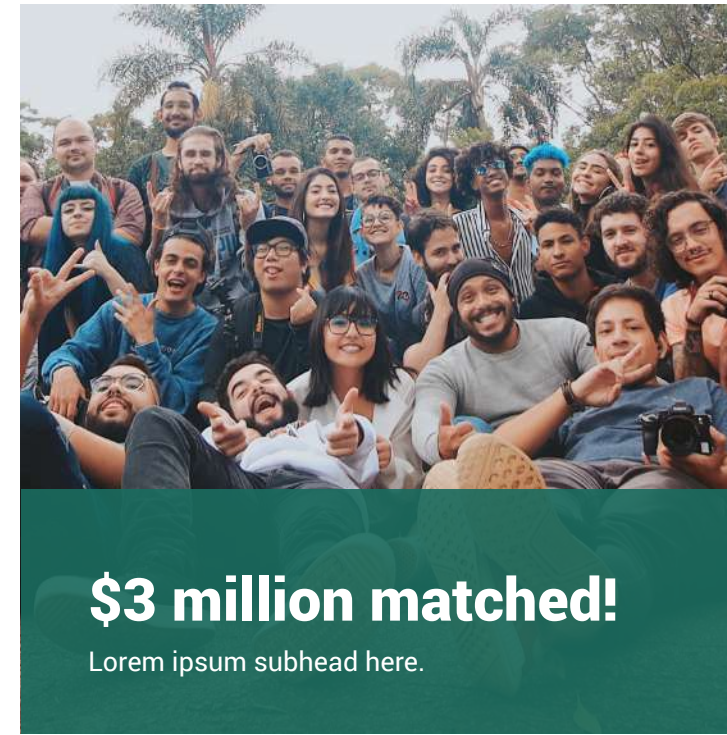
[Read More](#)



BRANDING APPLICATION

Social Media

These mockups showcase how to use our brand's type, color, and icons seamlessly on social media. Purple and Blue accent colors are used more on social media to bring a fun and fresh feel to the feed. Teal should be used more than accent colors. Cantaloupe can be used as a background color or for small call outs, such as quote marks, or headlines.



\$3 million matched!

Lorem ipsum subhead here.

**Empowered
Placemaking**

Crowdfunding for better communities.

**“Look and listen
outside of yourself.
Don't be afraid to
ask questions, and
maybe get your
hands a little dirty.”**

— BUX DHYNE, MICHIGAN

**Brattleboro,
Vermont**

Mural crowdfunded \$8,000 from 94 patrons.

\$25 million matched!

Lorem ipsum subhead here.

**We're
Hiring!**

Join our team as
our New England
Program Manager
and help build
vibrant communities.

Patronicity

**“Just do it. Just get after it.
We really believe that it isn't
rocket science to get involved
in your community. It's about
connection. It's about rolling
your sleeves up, grabbing a
shovel, and going to spread
mulch. It's just about doing
it and getting after it.”**

— MATT CONWAY, CONNECTICUT



Thank you.