

Bellwether

PUBLIC RELATIONS

BRAND GUIDELINES

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A bellwether is a *leader*; they analyze their landscape, anticipate next steps and redirect their team to ensure the *best* possible outcome.

Our agency is a bellwether signaling a new direction in public relations. Audience preferences, industry methodologies and client needs are constantly evolving — and so are we. Bellwether Public Relations is at the forefront of change, anticipating communications trends while we influence them. We blaze new trails to best serve our clients. We also acknowledge that our work has critical implications, shaping issues that result in long-term positive change. This is a significant responsibility and one we do not take lightly. But as a bellwether that can lead our people and clients toward their goals and influence issues that matter, we're up for the task.

NICHE

Public relations and marketing with a foundation in public policy.

CORE FOCUS

Michigan's most influential agency, making waves across the nation.

PURPOSE

Improving lives through public relations.

VALUES

Excellence

We immerse ourselves in our clients' worlds to better understand the paths needed to achieve their goals. We pair this with decades of experience and strong partnerships to deliver at the highest quality. We give our clients excellence in our award-winning strategies, tactics and execution – nothing less.

Growth

We end every day a little smarter and stronger than we started it. We share knowledge and provide the time and resources to help our team and clients achieve their goals. Our work is a constant learning process. We acknowledge the need to consistently absorb new information and innovate to excel in the long run because there is always more to learn.

Teamwork

We work as a team in all aspects: with our colleagues, with our clients and within our industry. We uplift one another, prioritize loyalty and respect our partnerships. Client relationships are always personal, never transactional. Our work is a collective effort — when one of us succeeds, we all succeed.

Harmony

We embrace an inherent equilibrium throughout our work and our lives. Our team members are empowered to step away to get a broader view or step up when pressing situations arise. By accepting this ebb and flow, we remain prepared to adapt to the ever-shifting tides of the media landscape and the world around us.

PROVEN PROCESS

Bellwether offers a unique approach to public relations campaign management: the RACE model (Research, Action Plan, Communicate, Evaluate). Developed by industry leaders decades ago, we consistently apply this proven process to every project:

Dedicating time to **research**, collecting both quantitative and qualitative metrics to understand the root of every issue and inform decision-making.

Developing an **action plan** for strategic public relations and digital marketing tactics, led by data and SMART goals.

Doing the work necessary to **communicate** our message, integrating a distinctive mix of service lines for integrated outreach.

Evaluating our success, going beyond typical metrics to assess big-picture results relevant to our clients' specific goals, such as direct action or audience shifts.

Additionally, our team brings deep expertise, both in our craft and in our clients' focus areas. We place a high value on our team members' pursuit of the APR (Accreditation in Public Relations) certification, demonstrating an ongoing commitment to remaining up to date on industry trends and best practices while supporting educational efforts to uplift others in the process. We see public relations as a collective effort; we achieve more together.



TARGET AUDIENCES

Geography

- Primary: Michigan
- Secondary: Midwest

Demography

Lobbying firms, foundations, government, nonprofits, businesses and associations (C-suite, government relations and communications executives) in the following markets:

- Health, finance, education, infrastructure, telecom, environment, energy/utilities, casino/gaming, social policy, technology, cannabis, manufacturing

Psychography

Winning (on whatever issue they are working on), protecting/ supporting their brand, customers or members.

TARGET AUDIENCES

Our people are a remarkable lot. They're movers and shakers, team players and partners – not order-takers. They inspire and aren't afraid to put their opinions on the wire. They protect and respect each other and always look out for their clients' interests. They not only believe in their cause but live and breathe it. They stick to their word, and they will make your voice heard and ensure your goals are met.

Organizations that work with Bellwether are driven to make an impact and to enact change that doesn't just boost their quarterly metrics but lasts generations. They keep an open mind, recognizing that new perspectives and unconventional ideas often lead to effective results.

Bellwether's primary audience consists of nonprofits, foundations, advocacy organizations, government agencies, associations, coalitions and causes, and businesses that aim to amplify a message and enact system-wide change. They are leaders across various industries, including but not limited to social and issue-based

policy, healthcare, environment and energy, finance, education, infrastructure, telecommunications, national defense, gaming, technology and manufacturing. With locations spanning the country and the world, these organizations represent numerous markets and varied needs.

Bellwether's team, partners and stakeholders are driven minds that make up the collective power behind Bellwether's operations. We bring to every client a portfolio of diverse experiences; from data enthusiasts to abstract thinkers to empathetic connectors, we all bring something unique to the table. We spark new ideas and, more importantly, see them to fruition. Our clients and partners are leaders who share our values and drive, and whose trust we have worked hard to earn.

Together, our audiences are creative thinkers who don't hesitate to push the envelope or cut through red tape when needed. We believe in our causes and do what it takes to spread the word.

THREE UNIQUES

1. We support clients who work to *make the world a better place.*
2. We form a *deep understanding of our clients* and the issues shaping our future.
3. We partner with clients to achieve *meaningful, measurable results.*

TAGLINE

Inform. Influence. Inspire.

ELEVATOR PITCH

Bellwether Public Relations is a full-service public relations firm that combines experience and strategy to drive tangible change. For more than two decades, we've expanded our service areas substantially, offering comprehensive strategic communications support from crisis communications and reputation management to public affairs advocacy, digital media and influencer marketing. Through it all, we prioritize deep research and measurable success. Our partners represent a wide range of industries, including social and issue-based policy, healthcare, environment and energy, and education, to name a few. In short, we create and amplify the messages necessary to inspire long-term, system-wide change. Because, at the end of the day, we hope our work has left the world a little better than we found it.

the Visual Brand

THE LOGO

The Bellwether logo is a wordmark exuding simplicity and sophistication. It is built from the typeface The Silver Editorial with minor customizations to make it unique. The wordmark may be used with or without the descriptor, depending on its use. The descriptor is set in Roboto Flex.

All logos are included in four different file types: PDF, SVG, EPS and PNG. For more information about when to use which format, see the **File Type Guide** in the Appendix. Each logo is included in three different color spaces: PMS, CMYK and RGB, as well as Black and Reversed. For more information about which color space to use, please refer to the **Color Space Guide** in the Appendix.



THE LOGO SUITE

The Bellwether brand has a suite of logos for flexibility and versatility. The primary descriptor will be the most public-facing version due to its clarity. Use the center-aligned version most often, and resort to the left-aligned version only when the design layout requires a left-aligned solution. The Primary may also be used in instances where audiences are familiar with the Bellwether brand.

The 'B' Icon may be used at small scales or in places where additional branding feels appropriate.

PRIMARY DESCRIPTOR

Bellwether
PUBLIC RELATIONS

PRIMARY

Bellwether

PRIMARY DESCRIPTOR - LEFT

Bellwether
PUBLIC RELATIONS

ICON

B

ALTERNATIVE LOGO TREATMENT

When a pop of color is needed or might add to the design, the alternative treatment may be used. This treatment utilizes an arch in the color Goldfinch behind the logo, meant to represent a bell.

This treatment is to be used sparingly, please use your best judgment as to when this version may be appropriate for use. Only use this treatment on light colored backgrounds.



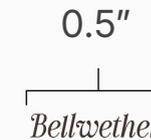
SIZING & SPACING

Sizing

Minimum size requirements have been established to ensure legibility of the logo and recognition of the brand. The application in which the logo is being used should guide the usage size—using your discretion and the standards provided within this book. Proportions of the logo should **never** be altered, not under any circumstances.

Spacing

Always maintain the minimum distance between any part of the logo and any other elements appearing on the page—this minimum distance should be equal to the height of the “B”. This minimum distance also applies to the spaces allowable between the edge of the page and any part of the logo. No other elements—copy, photos, artwork, etc.—should be placed within the space indicated or behind the logo (unless a photographic background is being used on the majority of the page).



0.15" [B



LOGO MISUSE

The composition of a logo is very specific and is important for proper recognition of your brand. Do not attempt to recreate the logo, in any form. Changing the logo's fonts or colors, stretching any elements, or adding and subtracting elements in any form is prohibited. The following are a few common examples of logo misuse.

DISTORTED PROPORTIONS



DROP SHADOWS



ROTATION



DISTRACTING BACKGROUND



WRONG COLOR



WRONG TYPEFACE



COLOR PALETTE

The Bellwether primary color palette is comprised of six colors: Goldfinch, Shell, Slate, Huron, Sedge Grass and Juniper. Canary, Shell and Slate are the primary brand colors that should be used most often. The secondary palette can be used as needed for supporting colors. These colors were chosen for their versatility and consistency. Always use the color breakouts listed on this page. Tints of these colors may also be used.

It is normal for color variations to occur between coated and uncoated stocks and among various digital printing devices, particularly in-office printers.

The logo and color palette will be provided to you in various color spaces: PMS, full color/four color/CMYK, RGB, Black and Reversed. Refer to the **Color Spaces** guide in the Appendix to learn about which color space to use.

Please note: Colors vary depending upon printing device and monitor screen.

<p>GOLDFINCH PMS: Yellow 012 CMYK: 1, 14, 100, 0 RGB: 255, 211, 0 HEX: #ffd400</p>	<p>SHELL PMS: 412, 3% tint CMYK: 3, 2, 2, 0 RGB: 244, 244, 244 HEX: #f5f5f5</p>	<p>SLATE PMS: 412 CMYK: 58, 64, 66, 54 RGB: 55, 46, 45 HEX: #453833</p>
<p>HURON PMS: 2205, 90% tint CMYK: 38, 14, 13, 0 RGB: 155, 191, 206 HEX: #9cbfcf</p>	<p>SEDGE GRASS PMS: 2260 CMYK: 31, 7, 36, 0 RGB: 179, 206, 175 HEX: #b2cfb0</p>	<p>JUNIPER PMS: 562 CMYK: 82, 36, 59, 17 RGB: 46, 114, 104 HEX: #2e7268</p>

TYPOGRAPHY

In order to keep a consistent look and feel, always use branded typography for materials.

Bellwether's primary fonts are Playfair Display, Inter and Roboto Condensed. Playfair Display is useful for headlines and larger display typography. Inter is best used for body copy, and Roboto Condensed is best used for sub-headings and set in ALL CAPS.

Playfair Display can be downloaded for free on [Google Fonts](#).

[Inter](#) and [Roboto Condensed](#) can both be downloaded for free from Google Fonts.

Playfair Display Regular

Playfair Display Regular Italic

Playfair Display Bold

Playfair Display Bold Italic

Playfair Display Black

Playfair Display Black Italic

Inter Regular

Inter Italic

Inter Medium

Inter Medium Italic

Inter Bold

Inter Bold Italic

Roboto Condensed Regular

Roboto Condensed Italic

Roboto Condensed Bold

Roboto Condensed Bold Italic

TYPOGRAPHY GUIDELINES

How you set your typography is as important as the typefaces you select.

In order to maintain consistency with the brand, use the following sample as a guide on how to set your typography. Specific values will likely need to change according to the needs of the design. Use your best judgment.

Always ensure there are generous margins and enough leading, as these things aid readability.

ROBOTO CONDENSED BOLD
SIZE: 9 PT
ALL CAPS

MISSION

Leveraging *informed* outreach and campaigns to influence and shift perspectives for the *better*.

PLAYFAIR DISPLAY REGULAR, ITALIC
SIZE: 19 PT

ROBOTO CONDENSED BOLD
SIZE: 9 PT
ALL CAPS

VALUES

Excellence

PLAYFAIR DISPLAY REGULAR
SIZE: 19 PT

INTER REGULAR
SIZE: 11 PT

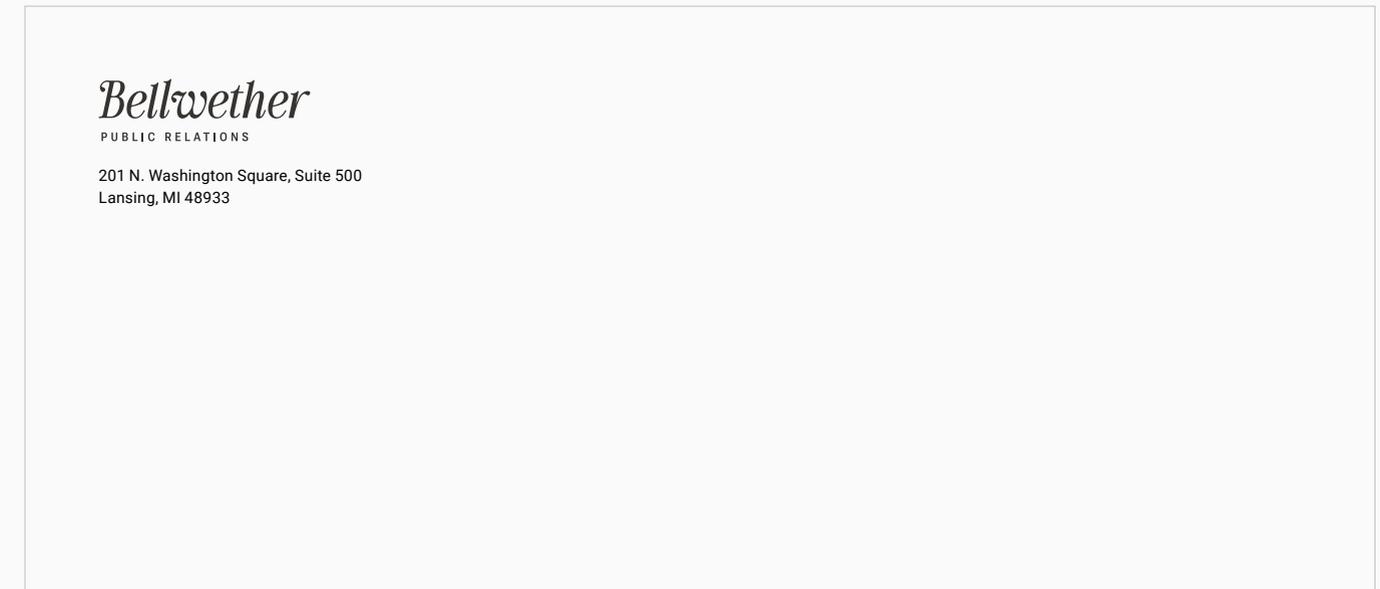
We immerse ourselves in our clients' worlds to better understand the paths needed to achieve their goals. We pair this with decades of experience and strong partnerships to deliver at the highest quality.

BRAND IDENTITY MATERIALS

Business Cards



#10 Envelope



BRAND IDENTITY MATERIALS

Letterhead



Mx. First Last
 Position
 Company Name

Dear Xxxxx,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec tempus tellus vel aliquet tincidunt. Vestibulum vehicula felis est, non vestibulum lectus fringilla et. Maecenas ligula nulla, vestibulum pellentesque sodales malesuada, tristique in nisl. Ut tincidunt egestas ligula, ac consequat ligula volutpat at. Sed auctor bibendum fermentum. Phasellus fermentum lacinia quam, quis tempor neque.

Nam pulvinar nisl sed libero tincidunt ultrices. Mauris eu nunc ornare, varius velit ac, vestibulum nulla. In pretium augue at justo aliquam, eget efficitur nisi malesuada. Nullam a leo ut est malesuada fringilla sed quis ex. Proin lobortis convallis suscipit. Pellentesque venenatis lacus sit amet turpis bibendum egestas. Pellentesque porta sit amet dolor posuere dictum. Nullam sed porttitor purus.

Nam nec lectus id libero vehicula suscipit et sed justo. Vestibulum at faucibus enim, id rhoncus lacus. Sed ultrices lectus quis odio pellentesque, vitae cursus orci rutrum. Morbi euismod, tellus sed interdum aliquam, diam nibh finibus lacus, eget ornare mi ante vitae mi. Etiam quis sodales mauris, id fringilla nisl. Maecenas tempor pulvinar quam, ut suscipit velit consectetur nec. Pellentesque convallis diam semper, mattis ipsum in, posuere quam. Aenean mattis quam nec elementum efficitur. Donec vulputate dapibus ante vitae fringilla.

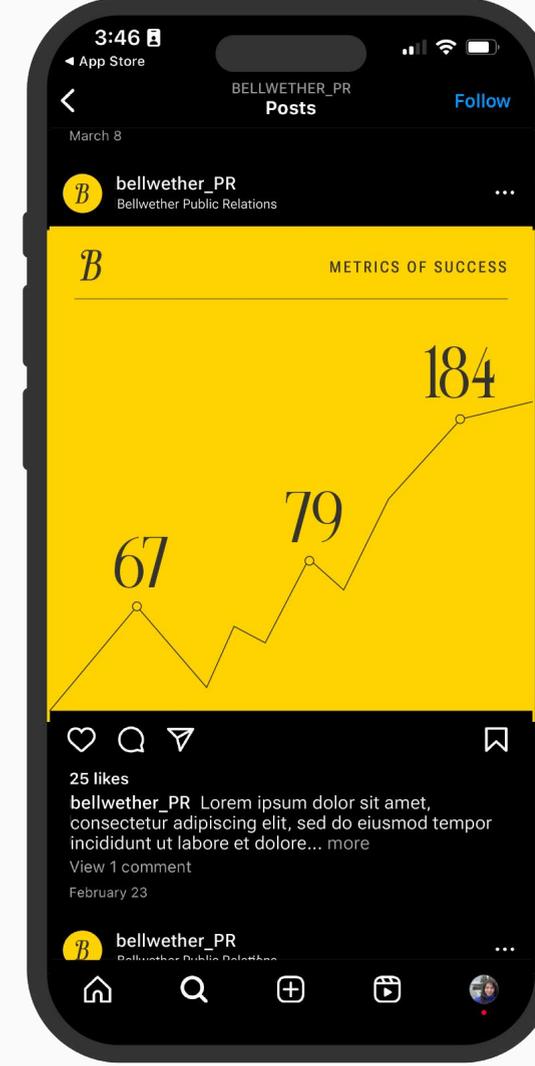
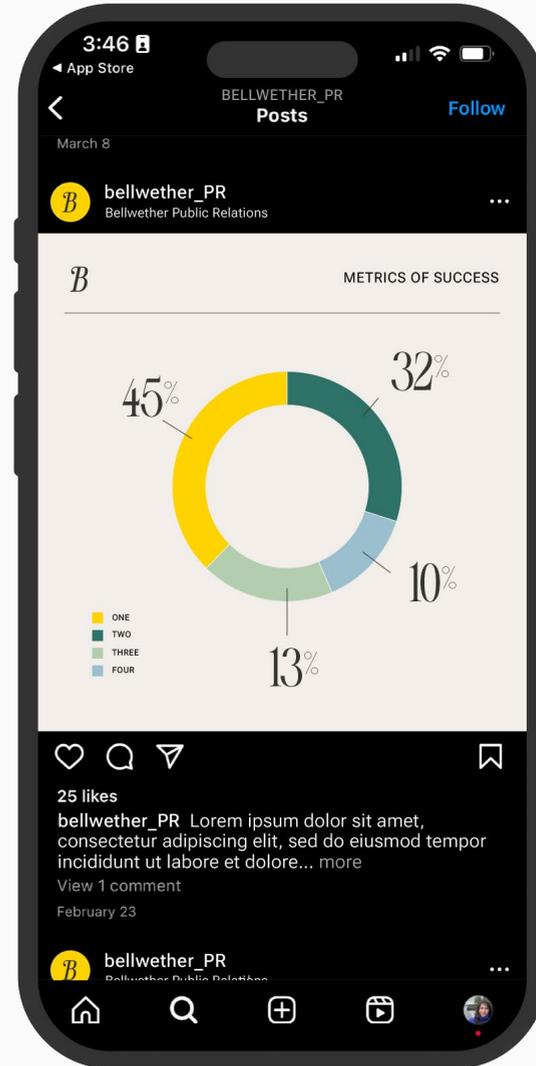
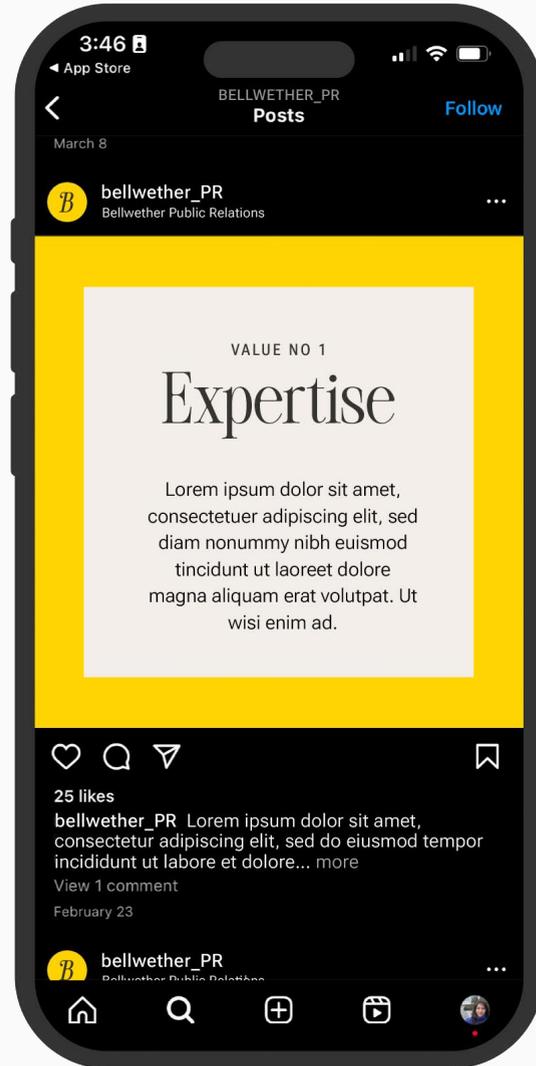
Nullam magna nibh, interdum quis ullamcorper ut, ullamcorper vel nisl. Donec pretium tempor iaculis. In eu urna laoreet dolor facilisis interdum. Fusce elit tortor, accumsan suscipit consequat at, lacinia eget risus. Phasellus in ex imperdiet, ultrices justo vel, placerat turpis. Aliquam hendrerit, massa sed scelerisque molestie, ex purus pulvinar neque, vitae volutpat magna purus bibendum ex. Mauris quam libero, volutpat sit amet molestie a, tristique ac urna.

Sincerely,
 Xxxxxx

201 N. Washington Square, Suite 500, Lansing, MI 48933	517-485-6600	bellwetherpr.com
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Samples *of* Use





FILE DIRECTORY

Primary Descriptor



Bellwether_PrimaryDescriptor_Slate



Bellwether_PrimaryDescriptor_Shell

Primary



Bellwether_Primary_Slate



Bellwether_Primary_Shell

Alternate



Bellwether_Alternate

Primary Descriptor – Left



Bellwether_PrimaryDescriptorLeft_Slate



Bellwether_PrimaryDescriptorLeft_Shell

Icon



Bellwether_Icon_Slate



Bellwether_Icon_Shell

Bell



Bellwether_Bell

Please note: All marks shown in the File Directory (excluding black) are provided in CMYK, RGB and PMS color spaces. Each color and version are provided as an .svg, .eps, .pdf and .png.

FILE DIRECTORY

PowerPoint Template



Bellwether_PPTTemplate

FILE DIRECTORY

Avatar



Bellwether_Avatar



Bellwether_Avatar_Slate

Banner Images



Bellwether_FBBanner



Bellwether_TwitterBanner



Bellwether_LinkedInBanner

FILE TYPE GUIDE

There are three different file types included in each logo color space folder. See below for usage situations.

EPS: An EPS file is a vector based file which means that it is scalable without losing quality. This makes it suitable when a file needs to be scaled to large sizes for a billboard or a sign, for example. EPS files should be used when the file needs to be edited by the receiver with professional vector based software. For example, when sending the file to a printer for a T-shirt, pen, etc. EPS stands for Encapsulated PostScript.

PDF: A PDF is a file type that displays graphics and documents correctly, no matter the device. It is the preferred file type to use when sending something to a printer because it maintains quality and is also scalable. The PDF files provided of the logo are vector based. PDF stands for Portable Document Format.

PNG: PNG files should be used only in digital environments (not for printed materials). For example, on a social media graphic or in an email signature. A PNG is a pixel based file format with the ability to store transparency, making it ideal for use when vector based files will not work. This file type should not be scaled to large sizes as pixelation will occur. This file is suitable for use on the web, in RGB color space. PNG stands for Portable Network Graphics.

SVG: An SVG file is a vector based file, which means that it is scalable without losing quality. SVG files are primarily used on the web, and with increasingly high-resolution screens, it is important that an appropriate file is used in order to maintain quality. This file can be used on the web, in RGB color space. SVG stands for Scalable Vector Graphics.

COLOR SPACES GUIDE

There are five different color spaces included with each logo file. See below for usage situations.

CMYK: Files in CMYK color space should be used when working with most printed materials. CMYK should be used for full color printing, internal or professional. Although there may be small color shifts that happen in printing, it provides the greatest amount of accuracy when printing designs that contain color photography. CMYK should be the color space of choice for any design that is full color. CMYK stands for Cyan, Magenta, Yellow and Key (black).

PMS: Files in PMS color space should be used when working with printed materials with colors that need to appear as the exact color they intend, or, when full color printing is not available. This avoids subtle color shifts that often happen in CMYK printing. PMS files should not be used for internal printing. PMS stands for Pantone Matching System.

RGB: Files in RGB color space should be used exclusively in digital environments (not for printed materials). RGB color is used in computer screens, televisions and mobile devices. RGB should be the color space of choice for any design that is going to be used in digital environments. RGB stands for Red, Green and Blue.

BLACK: Files in Black or Grayscale color space should be used when color printing is not available. Use this color space any time the logo will be printed or displayed and the option of color is not available.

REVERSED: Files in Reversed color space should be used when printing or displaying the logo on a dark color.