



BRAND GUIDE



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INTRODUCTION



The Unbound Brand Guide is a set of rules that explains

HOW OUR BRAND WORKS

Brand guidelines are flexible enough for designers and writers to be creative, but well defined to make sure our brand is easily recognizable. Consistency is key as we extend our brand across multiple channels and platforms.



WHY OUR BRAND MATTERS

WHY OUR BRAND MATTERS

A brand is a powerful thing. It helps us communicate to sponsors, donors and businesses, shaping their perceptions about Unbound as an organization and a global community. This is why it's so important to be consistent in how we use, share and reinforce our branding.

Internally our brand ...

- Unites us all behind a single purpose
- Guides employee and volunteer behavior
- Serves as a filter for making big (and small) decisions
- Helps us develop policies and procedures that make sense

Externally our brand ...

- Creates a unique image in the minds of our audiences
- Highlights how we differ from sister agencies and other nonprofits
- Raises awareness and builds brand loyalty
- Should be reinforced at every opportunity





OUR PURPOSE

OUR PURPOSE

VISION

This is a statement that outlines what Unbound aspires to be. It's inspirational and should challenge staff and volunteers. It helps to create a mental image of the ideal state of the organization.

MISSION

The statement is an explanation of the organization's reasons for existence. It describes the organization's purpose and overall intention. The mission statement supports the vision and serves to communicate purpose and direction.

Unbound exists to change the world's view of the poor, to build an inclusive community dedicated to advancing human dignity and eliminating poverty in all its forms.

To walk with the poor and marginalized of the world.

- We provide personal attention and direct benefits to children, youth, elders and their families so they may live with dignity, achieve their desired potential and participate fully in society.
- We invite people of goodwill to live in daily solidarity with the world's poor through one-to-one sponsorship.
- We build community by fostering relationships of mutual respect, understanding and support that are culturally diverse, empowering and without religious or other prejudice.
- Grounded in the Gospel call to serve the poor, Unbound is a lay Catholic organization working with persons of all faith traditions to create a worldwide community of compassion and service.

VALUES

There are a set of values we believe in, and work to achieve and live out every day. Our values guide our decision-making process and interactions with families, sponsors and coworkers.

1. THEOLOGICAL BASE

Unbound is grounded in the Gospel call to serve the poor. We recognize Christ embodied in each person and prayerfully strive to apply the preferential option for the poor expressed in our Catholic social doctrine.

2. INTEGRITY AND ACCOUNTABILITY

Honesty and transparency are necessary to operate an efficient and effective organization. In living out the Gospel call to serve the poor, we will be responsible with the resources that are entrusted to us, consistent with sound business practices. Fostering freedom of movement, creativity and vision, Unbound maintains its identity within respectful, collaborative relationships with partnering groups.

3. DIGNITY OF THE PERSON

Recognizing the God-given dignity of each person is essential to sincere, lasting, loving relationships. The dignity of each person is reflected in the structure and activities of Unbound. The right of each person to participate fully in society, to have adequate food and housing, to have the opportunity to get an education and to develop their talents is inherent to each person's dignity as a child of God.

4. RESPECTFUL RELATIONSHIPS

A relationship of mutual respect between a sponsor and a sponsored person is central to Unbound's mission. Relationships of mutual respect require acceptance of the equality of all persons. Equality of all persons comes from their essential dignity and is reflected in relationships that are without religious or other prejudice, that are multicultural, reciprocal and empowering.



OUR FOUNDATION

POSITIONING

Our positioning outlines our market niche, or how our brand fills a consumer need in a way other sponsorship agencies don't. It explains how we solve problems, and deliver value and benefits. It is the reason why our ideal sponsors/donors should partner with us and no one else.

Unbound is the only international development organization that offers a highly personalized program designed to leverage the skills of the global poor while meeting their unique needs. We build communities and organize resources to help children, elders and families identify and achieve individual goals — partnering with them to forge their own paths out of poverty and isolation.

OUR FOUNDATION

PERSONALITY

If Unbound were a person, these would be the core characteristics that would define us. Our personality informs not only how we see ourselves internally but also how we look, speak and interact with families, sponsors and donors.

REAL

honest + humble + grounded

OPEN

inclusive + welcoming + respectful

WARM

compassionate + engaged + spiritual

CURIOUS

inquisitive + adventurous + energetic

SMART

aware + seasoned + discerning

OUR FOUNDATION

PROMISE

This single idea inspires everything we do at Unbound. It is the essence of our brand, the foundational value we promise to deliver to everyone we encounter.

I BELIEVE IN YOU.

WHAT IT MEANS

This simple statement is at the heart of what we do and offer throughout the Unbound community: We provide a practical and trustworthy way for people of goodwill to connect with and support families overcoming poverty.

For sponsors, it demonstrates their belief in the families and the ability to overcome, as well as their faith in Unbound to use resources wisely and achieve positive results.

For families, it means they put their trust in each other, in their sponsors and in Unbound, sharing their lives and taking risks to create change.

For employees and volunteers, it means they are dedicated to working with the families and their peers, always giving their best in support of Unbound's mission.

For everyone, it means I see your potential and I am committed to helping you reach it.

OUR FOUNDATION

STORY

Our story is the personification of Unbound's beliefs and values, rules and goals. Written in the collective voice, it is active, aspirational and prompted by our shared desire to change the status quo.

"I BELIEVE IN YOU."

A powerful statement not often spoken.

It offers up a pure form of confidence in the people who need it most.

Poverty doesn't discriminate — it feeds on the forgotten.

Those who struggle every day to find basic needs like food, clothing, shelter.

Our mission is to empower the impoverished.

To recognize the inherent potential in all people;

And avail upon the basic human values of dignity and empathy.

To unite individuals, families and communities to work toward a greater good.

To turn hope into certainty.

Humanity unites us. Humility defines us.

We are one family breaking down the barriers of poverty.

UNBOUND.

CULTURE

Our desired culture is a system of shared assumptions, values and beliefs that guide how we behave within the walls of Unbound. It has strong internal influence, dictating how we interact with one another and perform our jobs.

EMPLOYEE MANIFESTO

Guided by a respect for our history and the vision of our founders, I am a co-creator of the Unbound movement.

My work is driven by our mission. Devoted to walking with the poor and marginalized of the world, I believe in strong families, the wisdom of mothers, the impact of mutual relationships and hope.

My decisions are guided by keeping the sponsored and sponsors at the forefront and are informed, inclusive and transparent.

My actions are guided by the values of mutual respect, inherent dignity of all people, interdependence, integrity and accountability, and Catholic social teachings.

I actively engage in growth as a gentle, balanced leader to be a liberating force of love in our world.

I am contributing to the building of a global community of compassion.

I am Unbound.
WE are Unbound.

EMPLOYEE MANTRA

We are ...
A community of service

We believe in ...
The families we serve and their ability to be agents of change in their own communities

We honor our history and founders by ...
Respecting and appreciating that all people are members of the one human family

We invite ...
Any person of goodwill to join our movement

I am Unbound.
WE are Unbound.



OUR COMMUNICATION STYLE

OUR COMMUNICATION STYLE

Everyone has their own particular way of communicating. Some people are assertive and decisive, while others come across as laid back or shy. Almost subconsciously, people assess your tone and choice of topics, forming opinions about you based on how you communicate.

This is why Unbound must communicate in a way that aligns with how we want to be perceived as a brand and organization. To stay true to our brand, our voice must reflect our personality, while our messages must reinforce our positioning.

Now, that doesn't mean our communication style is rigid. In fact, it's quite the opposite. Just like we do in real life, we should adapt our tone and messages for each situation. When we speak to different audiences or across different channels, we must all use our best judgment to determine what's right in that moment, for that communication.



MARKETING VERSUS EDITORIAL

Different types of communications have different purposes. Our style must "flex" accordingly to help us achieve a variety of goals.

MARKETING COMMUNICATIONS

Marketing communications are the audience-centered tools Unbound uses to engage audiences and promote a desired response or action. They are self-promotional in nature and fall into any of these categories:

- Sales & promotion
- Public relations
- Publicity
- Advertising
- Branded content

EDITORIAL COMMUNICATIONS

Editorial communications are journalistic in nature, yet they do fulfill a “corporate” function for Unbound. These communications give us a way to showcase the authenticity within our organization, as told through our stories, our people and our values. They offer content that’s “of service” to sponsors and donors, and do not read like marketing communications. They bring forth the voices of those who belong to the Unbound community.

Editorial communications fall into any of these categories:

- Publications
- News and feature content
- E-news, op-eds and whitepapers
- Reflections and prayers

TAKEAWAY: Think about what you’re writing, designing, editing or producing and adapt your tone as needed!

OUR COMMUNICATION STYLE

AUDIENCE PERSONAS

An audience persona is an imaginary person based on real data and insights. It's a tool that helps everyone at Unbound understand the wants, needs and limitations of potential sponsors and donors.

Personas help us create specific communication and marketing goals by fostering a deeper understanding of the people for whom we are writing and designing.



OUR COMMUNICATION STYLE

CONSUMER

CAREER WOMAN

- \$104K HHI
- College graduate established in career; still working
- Age 50-64
- 1-2 adult children
- May be single or divorced
- Belongs to a church, temple or synagogue
- Gives to a variety of causes, both faith-based and secular

MINDSET

Family is important to me, but now that my children are grown I have more energy and income to devote to my interests. I enjoy learning and sharing what I've learned with others. When I need information, I go to the Internet first. I also read my local newspaper, and enjoy binge-watching my favorite shows on Netflix. I like to travel and am interested in other cultures. I have friends and acquaintances from all walks of life, and I keep in touch with them. I'm an optimist, and I believe strongly that companies and institutions should act ethically. I want to help others, and I'm willing to volunteer for a good cause.



DRIVERS

- Feels a responsibility to help others and make the world better
- Wants to support ethical charities doing good work
- Has a desire to learn and share knowledge
- Is curious about other places and cultures

OBSTACLES

- Time and attention spread thin among work, varied interests, family and friends
- Hasn't heard of Unbound despite being engaged with media
- Has heard or read criticism of child sponsorship organizations in general

OUR COMMUNICATION STYLE

CONSUMER

PROGRESSIVE MOM

- \$75-\$100K HHI
- College graduate; employed
- 35-49 years old
- Children living in the home
- May be single or divorced
- Not religious but may be spiritual/
not affiliated

MINDSET

My family's well-being is the most important thing to me. I lead an active lifestyle. I'm active socially and concerned about world events. I support causes that align with my values. I'm also data-driven and care about results. I have a healthy skepticism when it comes to charities. When I find a cause I connect with, I share it with my family and social network. I attend events that benefit charities and post about them on social media. I appreciate learning about and experiencing other cultures, and want to share that with my children so they develop balanced worldviews. I enjoy travel.



DRIVERS

- Wants to impart values to her children
- Researches to find causes that align with her values; looking for “hard truths,” facts
- Thinks sponsorship is “smart”

OBSTACLES

- Busy life
- Unbound is not well-known outside of faith base
- May see Unbound as “too religious”

OUR COMMUNICATION STYLE

CONSUMER

FAMILY-CENTRIC MOM

- \$78K HHI
- Works full time
- 45-59 years old
- Two children in high school, college or older
- Married
- Religious but doesn't attend services as often as parents' generation

MINDSET

I lead a busy life focused on faith and family. I understand that “loving my neighbor” has local and global dimensions. I am skeptical, however, about how charities spend money, and I want to make sure what we're able to give to charity is used well. I'm willing to get involved in charitable events and volunteer activities, especially with my family, as long as they require relatively little time. I'm active on Facebook and willing to share posts about charities I'm passionate about, since that's something I can do quickly and easily.



DRIVERS

- Wants to help but it has to be quick, easy and provide value for the money
- Looks for reassurance of an organization's credibility
- Puts premium on giving back now that kids are older
- Thinks sponsorship is “right”

OBSTACLES

- Skepticism
- Time involved with writing letters and building relationships
- Money is tight

OUR COMMUNICATION STYLE

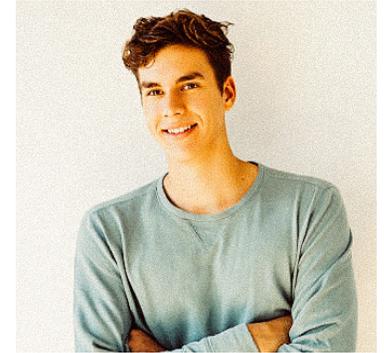
CONSUMER

ACTIVIST

- Varied incomes, but new to job market
- In college, grad school, volunteer service or working full time
- 20-34 years old
- No kids yet
- Not religious, spiritual/non-affiliated

MINDSET

I'm looking to give back but student loans and the costs of establishing a household add up to little money for giving to charity. I volunteer my time and have a desire to connect, on a grassroots and personal level, with causes I believe in. I love listening to TED Talks and am passionate about social justice. I'm generally skeptical of institutions, so any organization I align myself with must be transparent. I'm big into online research and data, and I value online reviews. I like to partner with social impact groups and brands that want to give back.



DRIVERS

- Finds innovative ideas exciting
- Loves personal connection that comes with volunteering
- Needs to see immediate results; instant gratification
- Idealism

OBSTACLES

- Little disposable income
- Skepticism
- Long-term commitment difficult
- Religion

OUR COMMUNICATION STYLE

CONSUMER

TRADITIONALIST

- \$76K HHI
- High school or college graduate
- 65+ years old
- Married/widow/widower with adult children
- Grandparent
- Retired
- Religious; gives primarily to faith-based causes

MINDSET

I come from a culture of giving/tithing to my church and other institutions. I have strong religious and ideological views. I make responsible decisions, and want to give back from my blessings and good fortune to help those in need. I have others who depend on me for care, too, like my spouse and grandchildren. A desire to continue the “grandparent” relationship makes sponsorship attractive to me.

DRIVERS

- Faith
- Ideology
- Desire to invest in next generations

OBSTACLES

- Fixed income
- Health issues or caring for family members
- Perceive Unbound as not religious or Catholic enough
- Unbound doesn't sponsor people in the U.S.



OUR COMMUNICATION STYLE

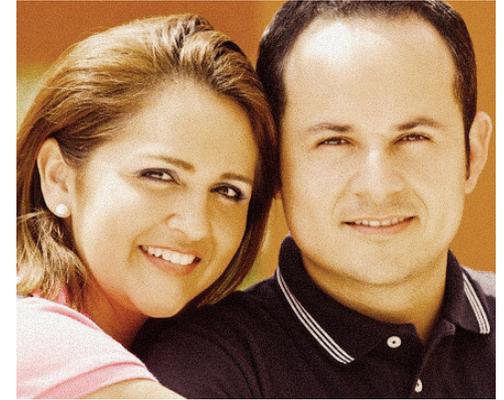
LATINO CONSUMER

PERLA & PEDRO

- 40-55 years old
- Family oriented
- 3-5 children
- Married or in a partnership
- HHI \$60K - \$100K
- Catholic or not
- Small business owners, mid-level managers
- Tend to come from México
- Bicultural and can be foreign or U.S.-born

MINDSET

We have arrived into the American dream of having our own business. We have struggled to get out of poverty and know that it is our obligation to help others. We are proud of our heritage and culture and also embrace local traditions within our community. Our family is growing up and learning how to be connected with their bicultural identity. As a family we are busy with our children's activities and keeping our business strong. Although we're bilingual, we have a preference for reading in English but love to watch our "novelas" in Spanish.



DRIVERS

- Desire to give back
- Personal connection to culture
- Empathetic
- Being able to use social media

OBSTACLES

- Lack of trust
- Overcome skepticism of institutions — fraudulent governments
- How is money really used? "I've seen how the government works"
- Political climate
- Busy with business and family
- Unbound is not well known in the U.S. Latino community

LATINO CONSUMER

MIGUEL OR MARTHA

- 50-65 years old
- Single or in a partnership
- HHI \$80-\$120K+
- Evangelical, Catholic, Christian, spiritual (not necessarily religious)
- Mid-level corporate executives with U.S.-based companies
- From all over Latin America
- College educated (master's or doctorate in the U.S.)

MINDSET

My corporate sponsor brought me to the U.S. and I have decided to further myself. My family back home does not need my help, but I know the poverty level in my country and I want to help people there. I am involved with cultural organizations in an effort to create personal connections and maintain my cultural identity. Speaking multiple languages is important to me, and I want to pass that on so that the languages will last for generations. I want to teach my children about global poverty since it is something that I can relate to, either through personal experience or having seen it. I prefer to read in Spanish even though I'm bilingual. I am proud of my culture and know that I am successful in this country, and I am aware of political systems throughout the world.



DRIVERS

- I understand philanthropy
- Accountability
- Prefer to read in Spanish
- Nonprofit tax benefits and opportunities

OBSTACLES

- Lack of trust in NGOs
- I am very busy and do not cross paths with Unbound
- Do not understand sponsorship
- Corruption in country of origin
- Like to interact in Spanish social media but technology doesn't meet my standards, and so I navigate the web in English.
- Messaging on website and publications needs to be clear

OUR COMMUNICATION STYLE

PARISH

PASTOR

- Male
- Single
- Mostly U.S.-born (plus a growing number of priests from Africa and Asia)
- 45+ years old
- Catholic with a theological education

MINDSET

I enjoy being a pastor, but I'm overworked in my parish so I'm really busy. I need to get away every now and then, but it's hard to find substitutes and, besides, before I'll let another priest come in, I need to be confident that I won't come home to any problems.

I care deeply about my parishioners and I want to provide them with opportunities to be active in their faith and participate in the work of the Church. I want to partner with charitable organizations that have a proven track record and solid Catholic credentials.



DRIVERS

- Needs time off
- Likes that Unbound is faith-based and has organizational values that are in sync with Catholic social teaching
- Likes Unbound's global perspective and the one-to-one nature of our work
- Likes Unbound's track record and recommendations from fellow pastors
- Has an existing relationship as a sister parish in a country where Unbound works
- Is impressed with Unbound's financial stewardship

OBSTACLES

- Isn't familiar with Unbound
- Receives too many requests from other groups
- Wants an organization that's officially part of the Catholic Church structure (CRS, Catholic Charities, St. Vincent de Paul, etc.)
- Parish has recently gone through a capital campaign, a consolidation or plans to soon
- Parishioners suffering from "giving fatigue"

OUR COMMUNICATION STYLE

PARISH

SECRETARY

- Female
- Married or widowed
- 55+ years old
- Likely not college educated
- Paid staff member, full or part time
- Catholic, highly active in the parish

MINDSET

My main job is to run interference with all those people who want a piece of Father's time, so he can devote himself to ministry. I know how overworked he is, so I screen all his calls and try to make sure that an organization is legit before he gets involved in the conversation. I also have my own biases, so if I like you, I can be your best friend in gaining access to the pastor. Once he's made up his mind to invite you in, I'll go the extra mile to make sure everything goes smoothly.



DRIVERS

- Looking to help pastor take time off
- Is familiar with Unbound
- Has developed a relationship with Unbound callers and wants to help them out
- Sees Unbound as credible and trustworthy (ratings, diocesan approval, references)

OBSTACLES

- Doesn't know Unbound — "Who are you?"
- Believes Unbound isn't Catholic or promoting that part of our identity enough
- Too many requests from other organizations
- Confuses Unbound with other organizations

OUR COMMUNICATION STYLE

PARISH

COUNCIL MEMBER

- Male or female
- Most likely married
- Mostly U.S.-born
- 45-70 years old
- Catholic and highly active in the parish

MINDSET

Throughout my life, I've had positive formative faith experiences and I cherish being Catholic. I want that same experience for others, especially my own children and the other young people of the parish. I want to see a deeper sense of community among parishioners, and I'm open to any program or resource that will help foster that. I'm committed to social justice and charitable outreach, and I like programs with a proven track record of success.



DRIVERS

- Likes Unbound's global perspective, approach and record of success/credibility
- Unbound has been recommended by a neighboring parish
- Unbound works in a country in which the parish has a sister-parish relationship
- Unbound offers a concrete way for parishioners to live out their faith
- Committed to social justice activities
- Focused on financial accountability and stewardship record

OBSTACLES

- Isn't familiar with Unbound
- Believes we aren't Catholic (or not promoting that part of our identity enough)
- Confuses Unbound with other organizations
- Too many other organizations requesting to visit parish

OUR COMMUNICATION STYLE

BUSINESS

CORPORATE SOCIAL RESPONSIBILITY (CSR) MANAGER

- High income
- Well-educated
- Established career
- Ethnically and religiously diverse
- Works for a company that:
 - Is medium-to-large sized
 - Has values/mission similar to Unbound
 - Might have a KC connection

MINDSET

I have a set budget to spend on “doing good” so I’m often overwhelmed with requests for money and partnerships. I’m really busy so I can’t afford to spend a lot of time evaluating opportunities. My goals are to enhance our public perception and attract/retain quality employees so I work fast, plan ahead and am particular about who I’m willing to partner with.



DRIVERS

- Our customers are similar to Unbound’s persona or existing sponsor base
- We believe in global growth and solutions/assistance
- We value Unbound’s faith background/roots

OBSTACLES

- Unbound isn’t big enough/doesn’t have enough name recognition
- Our company is located in NYC/LA so it’s difficult to access Unbound for events
- Our company does not align itself with faith-based organizations

OUR COMMUNICATION STYLE

BUSINESS

HUMAN RESOURCES MANAGER

- 35-55 years old
- 5-10 years of experience in role
- Works for a company that:
 - Has a global perspective
 - Has values/mission similar to Unbound
 - Might have a KC connection
 - Has an employee give-back program
 - 500+ employees

MINDSET

I chose a career in HR because I like to help people and I want to make a difference. I'm always looking for opportunities that provide value to my company and our employees. My workload keeps me super busy so I need information that is easy to understand and doesn't waste my time.

DRIVERS

- Our company already has local initiatives so we're looking to give back on a broader scale
- Our company wants to expand our employees' worldview
- Many of our employees are from offices in the regions Unbound works in

OBSTACLES

- Unbound is not well known
- Our company already has similar programs/partners
- Our company wants to keep philanthropy local or U.S.-based and feed funds back into our community



OUR COMMUNICATION STYLE

PERSONAS: CONDENSED

Sometimes, you won't have the time to sift through the full personas.

Here's a quick synopsis to help you make informed messaging decisions when you're pressed for time.

CONSUMER

- Catholic
- Non-Catholic
- Latino

BUSINESS

- Parish
- Other business (small or corporate)

CONSUMER PERSONAS

CATHOLIC

COMMON DEMOGRAPHICS

- Female
- 40-60 years old
- Works full time
- 1-3 children (high school to young adult)
- Religious but doesn't attend services as often as parents' generation

COMMON DRIVERS

- Likes that Unbound is faith-based and has organizational values that are in sync with Catholic social teaching
- Feels a moral responsibility to help others and make the world better
- Wants to impart values to her children/give back more once children are grown

COMMON OBSTACLES

- Unbound isn't well known
- Believes Unbound is not Catholic, not Catholic enough or is not promoting that part of our identity enough
- Unbound doesn't sponsor Americans

NON-CATHOLIC

COMMON DEMOGRAPHICS

- Female
- 40-60 years old
- Works full time
- 1-3 children (high school to young adult)
- Not religious but may be spiritual/non-affiliated

COMMON DRIVERS

- Supports organizations that research proves are credible (endorsed by watchdog groups) and use funds responsibly (low admin/fundraising percentages)
- Has a desire to learn and share knowledge/is curious about other places and cultures
- Wants to see proof that programs they support work

COMMON OBSTACLES

- Unbound isn't well known
- Negative perception of sponsorship organizations/skeptical of how money is used in charities
- May see Unbound as "too religious"/believes Catholic roots mean we proselytize
- Unbound doesn't sponsor Americans

LATINO

COMMON DEMOGRAPHICS

- 40-55 years old
- Married or in a partnership, 3-5 kids
- Small-business owners or mid-level executives

COMMON DRIVERS

- I'm from a country where Unbound works and want to stay connected to it
- I feel responsible for giving back to my original community and to people experiencing similar struggles
- Unbound can help me educate my children/grandchildren about language and culture
- Unbound is credible/uses money responsibly

COMMON OBSTACLES

- I don't know Unbound
- I am skeptical about giving in some areas because of corruption
- I cannot afford to give monthly because I'm supporting my own family
- Unbound does not offer all communications (including social media) in Spanish.

BUSINESS PERSONAS

PARISH

COMMON DEMOGRAPHICS

- Male (pastors) or female (secretary)
- 40+ years old
- Majority are U.S.-born
- Active Catholic

COMMON DRIVERS

- Likes that Unbound is faith-based and has organizational values that are in sync with Catholic social teaching
- Unbound works in a country in which the parish has a sister-parish relationship
- Sees Unbound as credible and trustworthy (ratings, diocesan approval, references)
- Likes Unbound’s global perspective and one-to-one nature of our work
- Pastor needs time off

COMMON OBSTACLES

- Unbound isn’t well known, confused with other organizations
- Believes Unbound is not Catholic, not Catholic enough or is not promoting that part of our identity enough
- Unbound’s program model is too inclusive of other faiths
- Overloaded with speaking requests from various organizations
- Parishioners are suffering from “giving fatigue” from other organizations or capital campaigns

BUSINESS (SMALL OR CORPORATE)

COMMON DEMOGRAPHICS

- 35-55 years old
- 5-10 years of experience in role
- Works for a company with:
 - 500+ employees
 - Values/Mission align with Unbound
 - A global perspective
 - An emphasis on employee education
 - Has a KC connection

COMMON DRIVERS

- I’m required to find partnerships to add to our employee benefits package/I have a budget I’m required to spend on “giving back”
- Our company wants to expand our employees’ worldview
- Many of our employees are from or have offices are in the regions Unbound works in
- We value Unbound’s faith, values, program approach or background

COMMON OBSTACLES

- Unbound is not well known
- Our company already has similar programs/partners
- Our company wants to keep philanthropy local/U.S.-based and feed funds back into our community
- Our company does not align itself with faith-based organizations

OUR COMMUNICATION STYLE

VOICE

Brand voice is our tone.

Using all aspects of our personality, our voice can be dialed up or down, depending on the intended audience and type of communication. But, overall, it should be a consistent voice that sounds uniquely like Unbound.

Here's a tool to help guide you when writing for Unbound.

Personality Trait	We sound ...	We do not sound ...
REAL	honest + humble + grounded	folksy + timid + simple
OPEN	inclusive + welcoming + respectful	over-eager + clubby + reverential
WARM	compassionate + engaged + spiritual	sappy + soft + sanctimonious
CURIOUS	inquisitive + adventurous + energetic	nosy + reckless + intense
SMART	aware + seasoned + discerning	all-knowing + dated + critical

OUR COMMUNICATION STYLE

MESSAGES

Brand messages connect brand attributes with benefits.

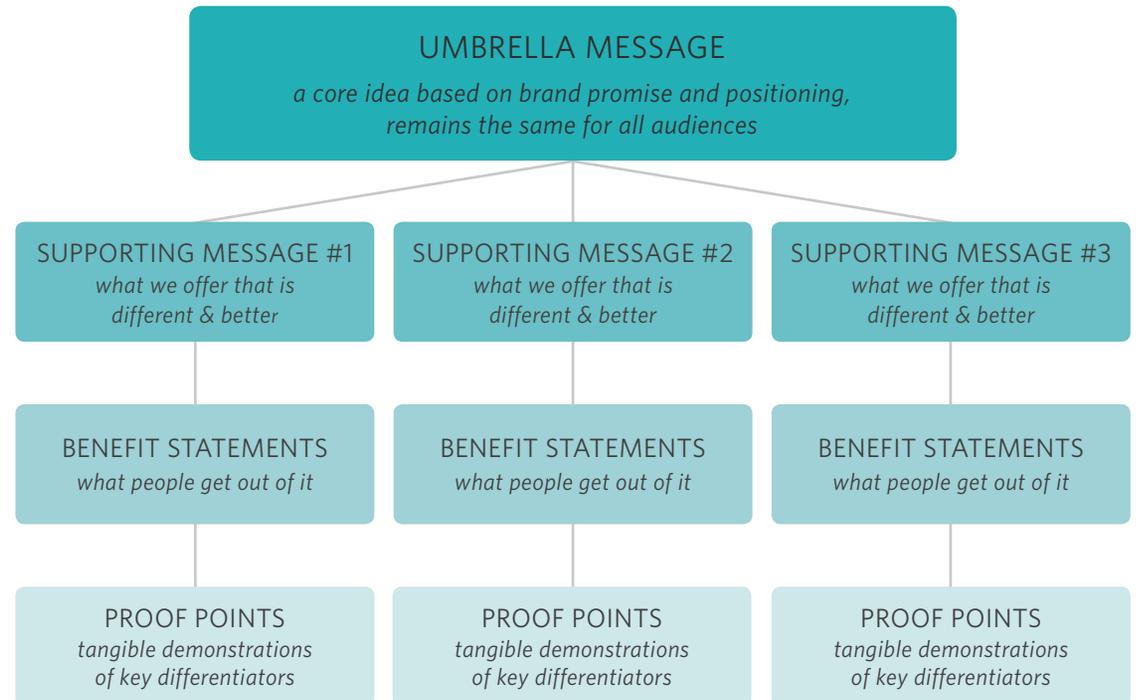
They are the topics we discuss to highlight our services and capabilities in a unique, engaging way that is relevant to audiences. Messages add dimension and credibility to our story. They showcase our key differentiators, help us connect with our target audiences and give people a reason to believe the claims we make.

MESSAGES ARE ...

- Big, evergreen ideas that communicate brand differentiators
- Flexible tools that help maintain brand consistency

MESSAGES ARE NOT ...

- Specific wording that is used over and over again in copy and/or video content
- Meant to be stifling or inflexible



UNIVERSAL MESSAGE

This message describes the overarching theme that encompasses all the work we do at Unbound. It can be used across all channels, and with all audiences. It's used to inform and evaluate communications but isn't meant to be used as copy.

Change takes courage

At Unbound, we believe the best path out of poverty is a self-directed one. And it takes a healthy dose of courage for someone to choose that road. That's why we listen to the individuals and communities we serve, as they identify the unique challenges they must overcome. We learn from them, personalizing our assistance to the particular needs of each child, elder or family. We trust them to lead the way, walking with them as they achieve their goals and fulfill their inherent potential.

We are advisers, not teachers. Collaborators, not commanders. Partners, not saviors. It takes heart, determination and resilience to change the course of one's life — and that kind of courage only comes from within.

SUPPORTING MESSAGE #1

Supporting messages round out our messaging library. They enable us to communicate in an even more targeted way, highlighting aspects of our brand that may be more relevant to a specific audience versus another.

CONFIDENCE

Belief in individuals living in poverty is the first step toward working with them to change their lives — and helping them see they are capable of doing it.

What people get out of it

- Connection: inspiring another human being to reach their full potential
- Satisfaction: knowing you are helping another individual, aka, doing the right thing
- Faith/values: living out what you believe in

Sample headlines

- Change is an inside job
- We only see what's possible
- Believing in someone doesn't cost a thing
- Cultivate confidence, inside and out

Supporting examples

- Inspiring an exchange between sponsors and families
- Personal growth of mothers through their groups
- Growth of sponsored children from child to change agent
- Growth of sponsored elder from isolated individual to community participant
- Coaching and caring from social workers
- Women and girls have improved status in their families, communities

SUPPORTING MESSAGE #2

Supporting messages round out our messaging library. They enable us to communicate in an even more targeted way, highlighting aspects of our brand that may be more relevant to a specific audience versus another.

COMMUNITY

Sponsors and sponsored members build lasting and supportive *relationships* that lead to the growth of diverse global networks.

What people get out of it

- Connection: building a long-term, rewarding relationship with another human being
- Worldview: expanding understanding of other countries/cultures
- Inclusivity: feeling a sense of belonging, that you are part of something bigger than yourself
- Empowerment: joining with others to combat poverty counters feeling of helplessness

Sample headlines

- Be bigger than you
- All together now!
- Only \$36/month to join a community of 300K+. Now, that's something special.
- Amplify your world

Supporting examples

- Sponsored friends and families connect with sponsors
- Sponsors connect with a world of rich cultures and faiths
- Mothers connect with each other through groups, with ripple effects out into their neighborhoods and around the world
- Co-ops form and thrive, strengthening networks and communities
- Elders develop relationships with sponsors, other elders and staff

SUPPORTING MESSAGE #3

Supporting messages round out our messaging library. They enable us to communicate in an even more targeted way, highlighting aspects of our brand that may be more relevant to a specific audience versus another.

CONTROL

Families identify their own problems, set their own goals and devise *personalized* plans (financial, social, educational) to achieve them.

What people get out of it

- Satisfaction: know you are contributing to the desired goal of self-sufficiency
- Connection: cultivating closeness by supporting another human being's decision-making abilities
- Measurable impact: money is used as it is most needed
- Trust: majority of dollars sent to field, very low overhead

Sample headlines

- Make the personal choice
- Progress is personal
- Custom-built for big impact
- We stock their coffers, not ours

Supporting examples

- Children are required to attend school but families can use funds for fees, uniforms, books, transportation, whatever children need most
- Mothers/parents work with social workers to set goals and map out plans to achieve them
- CCTs, savings and loans, and cooperatives provide families with capital and ability to become financial decision-makers

OUR COMMUNICATION STYLE

AUDIENCE-SPECIFIC MESSAGING

CONSUMER, CATHOLIC

DRIVERS

- Faith and values in sync with Catholic social teaching
- Feels a moral responsibility to help others, make the world better
- Wants to teach children good values and giving back

OBSTACLES

- Never heard of Unbound
- Thinks we aren't Catholic enough
- International versus domestic focus

RELEVANT TOPICS

- Catholic social teaching, living out one's faith
- Helping others
- Family values
- Children in need
- Caring for the elderly

SUPPORTING MESSAGES

Confidence

When you believe in children, elders and families living in poverty, you help them take the first step toward changing their lives. Your faithful support helps them build the confidence they need to see everything they are capable of achieving. And you can be confident, too, knowing that Unbound was founded on Catholic social teaching and still incorporates its principles today.

Community

No matter who you are or where you live, we are all part of one human family. When you join Unbound, you join a loving and inclusive community dedicated to putting the needs of the vulnerable first, while spreading solidarity throughout the world. Live out your faith by building a supportive relationship with a sponsored friend in another country.

Control

When you place your trust in sponsored friends and families, they are empowered to create their own change. Because of you, they are able to maintain a sense of dignity in themselves and in their work. They can identify their own obstacles, set their own goals and chart their own course out of poverty.

SAMPLE HEADLINES

- Believing in someone is the first step
- Faith will take you FAR
- Sometimes, all it takes is a little support

- Community is the foundation for growth
- We're all one human family
- Walk with us in solidarity
- Love and acceptance for all

- Dignity is a universal right
- Have faith in the journey
- Your trust + their plan = real triumph

SUPPORTING EXAMPLES

- Inspiring an exchange between sponsors and families
- Personal growth of mothers through their groups
- Growth of sponsored children from child to change agent
- Growth of sponsored elder from isolated individual to community participant
- Women and girls have improved status

- Sponsored friends and families connect with sponsors
- Sponsors connect with a world of rich cultures and faiths
- Mothers connect with each other through groups, with ripple effects out into their neighborhoods
- Co-ops form and thrive, strengthening networks and communities

- Children are required to attend school but families can use funds for whatever children need most
- Mothers/parents work with social workers to set goals and map out plans to achieve them
- CCTs, savings and loans, and cooperatives provide families with capital, and the ability to become financial decision-makers

OUR COMMUNICATION STYLE

AUDIENCE-SPECIFIC MESSAGING

CONSUMER, NON-CATHOLIC

DRIVERS

- Seeks out credible organizations with proven history of ethical spending
- Desire to learn and share knowledge; curious about other cultures, places
- Wants proof that the program works

OBSTACLES

- Never heard of Unbound
- Skeptical of sponsorship agencies, how funds are distributed
- Feels Unbound may be “too religious,” unclear on proselytizing policy
- International versus domestic focus

RELEVANT TOPICS

- Credibility as established by charity watchdog ratings
- Shared human values
- Number of countries/regions in which Unbound operates
- Opportunity to expand worldview
- Proving program benefits/results

SUPPORTING MESSAGES

Confidence

When you believe in children, elders and families living in poverty, you help them take the first step toward changing their lives. Your support helps them build the confidence they need to see everything they are capable of achieving. And you can feel confident, too, knowing your contribution helps sustain a proven program with real-world impact.

Community

When you join Unbound, you become part of an inclusive global community dedicated to bridging the gaps across cultures, building relationships of mutual support and making a difference in the lives of people around the world.

Control

When you place your trust in sponsored friends and families, they are empowered to create their own change. Because of you, they can identify their own obstacles, set their own goals and chart their own course out of poverty. Now, that's impact you can feel good about.

SAMPLE HEADLINES

- Dream it. See it. Do it.
- Proof positive that change happens
- Your support inspires action

- Open up to a wider world
- People for all people
- Embody inclusion
- Welcome to a place where different doesn't exist

- Trust the journey
- Mothers know best
- The impact is real

SUPPORTING EXAMPLES

- Inspiring an exchange between sponsors and families
- Personal growth of mothers through their groups
- Growth of sponsored children from child to change agent
- Growth of sponsored elder from isolated individual to community participant
- Coaching from social workers
- Women and girls have improved status in family, community

- Sponsored friends and families connect with sponsors
- Mothers connect with each other through groups, with ripple effects out into their neighborhoods
- Co-ops form and thrive, strengthening networks and communities
- Elders develop relationships with sponsors, other elders and staff
- Diversity of sponsored friends

- Children required to attend school but families use funds for whatever they need most
- Mothers/parents work with social workers to set goals and map out plans
- CCTs, savings and loans, and cooperatives provide families with capital, and the ability to become financial decision-makers

OUR COMMUNICATION STYLE

AUDIENCE-SPECIFIC MESSAGING

CONSUMER, LATINO

DRIVERS

- Maintain a connection with country of origin, family heritage
- Feels a need to give back to country of origin and/or those experiencing similar struggles
- Desire to educate children or grandchildren re: language and culture
- Unbound is trustworthy, uses money responsibly

OBSTACLES

- Never heard of Unbound
- Skeptical about use of money due to institutional/government corruption
- Already helps support family in country of origin
- Little content in Spanish

RELEVANT TOPICS

- Unbound countries with Latino population, opportunity to educate children
- Struggles faced by communities, families, elders
- Positive impact of sponsor support
- Credibility, charity watchdog ratings
- Expand worldview

SUPPORTING MESSAGES

Confidence

When you believe in children, elders and families living in poverty, you help them take the first step toward changing their lives. Your support helps them build the confidence they need to see everything they are capable of achieving. And you can feel confident, too, knowing your contribution helps sustain a reliable program you can trust.

Community

When you join Unbound, you become part of a diverse global family that operates in 18 countries around the world. We welcome you into a community that's dedicated to bridging the gaps between cultures, building relationships of mutual support and changing the world's view of those living in poverty.

Control

When you place your trust in sponsored friends and families, they are empowered to create their own change. Because of you, they can identify their own obstacles, set their own goals and chart their own course out of poverty. Now, that's something to tell your kids about.

SAMPLE HEADLINES

- Belief is unstoppable
- Proven to overcome
- There is always a way

- We see the world as one
- Open arms, open minds
- Welcome to a whole new perspective

- Trust in the process
- The struggle doesn't define us. The journey does.
- Choose your own future

SUPPORTING EXAMPLES

- Inspiring an exchange between sponsors and families
- Personal growth of mothers through their groups
- Growth of sponsored children from child to change agent
- Growth of sponsored elder from isolated individual to community participant
- Coaching and caring from social workers

- Sponsored friends and families connect with sponsors
- Sponsors connect with a world of rich cultures and faiths
- Mothers connect with each other through groups, with ripple effects into their neighborhoods
- Elders develop relationships with sponsors, other elders and staff
- Diversity (ethnicity, religion, etc.) of Unbound regions, members

- Children required to attend school but families use funds for whatever they need most
- Mothers/parents work with social workers to set goals and map out plans
- Showcase results: SACCO, women's empowerment study
- Stories that demonstrate the daily difficulties of living in poverty

OUR COMMUNICATION STYLE

AUDIENCE-SPECIFIC MESSAGING

BUSINESS, CORPORATE

DRIVERS

- Partnerships to add to employee benefits package
- Budget that must be used for “giving back”
- Company wants to expand employees’ worldview
- Employees are from or have offices in regions where Unbound works
- Aligns with Unbound’s values/human approach

OBSTACLES

- Never heard of Unbound
- Already have similar programs/partners
- Desire to support local community, keep philanthropic efforts in U.S.
- Does not support faith-based organizations

RELEVANT TOPICS

- Credibility, charity watchdog ratings
- Possible tax benefits
- Reputation management
- Positive impact of sponsor/donor support (your company can help fight poverty)
- Regions in which Unbound works
- Relationship offers opportunity to expand worldview

SUPPORTING MESSAGES

Confidence

When you and your employees believe in children, elders and families living in poverty, you help them take the first step toward changing their lives. Your collective support helps them build the confidence they need to see everything they are capable of achieving. And you can feel confident, too, knowing your contribution helps sustain a credible organization with a unique approach.

Community

When you join Unbound, you and your employees become part of a trusted and diverse network that operates in 18 countries around the world. We welcome you into a community that’s dedicated to bridging the gaps between cultures, changing the world’s view of those living in poverty and overcoming together.

Control

When you and your employees support sponsored friends and families, they are empowered to create their own change. Because of your support, they can identify their own obstacles, set their own goals and chart their own course out of poverty. Personal achievement is the first step toward building stronger communities and economies.

SAMPLE HEADLINES

- Belief in another is contagious
- What’s your legacy going to be?
- Everyone needs to hear “job well done”

- It’s time to make a global impact
- Dignity and diversity are worth fighting for
- Good for people. Good for business.

- Stronger communities = stronger economies
- Problem > solution > change. It’s a formula you understand.
- Master of your own plan? Best. Feeling. Ever.

SUPPORTING EXAMPLES

- Personalized program model and how it benefits children, elders, mothers, families
- Coaching from social workers
- Mothers groups and committees
- Scholarship program and job readiness
- Charity watchdog ratings
- Program results, any and all!
- Program model with clear benefit distribution

- Sponsors connect with a world of rich cultures, learn more about other countries and global issues
- Extensive global community, highlighting regions where Unbound operates
- Possible tax benefits
- What’s going on at KC headquarters

- Showcase results: SACCO, women’s empowerment study
- Mothers/parents work with social workers to set goals and map out plans
- CCTs, savings and loans and cooperatives provide families with capital, ability to become financial decision-makers
- Stories about entrepreneurial attitudes and businesses

OUR COMMUNICATION STYLE

AUDIENCE-SPECIFIC MESSAGING

BUSINESS, PARISH

DRIVERS

- Aligns with faith-based background, values and Catholic social teaching
- Believes Unbound is credible, trustworthy (ratings, diocesan approval, references)
- Appreciates global perspective and one-to-one nature of Unbound’s work
- Pastor needs time off to recuperate

OBSTACLES

- Never heard of Unbound
- Worried Unbound is not Catholic enough
- Program model is too inclusive of other faiths
- Confuses Unbound with other organizations
- Overloaded with speaking requests
- Parishioners suffer from “giving fatigue”

RELEVANT TOPICS

- Catholic social teaching
- Faith of founders, history of Unbound
- Social teaching as it relates to Unbound’s program model
- Inclusivity as a Catholic value

SUPPORTING MESSAGES

Confidence

When you have faith in children, elders and families living in poverty, they are able to take the first step toward changing their lives. Your support and that of your parishioners helps them build the confidence they need to see everything they are capable of achieving. And you can be confident, too, knowing that Unbound was founded on Catholic social teaching and still incorporates its principles today.

Community

No matter who you are or where your parish is located, we are all part of one human family. When you partner with Unbound, you join a loving and inclusive community dedicated to putting the needs of the vulnerable first, while spreading solidarity throughout the world. Invite your parishioners to live out their faith by building supportive relationships through Unbound.

Control

When you and your parishioners place your trust in Unbound, our sponsored friends and families are empowered to create their own change. Because of your support, they are able to maintain a sense of dignity in themselves and in their work. They identify their own obstacles, set their own goals and chart their own course out of poverty.

SAMPLE HEADLINES

- Faith will take you EVERYWHERE
- Believe in who they are
- Be bold. Take the first step.

- We’re all part of one human family
- Let’s walk together
- United for the common good

- Everyone deserves dignity
- Trust leads to lasting change
- Faith in the family

SUPPORTING EXAMPLES

- Personalized program model and how it benefits children, elders, mothers, families
- Program model as it relates to Catholic social teaching
- History of founders
- Growth of sponsored children from child to change agent
- Growth of sponsored elder from isolated individual to community participant

- Sponsored friends and families connect with sponsors
- Sponsors connect with a world of rich cultures and faiths
- Mothers connect with each other through groups, with ripple effects out into their neighborhoods
- Principles of Catholic social teaching — call to community, solidarity

- Children are required to attend school but families use funds for whatever they need most
- Mothers/parents work with social workers to set goals and map out plans to achieve them
- Catholic social teaching — life and dignity of the human person; call to family; rights and responsibilities; dignity of work

FAITH STATEMENT

This statement explains how we approach our faith identity, connecting Unbound's founders and history with our present-day focus. It should be used consistently across all channels, and with all audiences.

Unbound exists to change the world's view of the poor; to build an inclusive community dedicated to advancing human dignity and eliminating poverty in all its forms.

Unbound was founded by lay Catholics and is grounded in the Gospel call to put the needs of the vulnerable first. We build relationships of mutual respect that bridge cultural, economic and religious divides, working side by side with people of diverse faith traditions in 18 countries.

OUR COMMUNICATION STYLE

BRAND VOCABULARY

These are the words we use, or avoid using, when describing the Unbound brand. If we're consistent over time, they will be recognized as part of our lingo.

USE	AVOID
Ambassador	Advocate, volunteer
Catholic social teaching	Gospel call (OK w/Catholic audience or in faith ID)
Child, children	Kid, kids (OK in social media)
Cash Transfer (CT)	Child account
Connection	Friendship
Community, global community	Community of compassion
Contribution	Donation
Cooperative	
Coordinator	Project coordinator
Dignity	Dignity of the person (use only in core values)
Diversity, inclusivity	Different
Elder	Aging
Encouragement	
Families	Sponsored families
A balanced leadership approach	Gentle Balanced Leadership
Goodwill	
Help, support	Serve
Hopefulness	Hope (use sparingly due to overuse)
International development organization	Sponsorship agency
Scholarship Program	Education Fund, Service-scholar program
Scholarship student	Scholar, recipient
Mothers group/parents group	
Opportunity	Charity
Nonprofit/Nongovernmental organization (NGO)	Nonprofit, not-for-profit
Organization	Movement
Partner/partnership	Sponsorship (OK in some instances; use sparingly)
Personalized	Suggested, recommended

OUR COMMUNICATION STYLE

BRAND VOCABULARY

These are the words we use, or avoid using, when describing the Unbound brand. If we're consistent over time, they will be recognized as part of our lingo.

USE	AVOID
Potential	Empowerment
Overcome poverty, challenge how people think about poverty	Challenge poverty
Path out of poverty, chart a course, find a way forward	Fight poverty
People in need, person in need, families in need	Poor, the poor
Program	Project
Relationship	Adoption, friendship
Investment	Handout
Sister agency	Competitor
Unbound social worker/Unbound staff member	Unbound employee, Unbound project staff
Solidarity <i>(use only with Catholic audience)</i>	
Supporter	Donor
Sponsored friend	Sponsored member, beneficiary
Walking with	Directing
Working with, partnering with	Serving
Our vision	Prophetic vision
Values, beliefs	Faith <i>(OK w/Catholic audience or in faith ID)</i>
Unbound center	Project center
Unbound office	Subproject
Unbound headquarters/Unbound's Kansas City headquarters/Unbound's world headquarters	Unbound Kansas
Unbound support	Unbound benefits



OUR VISUAL IDENTITY

OUR VISUAL IDENTITY

IN BRANDING, LOOKS MATTER

Our visual identity communicates what we stand for by creating a look and feel that reinforces our vision, mission, values and personality. Our visual brand is real, open, warm, curious and smart. This includes our logo, color palette, typefaces, imagery and secondary graphics.



OUR VISUAL IDENTITY

LOGO

Unbound's logo represents a community of individuals, both sponsored friends and sponsors, with diverse backgrounds and of all ages coming together and working toward a common goal.

The colors within the symbol represent the diversity and individuality of our sponsored friends. The different sizes show that Unbound is dedicated to serving both the sponsored children and elders.



UNBOUND[®]

OUR VISUAL IDENTITY

LOGO VARIATIONS

There are two main arrangements of the logo, horizontal and vertical. Both are acceptable but have size restrictions as noted. All versions of the logo, wordmark and symbol should have a registered mark (®) attached.

Use the 1-inch horizontal version for small spaces. The logo should never be smaller than 1 inch or 72 pixels.

VERTICAL:



HORIZONTAL:



1 INCH AND SMALLER:



OUR VISUAL IDENTITY

LOGO TREATMENT

The Unbound logo comes in all-black or all-white versions. Do not make the logo gray scale.

Use the all-white version on images or colors with at least 50% contrast.

Use the all-black version on light or white backgrounds.

ALL-BLACK LOGO VERSION:

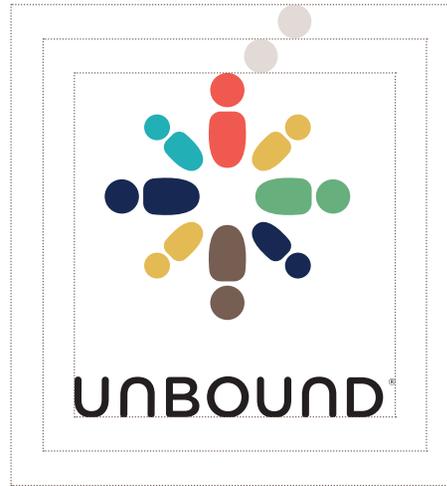


ALL-WHITE (REVERSED) VERSION:



LOGO PADDING

When using the logo, use one of the larger heads for spacing. Use two large heads as a ruler for distance when placing any other elements around the logo. The logo should have .25 inches (18 pixels) of padding minimum at the smallest size of 1 inch.



OUR VISUAL IDENTITY

IMPROPER EXECUTIONS

Never alter Unbound's logo. The full-color logo should only be placed on white or very light backgrounds. The executions shown are examples of what not to do.



Do not skew.



Do not change the logotype.



Do not change the logotype orientation or position.



Do not place full-color logo on colors or photos that make it hard to read.



Do not outline.



Do not crop or remove any portion of the logo.



Do not alter the full-color logo colors.



Do not change the symbol to logotype proportion.



Do not rotate.

OUR VISUAL IDENTITY

BRAND COLORS

Unbound's colors are inspired by the culture and environments in the regions where we work. Our colors are lively, energetic and warm.

Tints of these hues may be used, but check with a member of the visual creative team for more details on proper execution.

240 90 80	42 176 183	228 185 84	24 41 82	107 177 127	120 95 83
0 80 69 0	73 8 30 0	11 26 79 0	100 89 38 35	62 10 65 1	47 57 62 25
P 179 U P 1416 C	P 7710 U P 631 C	P 128 U P 141 C	P 281 U P 534 C	P 7489 U P 346 C	P 477 U P 7531 C
#f05a50	#2ab0b7	#e4b954	#182952	#6bb17f	#785f53

OUR VISUAL IDENTITY

COLOR HIERARCHY

This is a guide for Unbound visual creative teams on how often the colors of Unbound as a whole should be represented. White space is an important element of the visual brand and should be incorporated into all that we produce. Black is used for typography only.



OUR VISUAL IDENTITY

PHOTOGRAPHY

Photography is key in telling a story. Photos help connect our audience to different parts of the world. When choosing images for Unbound, use images that show people in their environment. Use images that give context to a situation to tell a powerful story. Photos should be authentic and show the dignity of the person.

To keep materials current and authentic, photos should be discontinued after three years from the date they were taken. After three years, the photo should be permanently retired and archived.

Historic photos should be dated and require a caption telling of their significance.



OUR VISUAL IDENTITY

PHOTOGRAPHY EXECUTION

All images should be color-corrected.

Editorial images — found in web stories, blog posts and press releases — are journalistic in nature. These images should be cropped as needed and color-corrected.

All photos used as art elements on the web or in publications should be corrected and treated with a film preset by a visual creative team member in the marketing and communications department.

Do not cut out background (COB) photos. Do not flip photos. Do not add or erase elements in a photo. Do not stretch photos.



FONTS

Unbound's main font is Whitney, a Hoefler font. It is a sans serif and comes in a variety of weights.

Caecilia is a serif font that is used on body copy in publications.

In addition, the visual creative team members may choose a display font specifically for a period of time or for a campaign. This font will be discussed and agreed upon by the visual team.

Whitney Light

Whitney Light Italic

Whitney Book

Whitney Book Italic

Whitney Medium

Whitney Medium Italic

Whitney Semibold

Whitney Semibold Italic

Whitney Bold

Whitney Bold Italic

Whitney Black

Whitney Black Italic

Caecilia 45 Light

Caecilia 45 Light Italics

Caecilia 45 Roman

Caecilia 45 Roman Italics

Caecilia 76 Bold

Caecilia 76 Bold Italics

Caecilia 85 Heavy

Caecilia 85 Heavy Italics



QUESTIONS?

Email the Marketing and Communications project managers at CommPM@unbound.org and they will direct your inquiry to a team member.
