



# BRAND & CREATIVE STYLE GUIDE



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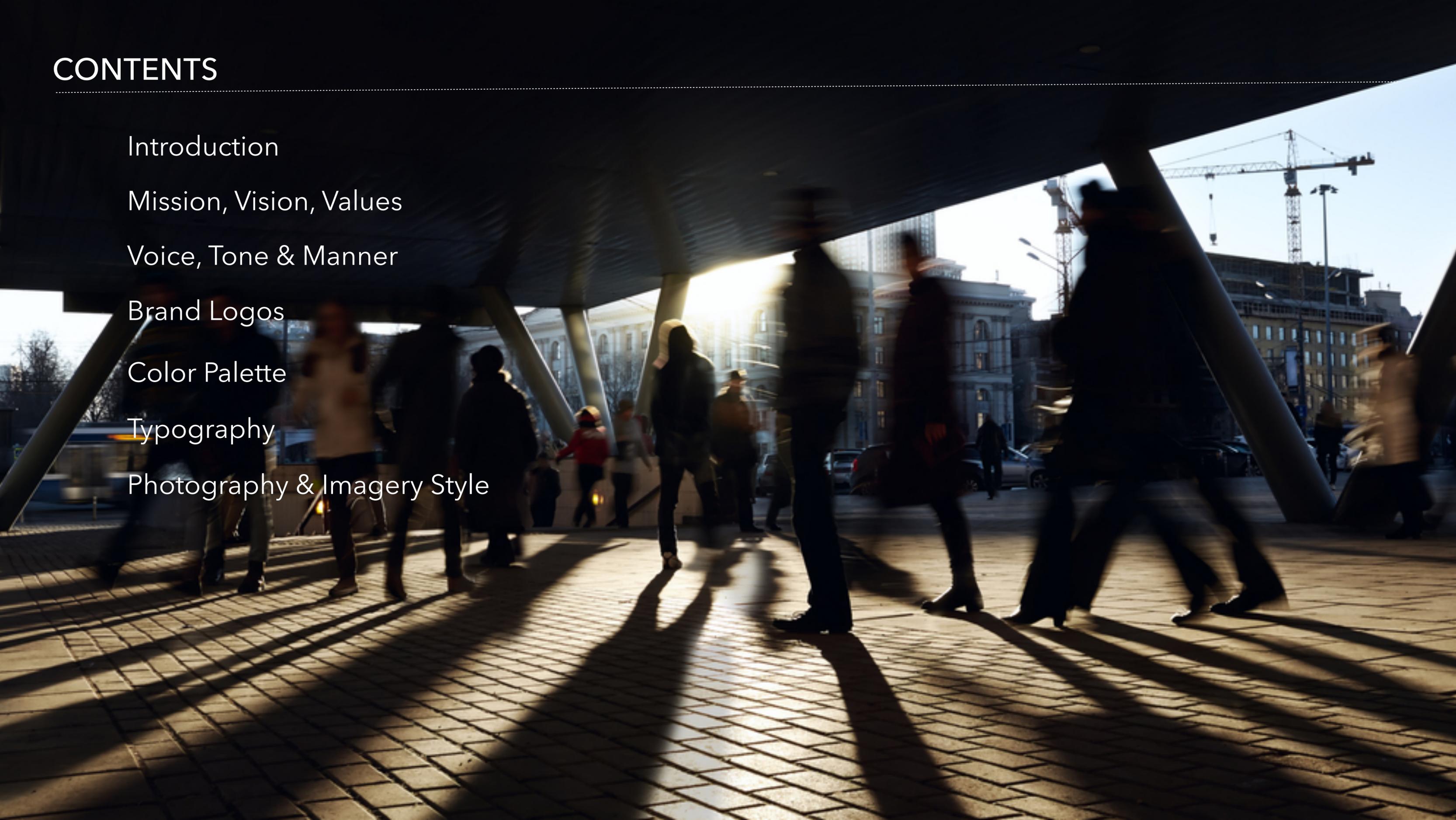
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# INTRODUCTION

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The role of this Brand & Creative Style Guide is to help you, the stakeholders of the Prosocial.World Community align around our essence to design and create targeted materials for our communities. The following pages and sections will explain the Prosocial.World approach to not only unifying our brand, but to unifying the communication efforts (wherever possible) to embrace the fulfillment of our Mission and Vision using the Prosocial ARC Process.

This unification of brand standards across all communication channels will also serve as a long-term directive; steering structure, flexibility and ownership of all materials. So no matter how big or how small the communication, it must always fall in line with the items found in this guide.

We take our commitment to providing the best, most advanced science possible very seriously and look forward to developing and expanding research protocols with this vibrant community. We have the opportunity to catalyze positive change all over the world. As Walt Whitman penned in 1892, "For every atom belonging to me as good belongs to you."

Welcome to the table.



-Walt Whitman  
Song of Myself

# MISSION & VISION

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## MISSION

To catalyze positive cultural change to consciously evolve who we are, how we connect with each other, and how we interact with the planet. We are co-creating a new story of what's possible for humanity.

## VISION

To unleash the power of science and inquiry to help us notice what's within us and between us, to create a more harmonious world for everyone around us.

## BRAND PERSONALITY

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Prosocial World is the "everyone-sage," here to serve others and create a sense of belonging through a better understanding of our collective consciousness and unconscious need to live in harmony with each other and with nature in order to thrive.

Its voice is authentic and humble yet confident, projecting its desire to continually provide the best scientific knowledge and research to benefit the planet and everything that derives and sustains life from it.

# STONE & MANNER

Prosocial World is a purpose-driven organization with a commitment to excellence and a focus on continuous innovations in science to provide a better quality of life for everyone, today and into the future. We exist to serve others, innovate, and make the world a better place. We always want to communicate our drive for continuous improvement to provide the best, most advanced science for everyone. We take our responsibility as thought leaders in group behavior seriously.

While we certainly can't include every word you might use to describe Prosocial World, but the lists below gives you an idea of some of our keywords to describe the brand.

Scientific	Accessible	Fun
Leading	Honest	Friendly
Compassionate	Clear	Understanding
Ethical	Positive	Spiritual
Inclusive	Trusted	Universal
Altruistic	Transparent	Scalable
Fair	Responsible	Hopeful
Collaborative	Innovative	Inspiring
Cooperative	Empowering	Transformative
Open	Evolutionary	Global
Humble	Nurturing	Effective

So, how does a leader speak? A leader welcomes the audience with confidence and clarity. A leader talks with gentle strength and compassion. A leader is upbeat and positive, not funny or laughable. A leader is helpful, guiding people through the community to get the help they need to deliver the Prosocial ARC Process.

Therefore, our internal and external communications should promote a genuine interest in others and sense of empathy, compassion, and inclusion.

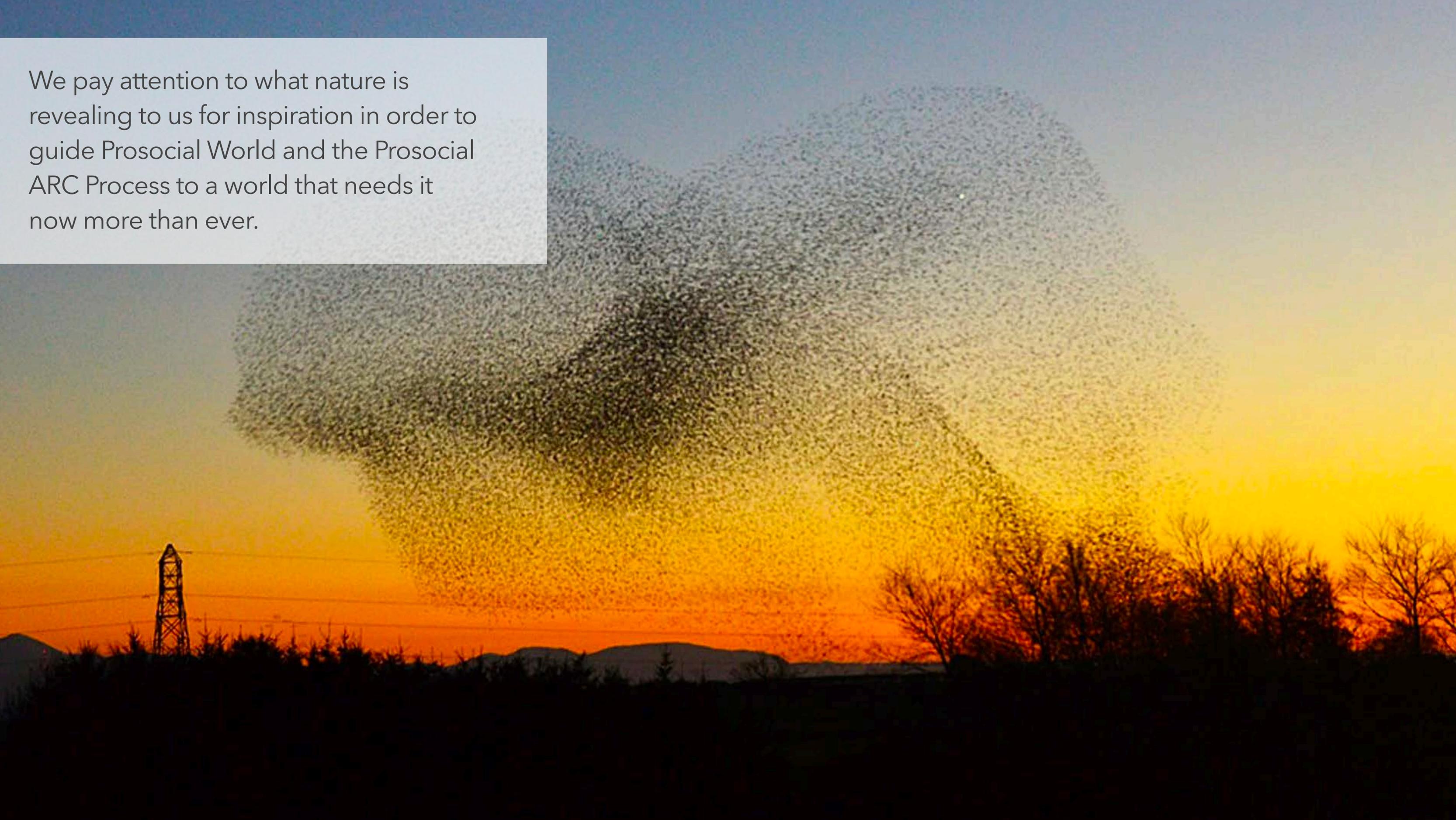
Transformation. Transition. Love. Peace. Unity.



# LOGOS & TYPEFACES

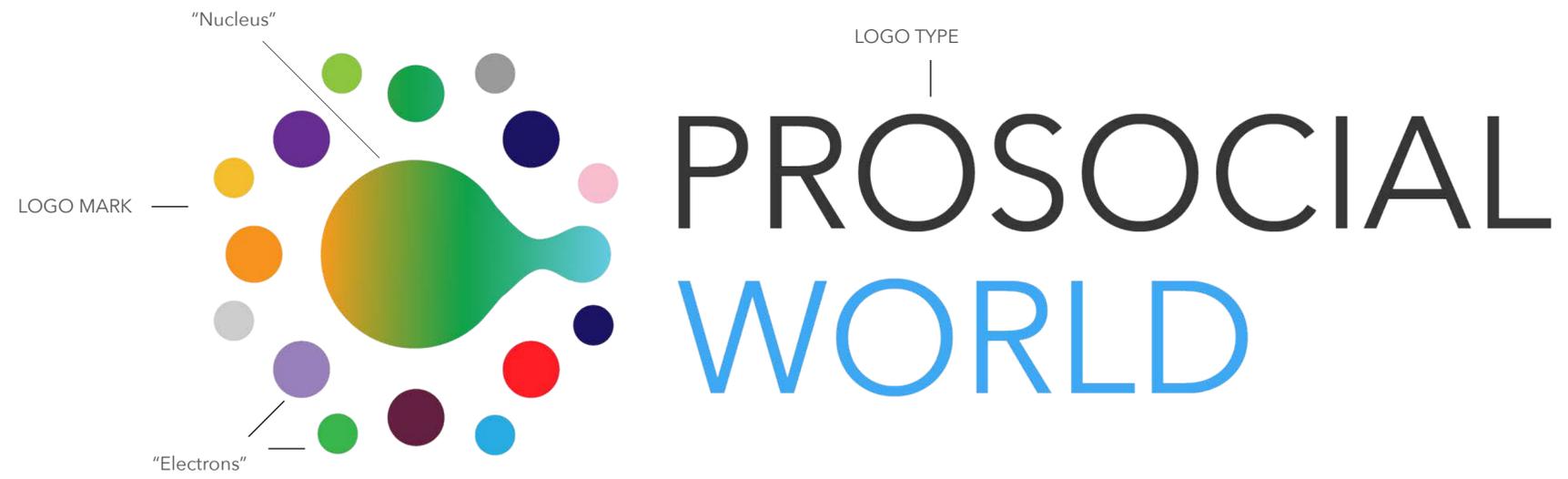


We pay attention to what nature is revealing to us for inspiration in order to guide Prosocial World and the Prosocial ARC Process to a world that needs it now more than ever.



# PROSOCIAL WORLD LOGO

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# PROSOCIAL WORLD LOGO USAGE

These colors and Tungsten black are the only approved logo colors and should always be used to promote immediate recognition and consistent appearance in all applications.

- The full-color positive and reverse color formats are preferred whenever possible.
- The preferred one-color logo appears either black on a white background or white on a black background. Note that the nucleus remains a solid color (i.e. not a gradient).
- The logo should never be produced in greyscale.

In addition to the buffer zone, the Prosocial.World logo should only be displayed white or black. Logo color reverse using secondary colors can be approved as needed for specific marketing efforts as ways of branding an initiative consistently.

**These logos needs to be protected (e.g. registered and/or trademarked) and as a result, cannot be modified. To legally protect our trademarks, it is our responsibility to be consistent with their use and ensure their consistency outside of our use.**

Our logos will be available as downloads to our partners on the Prosocial Community Website to ensure their proper usage.

Questions regarding logo usage and PMS colors should be directed to [lori.wiser@prosocial.world](mailto:lori.wiser@prosocial.world)

## LOGO REPRODUCTION



Full Color Positive



Full Color Reverse



One Color Positive



One Color Reverse

## LOGO WHITESPACE



Mandatory Buffer Zone  
(The size of the center of the nucleus)

## LOGO MISUSE

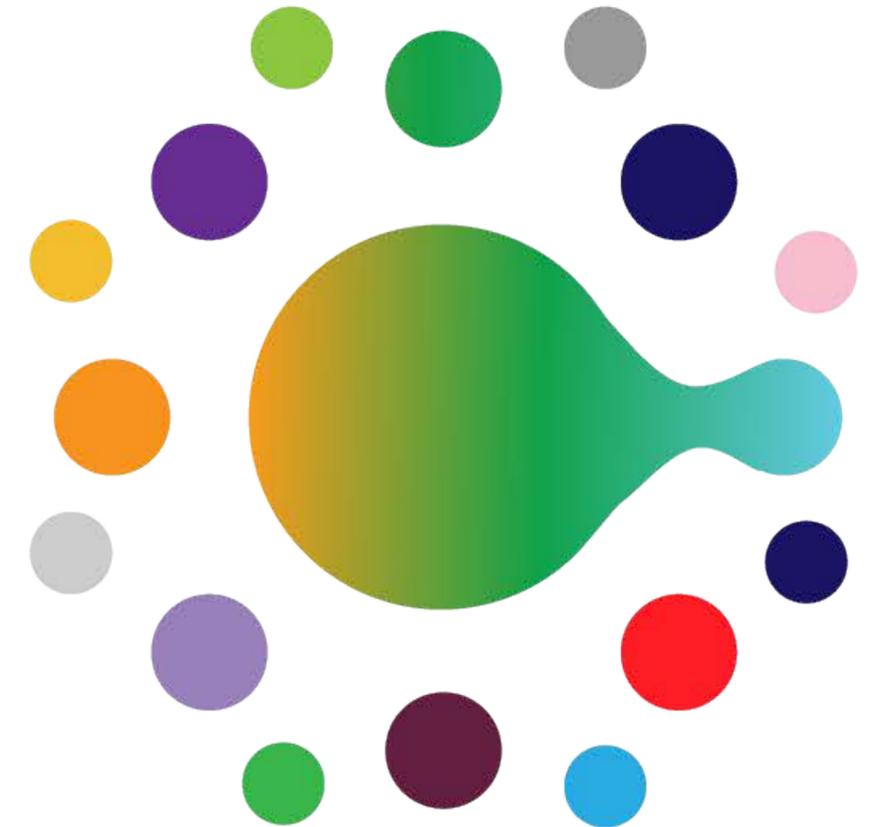


## THE NUCLEUS

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The colors in the Prosocial logo represent vibrancy, growth, and energy. Having the gradients creates a sense of movement and flow while the center bleeding into the electrons (for lack of a better word) looks like a nucleus of an organism. The metaphors all work for the prosocial ecosystem. All of the surrounding electron dots represent various types and sizes of groups using a variety colors to reflect the wide diversity of people and projects within Prosocial World. Prosocial World connects all of them in as a multi-cellular organism.

While this identifies Prosocial World, the global scientific community, we need delineation between it and the facilitator training and process trained facilitators use to work with groups they care about. That process is the Prosocial ARC Process.



# PROSOCIAL INSTITUTE

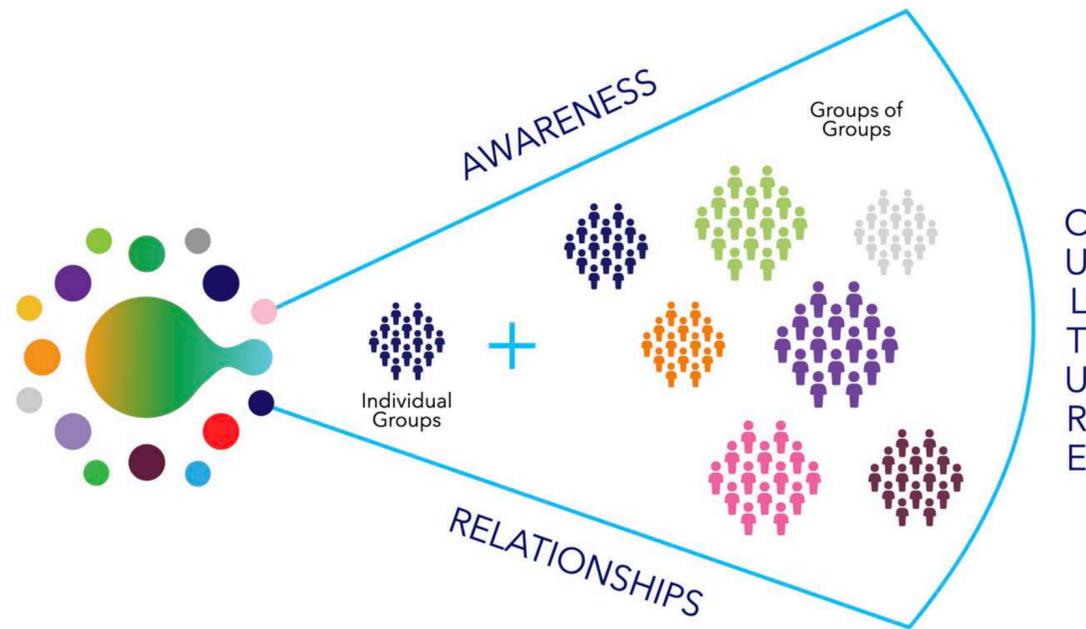
The Prosocial Institute is the training arm of the global Prosocial World initiative. It trains people around the world to be Prosocial facilitators delivering the Prosocial ARC Process, and in Australia, Prosocial Institute provides high quality facilitation and evaluation services to organisations and civil society groups who want to improve their cooperation and effectiveness.

**ARC** teaches us how to develop and act on our collective consciousness with purpose, which in our view is a function of three considerations:

**A**wareness of our internal experiences

The quality of our **R**elationships

The **C**ultural norms we create and agree on



Dr. Paul Atkins is the Director of the Prosocial Institute and has over 25 years of experience as a behavioral science researcher, consultant, coach and facilitator with hundreds of schools and organisations all over the globe. He has published widely on topics including mindfulness in organisations, leadership, school effectiveness, identity, conflict management, and communication.



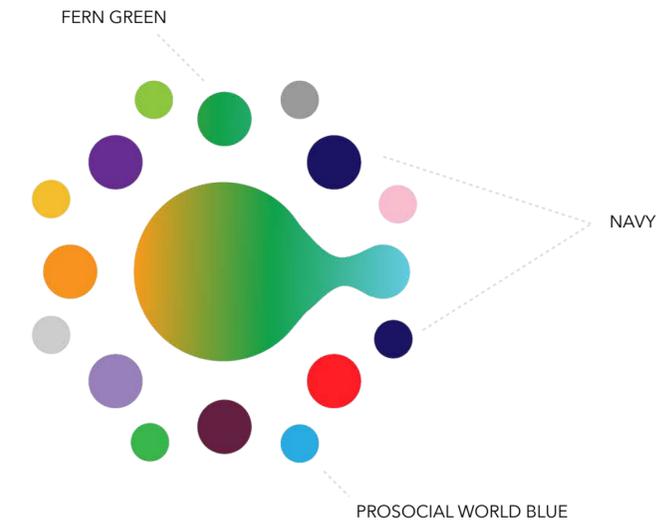
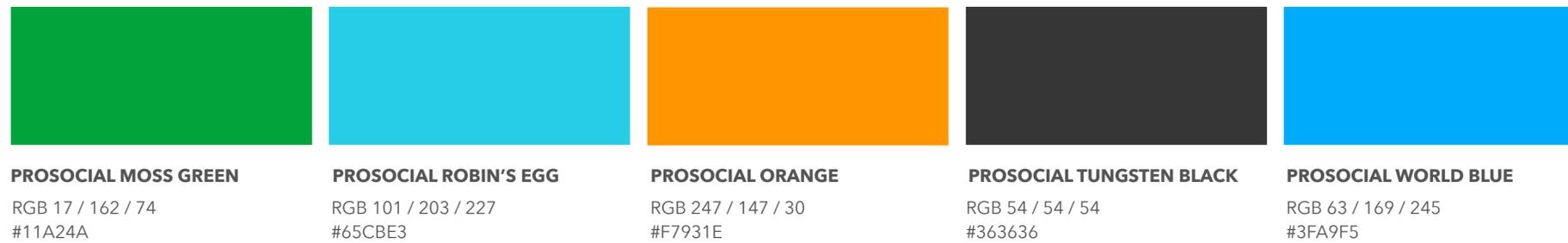
**PAUL ATKINS**  
DIRECTOR OF THE  
PROSOCIAL INSTITUTE



# COLOR PALETTE

One of the most efficient and effective ways to build brand recognition is through color. Target owns red. Home Depot is orange. Tiffany's blue box is an icon. Prosocial.World has a set of distinctive brand and secondary colors that represent the diversity of the ecosystem. These colors should be used in all internal and external communications: blasts, newsletter, website, video, etc. These colors were carefully chosen to represent calm, growth, diversity, and energy. Having the gradients creates a sense of movement and flow while the center bleeding into the electrons looks like a nucleus of an organism as we use the Prosocial ARC Process to create our superorganism.

## PRIMARY COLORS



Secondary colors are used to show differentiation in ways that create identification and consistency for specific communities of practice and marketing initiatives.

Secondary colors are shown as the "electrons" around the nucleus, starting with Prosocial orange at "9:00".

## SECONDARY COLORS



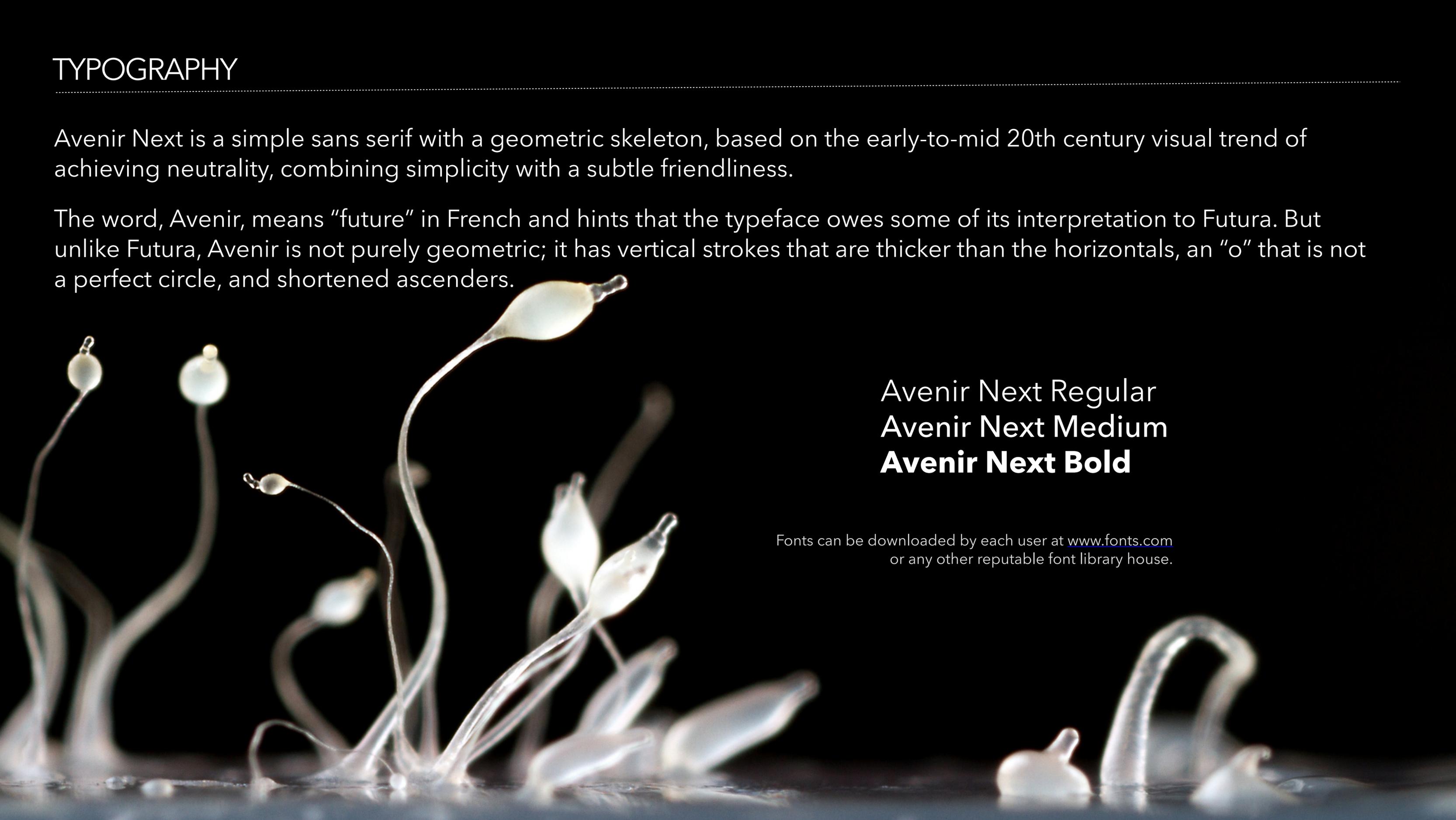
Questions regarding logo usage and PMS colors should be directed to [lori.wiser@prosocial.world](mailto:lori.wiser@prosocial.world)

## TYPOGRAPHY

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Avenir Next is a simple sans serif with a geometric skeleton, based on the early-to-mid 20th century visual trend of achieving neutrality, combining simplicity with a subtle friendliness.

The word, Avenir, means “future” in French and hints that the typeface owes some of its interpretation to Futura. But unlike Futura, Avenir is not purely geometric; it has vertical strokes that are thicker than the horizontals, an “o” that is not a perfect circle, and shortened ascenders.



Avenir Next Regular  
Avenir Next Medium  
**Avenir Next Bold**

Fonts can be downloaded by each user at [www.fonts.com](http://www.fonts.com)  
or any other reputable font library house.

# PHOTOGRAPHY & IMAGERY STYLE

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Imagery should have a high color saturation with out of focus elements either close up or in the distance as applicable to help advance the emotional impact of the narrative. The intention is to show nature, people in natural states, nature in transitional states, and people in groups in transitional states. The color saturation is also to provide a subliminal "vibrancy" of life element. Vibrations and connections of people to nature and people to people with a sense of mimicking the biological world are connection points to the Prosocial ecosystem.

While we can't account for all of the ways in which Prosocial can be represented, we ask that the style of photography used is consistent with what's below. There will be a comprehensive image library available for use in the future. Until then, consider the following categories, ideally reflecting some sort of cooperation: nature, animal groups, human groups, indigenous groups, modern group contexts, common pool resources.





**QUESTIONS?**

**Contact:** [lori.wiser@prosocial.world](mailto:lori.wiser@prosocial.world)