SOURCEWISE
COMMUNITY RESOURCE SOLUTIONS

STYLE GUIDE

v. 2.0

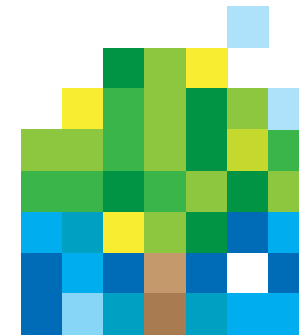# TABLE OF CONTENTS

Note: Any variations or changes must be approved by Crystal Shafiabady: cshafiabady@mysourcewise.com
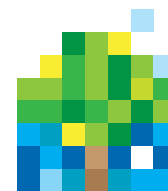
BRAND ELEMENTS

Logo

This logo image maintains a semblance of our roots in the communities of Santa Clara County while simultaneously creating a separate and diverse identity. The tree imagery is completely re-done and modernized as we recreate our identity. The bright colors exude an aura of warmth and vibrancy. The image is warm and inviting and also technologically-savvy. As a customer service oriented nonprofit organization that operates in the capital of technological advancement, we showcase our innovation, creativity, and compassion for what we do.

Comprised of blocks representing both the coming together of community resources and the many ways Sourcewise supports the community, this logo image embodies and projects our desire to grow and advance.

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BRAND USAGE

Logo White Space

White space around the logo and badge increases legibility and creates impact.

Using the "S" in Sourcewise as your guide, do not allow other graphic elements to violate an area of clear space around the logo and the badge that is less than the size of the "S".

When the Sourcewise logo is placed next to third-party logos, a clear space equal or greater to the size of two "S" is to be given. A clear space of two "S" is if imagery is placed either directly below or above the badge portion of the logo to maintain brand integrity.

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BRAND USAGE

Logo Backgrounds

Whenever possible, the logo should only be used over clear, solid or low contrast backgrounds. Use of the logo over high-contrast areas or patterns is never allowed. The preferred backgrounds are white and black, or dark gray.

For background treatments, ensure that the encapsulated block on the bottom right section remains as a void. The encapsulated block should allow the background to be visible.

Note: limited use only; approval required.

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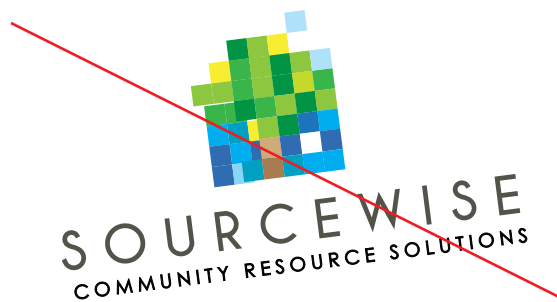
BRAND USAGE: Violations

Proper logo usage examples are shown on the preceding pages. Do not alter or modify the logo in any way. This page shows a variety of incorrect ways to use the logo, although it is by no means a comprehensive list.

Do not recopy the logo from non-original formats, such as photocopying or scanning.

Do not rotate the logo.

Do not change the color of the logo name or tagline in any other way, other than changing the Sourcewise logo name to black (light backgrounds) or white (dark backgrounds).
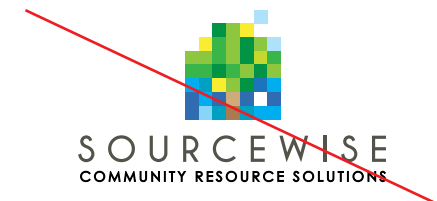
Do not put the logo on a dark background without changing the colors to white. Use correct judgement in determining which version works with the color it is placed on top of.

Do not stretch or squeeze the logo.

Do not keep the tagline if the logo width is under 2Ó.

Do not place the logo over a busy background.

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SOURCEWISE BRANDS

CareAccess
A Sourcewise Solution

Public Authority Services
by Sourcewise

Service Name: CareAccess

Statement of Purpose:
CareAccess is a cloud-based, best-of-breed, software-as-a-service (SaaS) platform tool that is highly customizable and designed to facilitate other agencies' data. Backed by premium customer service for its users, the software ensures quality, provides online registration and education tools, reduces costs, and improves response time for consumers.

Service Blurb:
Complete with a full-service customer service solution, CareAccess' best-of-breed technology platform is designed to help you connect with consumers who need services.

Service Name: Public Authority Services by Sourcewise

Statement of Purpose:
Public Authority Services by Sourcewise facilitates independent living by supporting the In-Home Supportive Services (IHSS) program through an effective partnership with the County of Santa Clara. The IHSS program strives to maintain self-sufficiency and avoid institutionalization for qualifying seniors and people with disabilities.

Service Blurb:
Utilizing technology and experience to enable local senior support organizations to provide pre-screened In-Home Support Services to their consumers.
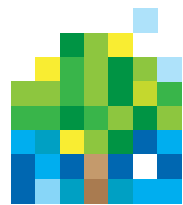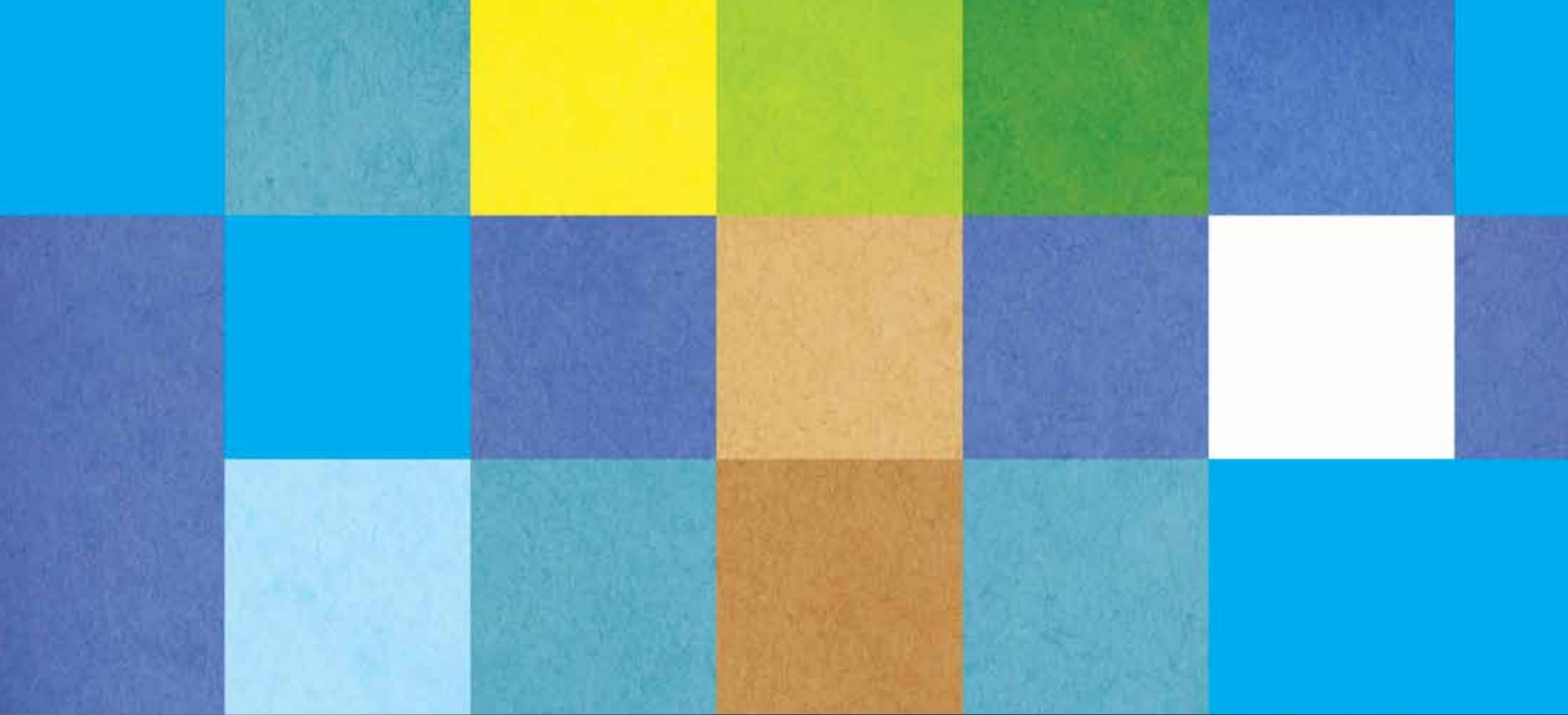
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