

BRAND BOOK

2023

OPERATION

BROKEN SILENCE



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OUR BRAND

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WELCOME!

Are you ready to make some awesome things together?

Operation Broken Silence is building a global movement to empower the Sudanese people through innovative programs as a 501(c)(3) nonprofit organization.

We're a niche nonprofit. Our work speaks for itself, but we also understand that maintaining a strong brand can further amplify our mission. This ***Brand Book*** will inspire your creativity, help explain the core attributes that make Operation Broken Silence so special, and provide you with straightforward guidance on how to best represent our mission and brand.

As always, never hesitate to ask if any questions come up: info@operationbrokensilence.org »

OUR VISION

SUDAN'S FUTURE: BEYOND TOMORROW

At Operation Broken Silence, we're focused on what Sudan looks like decades from now instead of just what gets us through another day. Our vision comes directly from our Sudanese partners: ***a Sudan free from fear, need, and want in our lifetime.*** That requires bold thinking and determined engagement.

OUR MISSION

WHAT WE LIVE FOR

Operation Broken Silence is building a global movement to empower the Sudanese people through innovative programs as a 501(c)(3) nonprofit organization. We're bringing childhood education and healthcare to oppressed people in Sudan.

OUR PERSONALITY

HOPEFUL, HONEST, HELPFUL, AND REALISTIC

OUR TONE

SERIOUSLY INSPIRATIONAL

We want our brand to be inspirational, but we must hold that in tension with the severity of the crisis in Sudan. When we interact with all of our supporters, our goal is for them to embrace the urgency of our mission through the lens of the exciting possibilities the Sudanese people are capable of.

We also want our brand to be as concise as possible. While we embrace the complexities of Sudan and our mission there, we understand that breaking out language and visuals into understandable bites goes a long way. We love making truth engaging.

A person in a light blue shirt is holding a smartphone, looking at the screen. The background is a blurred crowd of people in an outdoor setting with trees and a bright sky.

OUR LOGO

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MEET THE LOGO

Sudan is rarely in the news or discussed in classrooms. Many people don't know much about Sudan because they've never been given the opportunity to learn more.

Our logo is designed to overcome these challenges. The African continent is easily identifiable for the public. The dividing line is a reminder that Sudan is a country yearning for equality. We know that people find our name intriguing. When people see our logo, it draws them in to learn more.

Our logo makes an appearance in just about everything we do. The following guidelines will show you how to use it well.



VERSIONS

Our logo is always horizontal and comes in black or white, whichever is most clear on your background color or design. We have print and digital versions of our logo that include a transparent background. Contact us at info@operationbrokensilence.org for high-resolution copies of our logo.



DETAILS MATTER

We understand that you may have to get a little creative when fitting our logo into your design, but here are some things you should avoid doing:

1. Don't alter the shape or look of our logo, change the font, or make a new one.
2. Don't squish or skew our logo.
3. Don't place our logo on a cluttered background.

Our logo should always be easy to read. Keep the size legible and leave half the height of the logo in space on all sides around it. The boxes behind the above versions of our logo show the minimal amount of room that should be left on each side.

Additionally, please review our *Intellectual Property Guidelines* so you are familiar with the basic rules of using our logo. [SEE THEM HERE »](#)



COLORS

11 PRIMARY COLORS

12 SECONDARY COLORS

CMYK 0%, 62%, 71%, 29%

RGB 181, 23, 0

HEX B51700

OUR **FAVORITE** COLORS

Red and black are found at the top and bottom of the Sudanese flag. *We use these colors all the time.*

CMYK 0%, 0%, 0%, 100%

RGB 0, 0, 0

HEX 000000

CMYK 44%, 0%, 44%, 56%
RGB 1, 113, 0
HEX 017100

CMYK 0%, 0%, 0%, 0%
RGB 255, 255, 255
HEX FFFFFFFF

CMYK 0%, 15%, 58%, 26%
RGB 188, 149, 41
HEX E2B046

CMYK 55%, 44%, 0%, 20%
RGB 66, 92, 205
HEX CC5500

CMYK 57%, 0%, 15%, 27%
RGB 41, 187, 149
HEX 29BB95

CMYK 0%, 58%, 42%, 26%
RGB 188, 41, 80
HEX BC2950

SECONDARY COLORS

These are colors that make occasional appearances in our work, especially in our events and with Brand Partners. They are inspired by the vibrant and diverse clothing of the Sudanese people.



TYPOGRAPHY

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OUR FAVORITE FONTS

Our primary brand font is *Gotham*. You will see it turn up in our print and graphic design work.

We use two other fonts in print and graphic design for our annual events. *Great Vibes* is for Soirée For Sudan and *Maler* is for Eden's Run 5K.

On our website, we use *Proxima Nova* for titles and *Lato* for text. We don't use these in print and graphic design.

Use the font that works best with your design, and always be consistent throughout whatever you're working on.

GOTHAM

Gotham Thin
Gotham Thin Italic
Gotham XLight
Gotham XLight Italic
Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Black Italic
Gotham Ultra
Gotham Ultra Italic

Great Vibes

MALER



STORYTELLING

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GENERAL APPROACH

In just about everything we do, you'll see images of people smiling, determination, and our collective hope.

We never guilt people into giving. Victimizing the Sudanese people is not only ineffective, it is also not an accurate depiction of who they are. When we do show the hard realities of Sudan, we always provide concrete ways to fight back. Because the Sudanese fight back.

This is also the same approach we take with our Brand Partnerships, events, and our movement-building work outside of Sudan. Hope is an anthem, and we want to share that as much as we can.

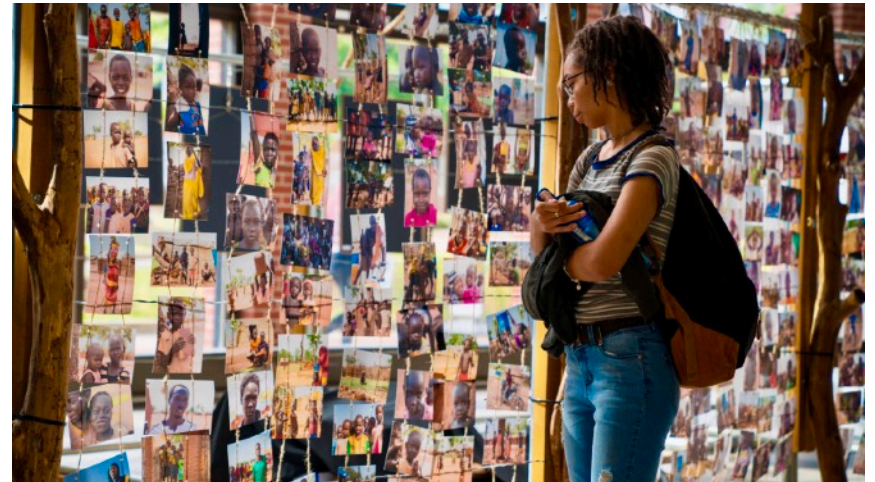


PHOTOGRAPHY

Photography is one of the main ingredients of our work. All of our campaigns, events, and brand partnerships feature breathtaking images from our photographers in Sudan.

Our goal is to show the Sudanese people for who they are in their normal surroundings. That way when people see our photos, they get an accurate understanding of what it means to be Sudanese.

When photographing our movement, events, and brand partnerships, the same applies. We have dedicated supporters who are passionate for our mission. When outsiders see still images of our movement, we want them to feel excited about joining.



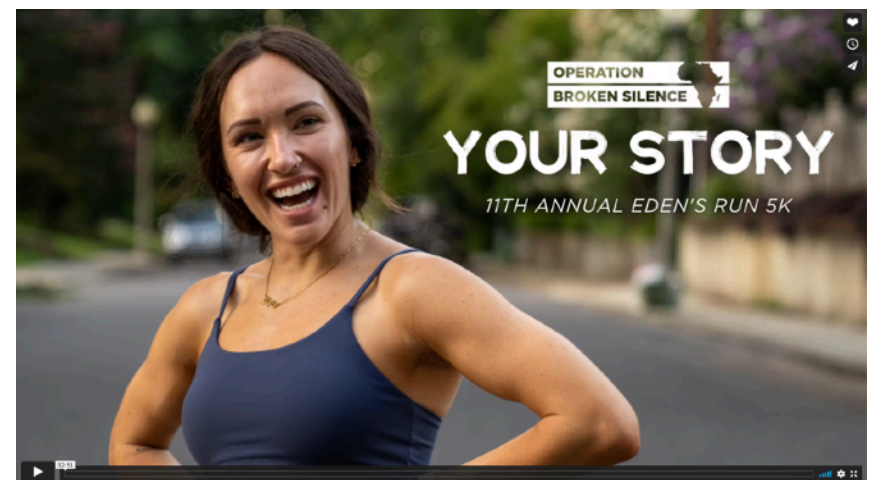
VIDEO

Video is one of the best ways we help the Sudanese people tell their own stories and show the impact of our work. It's the closest we get to taking people into Sudan and the refugee camps to see it all for themselves.

Authenticity is key. When we are in Sudan, we shake hands with the people in our videos, explain our purpose, and provide ample time and space to listen. This is about them, not us.

When filming our movement, events, and brand partnerships, our goal is to show who we are together and pull individual stories forward when it makes sense to do so.

[SEE OUR VIDEOS »](#)





LANGUAGE & COPY

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COPY TONE

Our brand voice hinges on being *seriously inspirational*. Everything we write is written by a person for other people to read. It's helpful to think like a person instead of a nonprofit when you are writing, too.

At the same time, we keep things professional. If Operation Broken Silence was a person, we'd be a knowledgeable and friendly one. When we talk about Sudan, we're the experts. While we may sound casual a lot of the time, we steer clear of offensive language.

WRITING TIPS & TRICKS

As you write on our behalf, keep in mind that you are representing us. Here are a few straightforward guides to make the most out of it.

1. Be casual, but not too casual.

Do we use words like “awesome” and “totally”? Yes. Do we like exclamation marks and personal emails? Absolutely. Do we write “Hey bro” or “Sup?” No. We’re a pretty chill nonprofit, but we are also professional.

2. Be accurate.

Being casual doesn’t mean we’re careless. We proofread everything. Check stats. Then check them again. We’re a recognized authority on Sudan, so when talking about issues there or our programs, double check everything. Feel free to ask us for thoughts on your drafts as well.

3. Be friendly.

We generally treat everyone with kindness and respect. Anytime you write something, think: “How would I phrase this if this were going to a good friend?” We love when communication feels personal and real, while still being clear that we’re a respected and reputable organization.

4. Be positive.

The crisis in Sudan is tragic. Writing about it can be hard. We never want our supporters to feel unhappy after interacting with us, so we try to end a communication on a positive note or by providing a concise way to get involved. We have to be honest about harsh realities, but we also talk about what we can do to help our friends in Sudan change their situation.

5. Be inspirational.

We ask a lot of our supporters. Whenever possible, try to inspire people. Think about how you’d describe what we do to your mom or dad—then write that down. Our goal is that every little interaction with Operation Broken Silence will make people feel more hopeful about Sudan and the crisis there.

6. Be clear.

Always make your language simple and easy to understand. Never send people somewhere else for information when you can just give it to them. Don’t complicate things. Just be as clear as possible.

7. Be brief.

People are busy. Respect their time. Say what you need to say, then stop writing.

WRITING TIPS & TRICKS

continued

8. Treat people like people

We connect supporters to real places in Sudan where real people live and work. We can't always share names for safety reasons, but we still focus on serving the Sudanese people. When you're talking about them, use terms like "people in Sudan" or "Sudanese people" not just "the Sudanese." This will help your audience connect better, and it's the right thing to do.

9. Use *who*, not *that*.

When talking about the crisis in Sudan, it's helpful to remember that people should always be referred to with "who" not "that." As in, "There are thousands of children in Yida Refugee Camp *who* don't have access to a classroom."

10. Don't call us a company.

When talking about Operation Broken Silence, treat us like we're family. Don't refer to us as "the company" or "they." Use words like "we" or "our organization" instead. We're all in this together.

11. Use *can*, not *will*.

When talking about the crisis in Sudan and what impact a donation can make, never guarantee results. We don't always know in advance exactly how many people a given project can help, or how much life will change once we deliver funds. Instead, talk about the amazing things education and healthcare *can* achieve.

12. Use *The Renewal*, not *Renewal*.

Our monthly giving program, The Renewal, is at the heart of our movement. Always use "The" and make sure it is capitalized. As in, "I joined *The Renewal*, because I believe supporting education in Sudan every month is needed."

13. Members of The Renewal.

The Renewal is a special, top-tier group of supporters. They are our biggest champions, so we treat them with respect and extra care. You can refer to them as "members of The Renewal" or "The Renewal family."

COPY STYLE EXAMPLES

STYLE TIPS

BAD

GOOD

Avoid big words.



It can be overwhelming to comprehend the magnitude of the crisis in Sudan.



It can be hard to imagine the scale of the crisis in Sudan.

Keep sentences simple.



Our Sudanese partners are selected by us through a rigorous vetting process and have years of experience and immense knowledge.



Our Sudanese partners have years of experience and lots of direct knowledge.

Stay positive!



Make your giving actually mean something and know where your donation goes. Give to Operation Broken Silence.



Your gift can change lives in Sudan. Give to Operation Broken Silence today.

Don't be overly casual.



The crisis in Sudan sucks extra bad right now. People are dying because the regime is terrible and needs to go. We have to do something right now.



The crisis in Sudan is bad and won't be solved overnight, but there are tangible things we can do to help the people of Sudan.

Focus on the people.



There are many kids without access to a quality education. In fact, there are 25,000 kids in Yida Refugee Camp alone who don't have a good classroom to attend.



In Sudan, thousands of children don't have access to a quality education. You can help change that.



THE RENEWAL

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THE RENEWAL

The Renewal is our family of monthly givers who never stop fighting for change. They have signed up online to give monthly to the education and healthcare programs we support in Sudan.

Members of The Renewal are our top supporters. They receive tiered perks for being invested in our work and they get extra attention from our staff. [LEARN MORE »](#)



THE LOGO

The Renewal has its own special logo that ties directly into our work. The shield represents our members helping to create safe spaces for the Sudanese people to work in. The sapling stands for the Sudanese working to renew their country.

The Renewal name was provided to us by our Sudanese education partner, who once said to us “Education can renew Sudan.”



TAGLINE & TONE

TAGLINE

The Renewal is our passionate family of monthly givers supporting Sudanese teachers and healthcare professionals.

COPY TONE

Copy for The Renewal should always feel relevant and personal. Anytime we communicate to them, it should feel like one good friend talking to another.

Always use “The Renewal” and make sure it is capitalized, not Renewal.

Always refer to monthly givers as “members of The Renewal” or “The Renewal family.”

BRAND PARTNER CAMPAIGNS

If you are an official Brand Partner and are launching an awareness or recruitment campaign for The Renewal, please reach out to us for high-resolution photos and the logo: info@operationbrokensilence.org »



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OUR APPROACH TO BRAND PARTNERSHIPS

Operation Broken Silence seeks to create unique, multi-year partnerships with companies, brands, and influencers that have an established presence and love our mission. We partner with brands that operate with integrity and share our passion.

GENERAL CO-BRANDING GUIDELINES

The Operation Broken Silence name and logo should only be used when talking about the impact you're making as a business (not to promote a product or service) and should never appear in greater prominence than the company or product benefitting our work.

Occasionally, we'll work with a partner to raise awareness and funds through a co-branded product. In that case, we may work with our partner to co-design a product featuring our logo.

GETTING YOUR COMMUNITY INVOLVED

Partnerships are a great way to engage your customers, employees, and social media followers about Sudan, our work there, and your efforts to assist. We encourage campaigns that combine in-store and online activity, so that everyone involved gets the most out of our partnership.

GIVE

Contribute directly to our mission.

Company Donation
Percentage of Sales
POS Sales Round-Up
Event Sponsorship
Employee Giving & Matching
Customer Giving & Matching
Gifts In Kind

ENGAGE

Rally your people to fundraise.

Gamer Fundraise Live Play
Employee Fundraising
Customer Fundraising
Host An Event

AMPLIFY

Help us spread the word.

Social Media Campaign
Instagram Influencer
Media Equipment Gift
Services Support
Event Integration

Since 2018, Brand Partner **Kendra Scott** has used her storefront in Memphis, TN to donate a percentage of sales on certain nights of the year to our education program in Yida Refugee Camp.



RESOURCES & CUSTOM SERVICES

Our official Brand Partners have access to white glove services provided by our staff and a full library of promotional materials. Depending on the size of your fundraising and/or awareness campaign, here is what we may bring to the table that you can tap into.

BEAUTIFUL MEDIA

We have a number of ready-to-go videos and photo collections from Sudan that can be used to breathe life into your campaign.

Our Campaign Videos
Digital and Print Photos

A POWERFUL PLATFORM

We operate on the world's most powerful fundraising and recruitment platform. If you are planning a fundraising and awareness campaign and want all the proceeds and action to run through us, this is the way to go. And every campaign is tailor-made:

Peer-to-Peer Fundraising
Donation Pages
Crowdfunding
Event Registration

DESIGN SERVICES

We design almost all of our own digital and print material in house. We can do it for you as well if you want to provide us some of your own materials to work with.

Print Material
Social Media & Website Photos
Infographics

CUSTOM DIGITAL MEDIA

Our storytelling efforts aren't exclusive to Sudan. We can also create videos and photos of our supporters and Brand Partners as well.

Co-Branded Video
Event Photography

OUR PRESENCE

Our movement is growing, and our supporters love brands that love our mission. They regularly come to brand partner events and spread the word online.

Our Social Media
OBS Supporter Involvement

FLEXIBILITY

We understand that when two brands come together for good, not everything may line up right out of the gate. That's okay. These are just some of the things we can bring to the table to help make our partnership a success.

When a new Brand Partnership begins is a great time to have a discussion about these things.

INTELLECTUAL PROPERTY GUIDELINES

We strive to make our brand and media inspirational, but we also need both to be respected. Operation Broken Silence has firm guidelines in place to help brand partners protect our brand, logo, and intellectual property as you support our work. You can review our [Intellectual Property Guidelines here »](#)



If you ever have questions, just ask:

INFO@OPERATIONBROKENSILENCE.ORG

