



Branding Guidelines

Chester County Community Conversations

BRANDING & MESSAGING GUIDELINES (2025–2026)

BRAND IDENTITY

1. Tone:

- Inclusive, hopeful, civic-minded
- Clear and accessible (avoid jargon)
- Centered on storytelling, shared values, and respect

2. Visual Style:

- Primary Colors: Deep blue, warm gray, golden ochre
- Accent Colors: Soft teal, brick red, olive green
- Typography: Sans-serif for headlines (e.g., Montserrat), Serif for body text (e.g., Merriweather)
- Logo Usage: CCCF logo + optional Conversations Initiative lockup (to be developed)

3. Imagery:

- Real Chester County residents
- Photos showing multigenerational, cross-cultural engagement
- Community events, story circles, civic symbols (flags, historic buildings, diverse hands)

4. Tagline Options:

- “Real Talk. Real Community.”
- “Voices of Chester County.”
- “Conversations That Build Belonging.”
- “Speaking Our Future Together.”

MESSAGING PILLARS

Purpose: To create inclusive spaces where community members can connect across difference and shape the future together.

5. Core Messages:

- “Community Conversations help us listen deeply, reflect honestly, and act together.”
- “Everyone’s voice belongs in the story of Chester County.”
- “Talking across differences builds trust, empathy, and solutions.”
- “This is your space to speak, listen, and shape what comes next.”

6. Connection to America250:

- “As we reflect on 250 years of American democracy, Chester County leads with dialogue.”
- “From local voices to national vision—your story is part of America’s legacy.”

APPLICATION

When Promoting a Conversation:

- Highlight the host organization’s role
- Include the specific theme (e.g., Diversity, Justice, Civic Engagement)



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- Feature a quote from a past participant

7. Sample Blurb (Event Invite):

- Join us for a Community Conversation on *Liberty & Justice for All*. Let's explore what justice means in Chester County today—and how we can build a fairer, more connected future together.
- This is a safe, welcoming space for honest dialogue and listening. All are welcome.

8. Hashtags & Campaign Tags:

- #ChescoConversations
- #VoicesOfChesterCounty
- #America250
- #ListenLearnLead

COLLATERAL MATERIALS (To Be Designed)

- Social media templates (Canva-ready)
- Printable flyers and posters
- Digital badge for host organizations
- Email signature graphics for team members
- Conversation starter cards (for event tables)
- Slide templates for presentations

*For brand support or to request assets, contact: ajene@chescof.or