

SALUS  
CENTER  
LGBTQIA+ RESOURCE & COMMUNITY CENTER

# Branding Guide







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## What We Do



# Our Mission

Salus Center serves Lansing's LGBTQIA+ communities as a gathering space and information hub, and we advocate for the rights of our community members by honoring and affirming the interconnectedness of oppression. We empower you to build on the legacy of LGBTQIA+ activism and manifest a life that is authentic, safe, and full.

What does *Salus* mean? *Salus* is Latin for wholeness and well-being.





Open, Welcoming  
and Warm



**Tone:**

What we want to embody  
in our actions



Authentic  
and Lively



# Values & Vision

Our vision for the center is to become the greater Lansing community's premiere support center for LGBTQIA+ members.

We want to foster a positive environment, run educational and connectivity programs, support local businesses and partner with donors to keep our center updated and running smoothly.

We want people to know that there is a safe place for everyone, and that there is one here in Lansing.



Our  
current  
goals

Encourage more people to come to the center and build our audience

Build social media engagement

Attract Donors to our center

Challenge our community to think more about inclusivity

Increase awareness of the services we provide



# Target Audience

## Who We're For

Our primary target audience are members of the **LGBTQIA+ community**. We want to engage with them, make them feel welcome and ensure that Salus center is a safe place for them. We want to encourage all people, all ages, all races, all identities to feel free to express themselves and let their voices be heard.

However, we also want to interact with the **greater Lansing community** and work as an ally to make our city a more inclusive and interconnected community. Education and open discussion are key to reaching those who may not be aware of the issues our center seeks to resolve. We want to inspire them to be open-minded and more conscious of their roles, impacts and influences on society.

Our target donor is **one that shares our beliefs and ideals**. They too are dedicated to the goal of making the world a better place for all people to be themselves.





# Who We Are



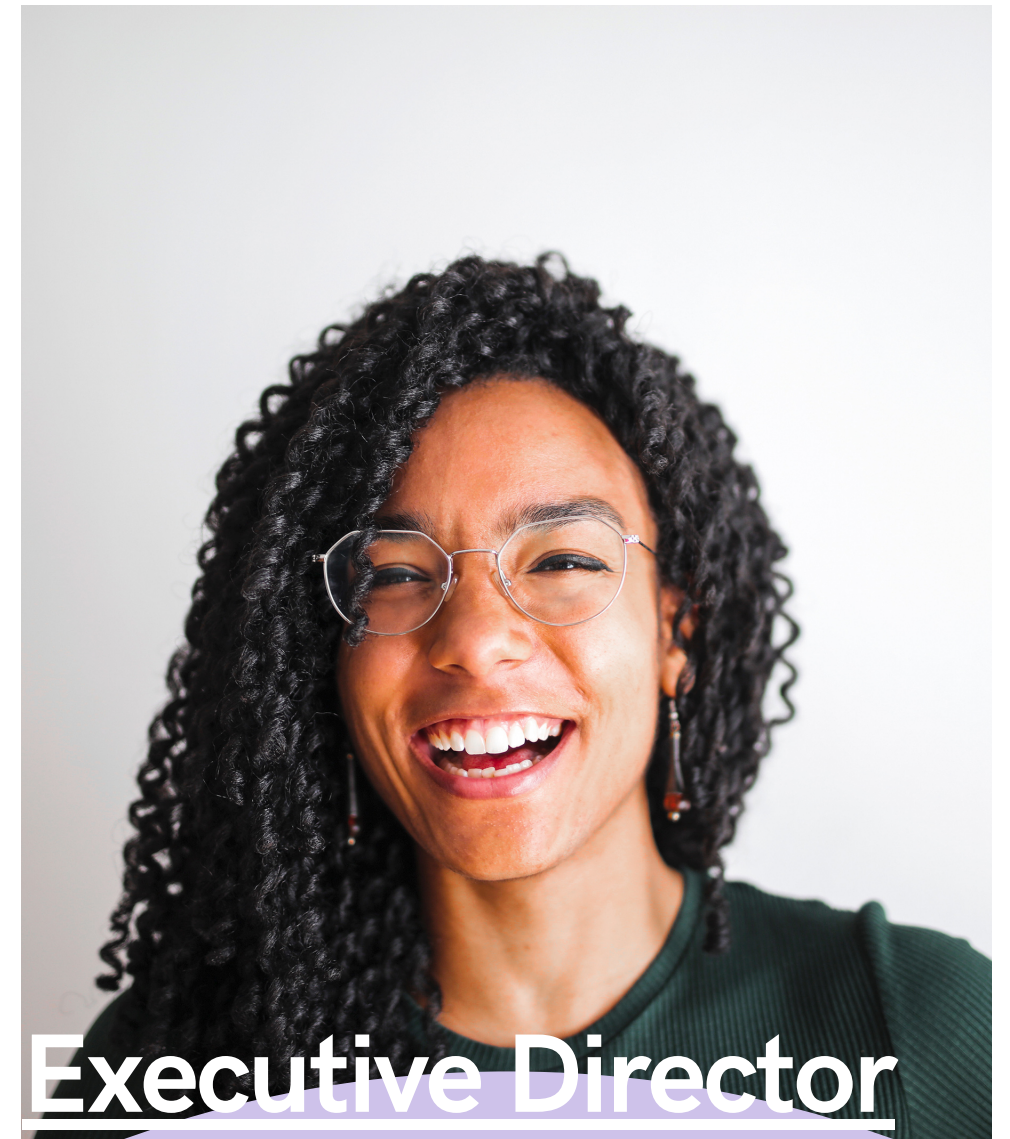
**Executive Director**

Put an informative bio here. Talk about who you are, what you like and your history. Where did you come from? What is your role in the LGBTQIA+ community? What is something that you love about the community? What qualifies you for the position? What is something that you like about yourself? A fun fact? Etc.



**Executive Director**

Put an informative bio here. Talk about who you are, what you like and your history. Where did you come from? What is your role in the LGBTQIA+ community? What is something that you love about the community? What qualifies you for the position? What is something that you like about yourself? A fun fact? Etc.



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# *What makes us special...*

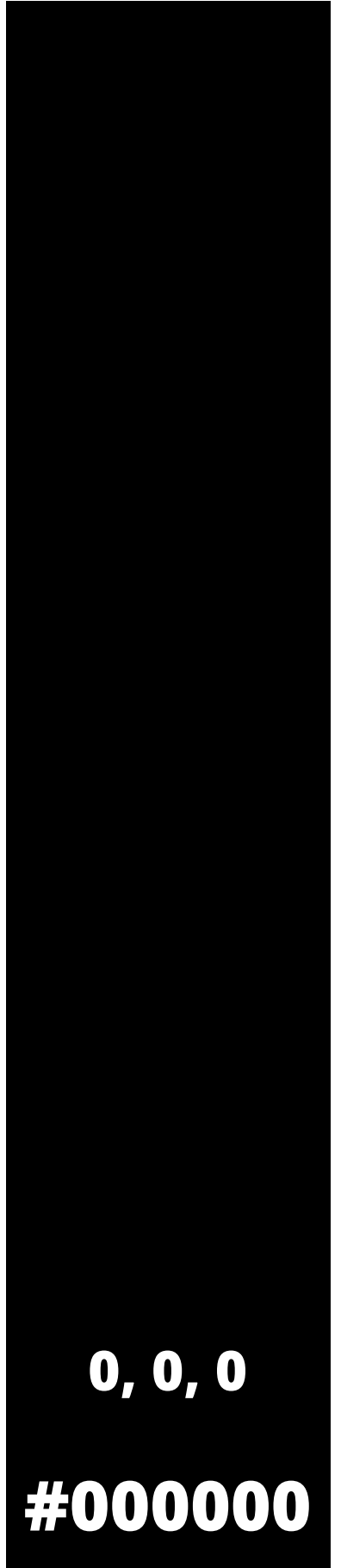
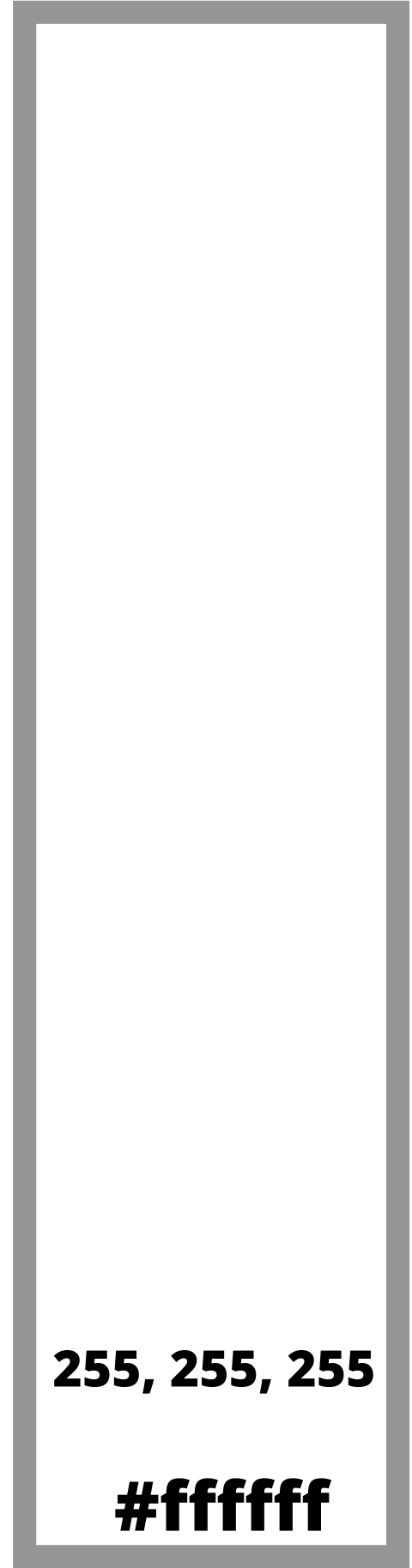
Salus Center is the only LGBTQIA+ community center in the greater Lansing area. We thrive in providing a safe and open space that promotes interconnectivity and inclusivity among everyone.

We are an organization run by people of color and member's of the community we serve. We value conversation, education and positivity and are welcoming to all people.



# Color Palette

## Primary Colors



## Secondary Colors

# Fonts

**Heading 1: Open Sans Extra Bold**

*Heading 2: Genty*

Paragraph 1: Open Sans Regular

Paragraph 2: Open Sans Light



# Examples of use

**Heading**

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# Social Media

## Meet Audrey

Audrey has worked at Salus Center as a director since 2018



## Use templates

Templates help establish brand consistency, and help viewers to recognize posts. They also save time and are efficient and easy to use.

## Use active language

Words that inspire a call to action will help to keep viewers engaged and are more likely to encourage them to interact with the center.

Ex. learn more, check out, explore, spread the word, share , etc.

## Be consistent

Using a calendar and posting regularly is important, it builds a reliable audience. Being consistent with the type of content is also important, it establishes a correlation between your brand values and the viewer.

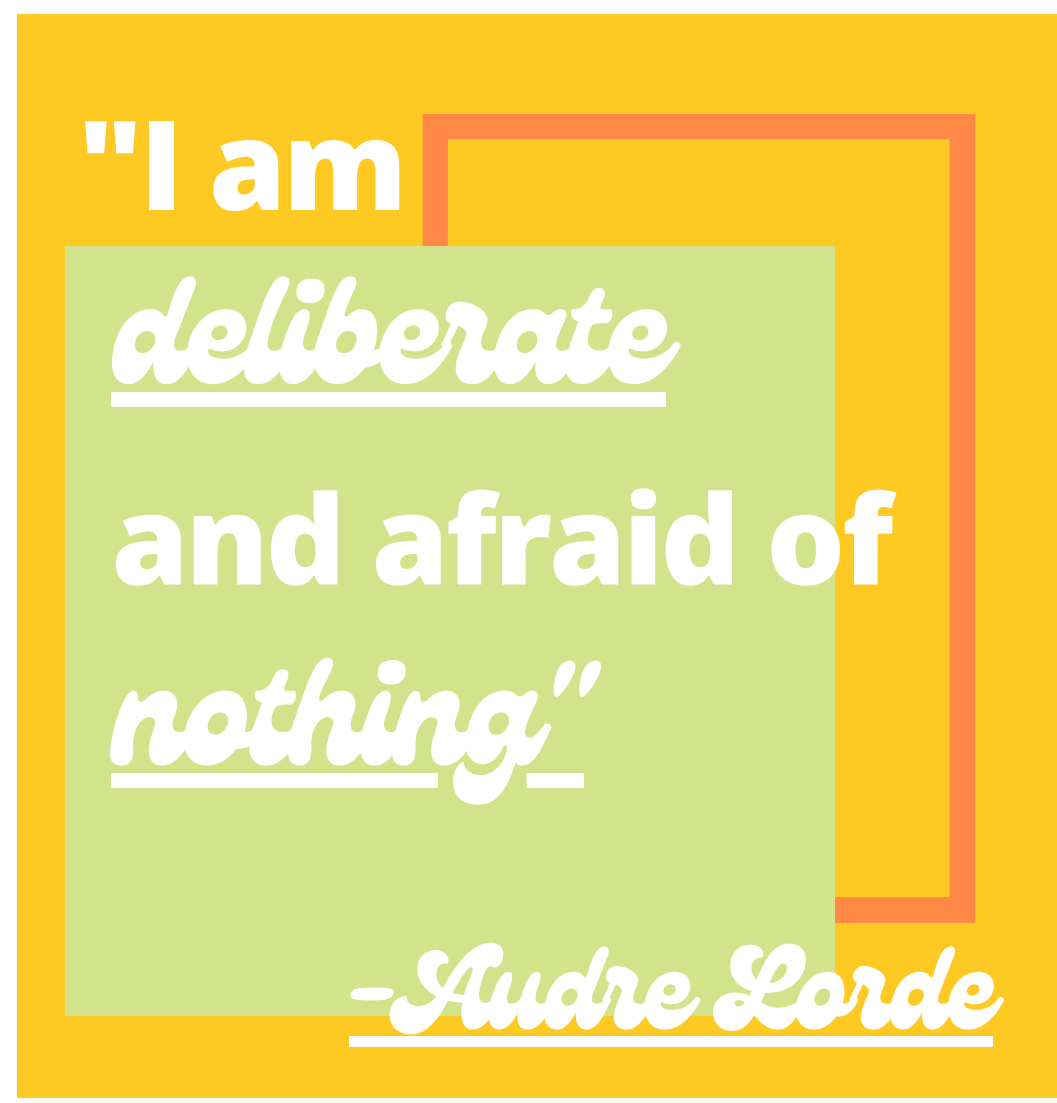


# Examples

## Photos



## Text



## Event



see social media deck for more templates and social media calendar



# Things to avoid

## Unreadable Content

Avoid posting content that is hard to read, whether the text and background colors are not high enough in contrast or a photo competes with your text. Do not use colors or photos that are too bright or saturated and make it hard to place information on.

## Too much text

A lot of text can overwhelm the viewer and disengage them from the content. Instead focus on one or two things that you really want them to focus on, and make it big and easy to read.

## Text over faces

Putting text over someone's face takes away from the message you are trying to send by using their photo. The audience wants to feel connected to the subject, and wants to see their face. Try to place text next to or below the subject, or find a creative way to frame the text around the subject's face.

## Cheesy Content

Images that are too posed or cliché, feel forced and not authentic. Try to take your own photos if possible or find photos that feel natural and organic.



408 S Washington Square, Lansing, MI 48933

(517) 580-4593

[www.saluscenter.org](http://www.saluscenter.org)

Instagram: @saluscenter

FaceBook: Salus Center

Twitter: SalusCenterMI