



CHARGE: Co-Creating

Breaking Barriers. Building Business. Creating Change.

Brand Style Guide

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Brand Overview

CHARGE: Co-creating does exactly what it says – leading the charge of bringing together entrepreneurs from underserved market segments, students’ interns, and industry success stories looking to give back to their community in order to co-create business opportunities that will let each party take CHARGE. Taking charge of their lives and dreams, their careers, or lifting the community, our goal is to help each individual involved find their own ability to succeed through working together.

Brand Name

Our organization started with a few individuals that wanted to give back. Originally named IMPACT, the team felt like this reflected that goal. However, as we evolved, we realized we wanted to do more than make a change in the lives of those who need help. We didn’t just want to come in and impact their lives, we wanted to empower them to change their own lives. This isn’t a handout – this is life changing work for all involved. We saw the passion that was felt by each individual we worked with as our organization grew, and so we knew it was time for a change. And so, CHARGE: Co-creating was born. With that comes the exciting opportunity for everyone to get involved, come together, and charge up their lives and those of others.

Brand Purpose

Our purpose is to improve the lives of everyone that comes in contact with the organization through co-creation. Entrepreneurs get a jump start on their lives and dreams, interns on their careers through powerful experiences and connecting with top names in the fields, and mentors through giving back and making a difference in the lives of others.

Brand Promise

Our promise is that you will feel charged up after working with us – plain and simple.

Brand Values

Our organization has 3 values at the core of everything we do:

- **Empowerment:** We believe in teaching fish, not just feeding. We do not look at our entrepreneurs as needing handouts, but rather our partners in co-creating successful business opportunities.
- **Caring:** We are a group of individuals that care, and we want to work with anyone that shares that passion. We want to help create dream situations, not answer a wish.
- **Collaboration:** Everyone involved in every project works together to accomplish our goals. We want to co-create, not lecture, and take over.

Brand Personality

With a vibrant and accommodating brand personality, CHARGE: Co-Creating thrives to transform the lives of the entrepreneurs, interns and mentors.

We are simple, accommodating, and exciting yet inspirational.

- **Simple-** CHARGE embraces simplicity in all aspects of its brand. Our messaging is clear, concise, and accessible to everyone, which makes our programs and opportunities easy to understand and engage with. We use straightforward language that resonates with our diverse audience, ensuring that no one feels left out.
- **Accommodative and Approachable-** At CHARGE, we foster an environment of inclusivity and support. We welcome individuals from all backgrounds, recognizing their strengths that help bring diversity to our community. Our mentorship programs are designed to accommodate the unique needs and challenges of underserved entrepreneurs, interns, and mentors, ensuring that everyone feels valued and empowered to take charge of their lives.
- **Exciting-** CHARGE thrives on excitement and energy. Our brand expresses enthusiasm and optimism, sparking the passion within our team members to strive for greatness. Our passion strikes like thunder through every aspect of our brand.
- **Inspirational-** As our name suggests, we are in charge of the experience and success in connecting entrepreneurs with coaches, interns with opportunities and mentors with a meaningful way to give back to society. We take a well-informed, expert approach to guide them towards achieving their goals.

Brand Visual Foundation

Business Logo

Primary Logo

CHARGE: Co-Creating logo is a **lightning bolt**, which represents **power, strength, and speed**, which is associated with Greek god Zeus and his mighty power and strength. The lightning bolt also represents unpredictability and the challenges that entrepreneurs face in business. The logo is designed to be simple yet powerful, representing the organization's mission of breaking down financial barriers and empowering entrepreneurs to take charge of their businesses. The logo should be instantly recognizable and evoke feelings of empowerment and energy.



CHARGE

Secondary Marks and Symbols

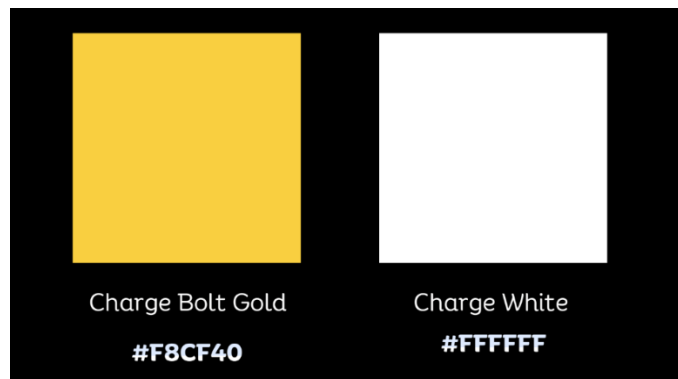
This logo, mark or symbol can be used in places where the normal brand would not fit.

CHARGE



Colors

The visual look of CHARGE: Co-Creating is represented by the colors **black and yellow**, which symbolize ***strength, power, confidence, positivity, and energy***. The black color conveys sophistication, control, dominance, and authority, while the yellow color represents optimism and energy.



Typography

Primary Font



Binate Bold

AbCcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrS
sTtUuVvWwXxYyZz

Typography Principles

1. Use specific types of fonts mentioned above for their respective platforms.
2. The font should be consistent throughout the platform:
 1. To create **visual hierarchy**-
 1. Headings should be bold and underlined in italics.
 2. Subheadings should be bold and in italics.
 2. The content should be center aligned.
 3. Font color should be black with white background or vice-versa.
 4. To create an impact, a yellow font can be used on a black background.
 5. The spacing for content should be 1.15 or 1.5.

Visual Language Elements

Photography

Guidelines for Entrepreneurs pictures

1. **Professional portraits**- Entrepreneurs should be well dressed and their appearance should align well with the brand image.
2. **Portrait setting**- Photos can be taken with the entrepreneur's business as the background. Or a simple and plain white or black background that will help in adding context to the image.

Guidelines for Entrepreneurs pictures as success stories

1. The pictures taken should have genuine emotions that help in relating their success stories.
2. The pictures should complement their stories of journey, success, challenges, and achievements.
3. Include action shots that showcase the entrepreneurs working on the projects, interacting with interns and mentors, interacting with customers and activities related to their business.

Brand Voice

Tone and Voice

CHARGE: Co-Creating verbal messaging is focused on the idea that growth is possible even in the face of limitations and constraints. CHARGE encourages entrepreneurs to take charge of their lives and embrace the challenges they face in business, turning them into opportunities for growth. The messaging is designed to **motivate and inspire** entrepreneurs to take action towards achieving their goals and building successful businesses. This messaging is meant to resonate with entrepreneurs and give them a sense of purpose and direction.

We ensure everything we are doing is authentic and empowering for our clients and their businesses. We use language that is **inclusive, supportive, and motivational** to inspire entrepreneurs to take CHARGE of their lives and achieve their business goals.

- **Empowerment**
Inspiring and motivating, desires to instill confidence in candidates and their businesses.
- **Optimism**
Positive and hopeful, looks for the best in people and situations, and it emphasizes possibilities rather than limitations.
- **Energy**
Conveys a sense of enthusiasm that excites candidates to take CHARGE of their business.

CHARGE: Co-Creating communicates with a friendly and approachable tone, while maintaining a sense of expertise and confidence. Our messages should inspire action, celebrate achievements, and emphasize the transformative power of collaboration.

Resources and Tools

Email templates

1. To reply when entrepreneurs apply

Subject: Thank you for applying to CHARGE: Co-Creating Program!

Hello **[Entrepreneur's Name]**,

Thank you for taking the first step towards empowerment by applying to the Charge program! We are thrilled to receive your application and to learn more about your entrepreneurial journey.

At Charge: Co-Creating, our mission is to support underserved entrepreneurs like you in reaching your full potential by providing business coaching, valuable resources, and a platform to connect with enthusiastic interns and experienced mentors.

Your application demonstrates your determination and passion for making a positive impact, and we are excited to get to know you better. Our team is currently reviewing your application to ensure that we understand your needs and goals thoroughly.

Next Steps:

1. Application Review: Our team of experts is carefully reviewing your application to understand your aspirations, challenges, and unique requirements.

2. Interview Invitation: If your application meets the initial criteria, you may be invited for a brief interview with our program coordinator. This interview will give us an opportunity to dig deeper into your business vision and discuss how we can best support you.

3. Tailored Support: Based on your application and interview, we will curate a personalized support plan to address your specific needs. Whether it's refining your business strategy, connecting you with potential interns, or matching you with a dedicated mentor, our goal is to empower you to succeed.

We value your time and commitment to making a positive impact, and we promise to keep you informed throughout the application process. If you have any questions or need further assistance, please don't hesitate to reach out to our team at **[Contact Email]** or **[Contact Phone Number]**.

Once again, thank you for choosing Charge as your partner on this incredible journey of growth and empowerment. We are inspired by your passion and look forward to collaborating with you to achieve your entrepreneurial dreams.

Together let's Break Barriers, Build Business and Create Change.

Sincerely,

[Name]

CHARGE Entrepreneur Mentoring Coordinator

[Nonprofit Organization Name]

[Contact Email]

[Contact Phone Number]

2. To reply when interns apply

Subject: Thank you for applying to CHARGE: Co-Creating Internship Program!

Hello **[Intern's Name]**,

Congratulations on being selected for CHARGE: Co-Creating Internship Program! We are thrilled to welcome you aboard and excited about the positive impact you will make on the entrepreneurial community through your dedication and passion.

At Charge, we believe that interns like you play a crucial role in supporting and empowering entrepreneurs on their business development journey. Your enthusiasm and skills are invaluable, and we are eager to see the transformative effect you'll have on the entrepreneurs you'll be working with.

Program Highlights:

- **Guided Mentorship:** Throughout your internship, you will have the incredible opportunity to seek guidance and wisdom from our experienced mentors. They will be there to support you, answer your questions, and help you navigate the challenges and opportunities that arise.
- **Real-world Experience:** Our internship program is designed to provide you with hands-on experience in assisting entrepreneurs with business development strategies, market research, project implementation and developing business plans.
- **Impactful Projects:** You will be working on projects that directly contribute to the growth of our entrepreneurs' businesses, giving you a chance to witness the direct effect of your efforts.
- **Networking Opportunities:** Charge's vast network of entrepreneurs, mentors, and professionals will offer you valuable networking opportunities, helping you build connections that can boost your career in the future.

As you embark on this enriching journey with Charge: Co-Creating, remember that your contributions will play a significant role in empowering entrepreneurs to achieve their dreams.

If you have any questions or need further information before the orientation, please don't hesitate to reach out to us at **[Contact Email]** or **[Contact Phone Number]**. We are here to assist you every step of the way.

Once again, welcome to the CHARGE family! Your dedication to making a positive impact through entrepreneurship is truly inspiring, and we can't wait to see your growth and success during your time with us.

Together let's Break Barriers, Build Business and Create Change.

Sincerely,

[Name]

CHARGE Entrepreneur Mentoring Coordinator

[Nonprofit Organization Name]

[Contact Email]

[Contact Phone Number]

3. To reply when mentors apply

Subject: Thank you for applying to CHARGE: Co-Creating Mentorship Program!

Hello **[Mentor's Name]**,

We are extremely grateful for your interest in becoming a mentor with Charge: Co-Creating and for your willingness to give back to society by guiding underserved entrepreneurs on their business journey and mentoring interns in developing business plans. Your expertise and commitment to empowering others are commendable, and we are excited about the potential positive impact you can make.

At Charge, we believe that mentors like you play a pivotal role in shaping the future of aspiring entrepreneurs and emerging talents. Your guidance and support can transform lives and help individuals achieve their entrepreneurial dreams.

Next Steps:

1. Application Review: Our team is currently reviewing your application to gain insights into your professional experience, expertise, and mentorship approach.

2. Interview Invitation: If your application resonates with our program objectives, we may invite you for a brief interview. This interview will provide us with an opportunity to understand your mentoring philosophy and how we can align it with our mission.

3. Mentorship Matching: Once accepted into the program, we will carefully match you with entrepreneurs and interns whose needs and aspirations align with your expertise and interests. Our goal is to create meaningful and productive mentor-mentee relationships.

4. Empowerment Journey: As a mentor, you will play a crucial role in guiding entrepreneurs through their business challenges and providing valuable insights to interns as they develop business plans. Your wisdom and experience will shape the future leaders of tomorrow.

We greatly value your dedication to making a difference, and we promise to keep you informed throughout the application process. Should you have any questions or require additional information, please feel free to reach out to our team at **[Contact Email]** or **[Contact Phone Number]**.

Thank you once again for sharing your time and expertise with us and for being an integral part of the Charge community. We eagerly await the possibility of welcoming you to our mentorship program and witnessing the transformative impact you will have on the lives of entrepreneurs and interns.

Together let's Break Barriers, Build Business and Create Change.

Sincerely,

[Name]

CHARGE Entrepreneur Mentoring Coordinator

[Nonprofit Organization Name]

[Contact Email]

[Contact Phone Number]

4. To reach out to entrepreneurs

Subject: Take charge and unlock your full potential - Apply for CHARGE Entrepreneur Mentoring Program

Hello **[Entrepreneur's Name]**,

Are you ready to take your entrepreneurial journey to new heights? CHARGE: Co-Creating is thrilled to invite you to apply for our Entrepreneur Mentoring Program, where we offer support and guidance to help you achieve your business goals.

At Charge, we understand the unique challenges faced by entrepreneurs like you, and we are dedicated to providing tailored mentorship that will empower you to overcome obstacles and unlock your full potential. Our program connects you with experienced interns and mentors who will work closely with you, sharing their expertise and wisdom to drive your business towards success.

Program Highlights:

- **Personalized Mentorship:** We believe in the power of one-on-one guidance, which is why we carefully match you with a mentor who complements your aspirations, industry, and vision.

- **Tailored Support:** Our interns and mentors are committed to understanding your specific needs and challenges, crafting a tailored action plan to accelerate your business growth.

- **Business Strategies:** Receive insights into effective business strategies, market trends, and best practices that will set you on the path to sustainable success.

- **Networking Opportunities:** Charge's extensive network opens doors to valuable connections, potential partnerships, and access to resources to fuel your business journey.

Whether you're just starting out or looking to scale your existing venture, our Entrepreneur Mentoring Program is designed to cater to your unique requirements.

To apply, please follow the link below and complete the application form:

[Insert Application Link]

If you have any questions or need further information about the program, don't hesitate to reach out to us at **[Contact Email]** or **[Contact Phone Number]**. We are more than happy to assist you throughout the application process.

Charge is committed to transforming the lives of entrepreneurs like you through mentorship, support, and opportunities. We look forward to reviewing your application and potentially welcoming you to our prestigious Entrepreneur Mentoring Program.

Don't let this chance slip away! Apply now to embrace a journey of growth and success.

Sincerely,

[Name]

CHARGE Entrepreneur Mentoring Coordinator

[Nonprofit Organization Name]

[Contact Email]

[Contact Phone Number]