

Project Lela Branding Guidelines

Content Strategy

At Project Lela, our **main audience** primarily consists of:

- Individuals who are engaged with and interested in learning more about topics related to workplace diversity and inclusion, and/or career advancement.
- Individuals who are experiencing a workplace issue and need help
- Individuals who have experienced a workplace issue and want to ensure it doesn't happen again
- Workplace experts who want to help

Our **brand adjectives** include:

- Empowering
- Affirmative
- Confident
- Trustworthy

Our **voice** is:

At Project Lela, our voice is spirited and fearless, as someone who cares deeply about the transformative work they are doing and the community they are building.

Our **tone** is:

At Project Lela, our tone is encouraging, professional, approachable, confident.

We are *not* peppy, stuffy, playful, or arrogant.

Our **content channels** include:

- Website
- Social media
- Communications

With our **writing and messaging**, we aim to:

- **Educate.** Provide relevant and timely information, using language that is informative, engaging, and inspires confidence.
- **Excite.** Highlight the innovative and inspirational nature of our work to draw interest in and support for our movement.
- **Inspire Trust.** Establish Project Lela as a credible and trustworthy expert they can count on.
- **Affirm.** Create a community of survivors and change-makers that understand, support, and encourage one another.

In order to accomplish these goals, we want our **content and language** to be:

- **Motivational.** Use inspirational and bold language when describing our vision and work, unafraid of advancing the change we want to see. Use storytelling to evoke a sense of community so readers see themselves reflected
- **Clear.** Keep language plain and simple, without the use of informal idioms, slang, or technical jargon when speaking to individuals. Use technical jargon where appropriate when speaking to workplace experts.
- **Approachable.** Messaging should be conversational, friendly, and supportive and uses wording that individuals naturally use in relation to our topic. Keep language relaxed and less formal, but still respectful, open, and welcoming.
- **Informative.** Ensure that the content we create is valuable and useful by understanding who our audience is and their needs or goals. Keep messaging straightforward and concise.

Refer to Project Lela's [Voice and Tone Guidelines](#) for additional information.

Our [metadata](#) should include terms found in the [SEO document](#).

Visual Strategy

All visuals should aid and support written content. Think about our mission and how we might humanize a sensitive topic.

[Content accessibility](#) should at least meet [WCAG's AA compliance](#).

Our [color palette](#) includes the following:

- Dark gray to express the seriousness of the problem Project Lela is working to solve
- Light pink to evoke sensitivity and optimism
- Light blue to evoke tranquility and reliability

Our [typography](#) should be open, approachable, and legible. We use the following fonts:

- Libre Baskerville for the value proposition, to establish trust immediately on the landing page.
- Lato for section headings and body text, for approachability and openness.

Our [imagery](#) should be inclusive and diverse with photos of people we are designing for, particularly marginalized individuals who might be the most affected by the problem we are tackling. We should choose imagery that excites motivation. [Iconography](#) used should match the personality outline by the tone map. Straight and structured shapes with a mix of sharp and rounded edges to convey approachable professionalism.