

# Excerpts from the SYNERGIZE LLC Brand Guide

These have been pulled from **Synergize LLC's official Internal Brand Guide**. If you have questions about something that isn't on this PDF, contact Heather Hunter at [hhunter@synergizeindy.com](mailto:hhunter@synergizeindy.com).

## *Section 1: The Heart of Synergize*

### The Mission of Synergize

The Mission of Synergize is to develop a community where selfless individuals can meet in complete harmony, led by the desire to build transformational relationships that impact the world.

### The Values of Synergize

1. **Relationships.** The number one pillar of Synergize is people. We put each other first. We love, support, and help each other. We hold each other accountable to the values of our group. Most of all, we work together with the goal of creating synergy through our relationships and helping both parties win! Relationships come before everything in Synergize, always.
2. **Impact.** Impact is central to the day-to-day operations of Synergize. We strive to have the greatest positive effect on the largest amount of people with each of our business decisions. In our minds, a win that only impacts

us is actually a loss. We don't consider ourselves successful unless someone else can *also* win from our success.

3. **Generosity.** We promise never to be selfish with our time, resources, or love. We operate from an abundance mindset. Our ripples of impact are worth creating even if they don't come back to us (although we've found that they usually do anyway).
4. **Humility.** We will never make the world a better place if we're only focused on stoking our own egos and growing our own glory. We understand that we will never be perfect, we will always need help, and that no single person is responsible for keeping the Synergize movement alive. Each of us plays an integral part, and each of us is equally important to the group.
5. **Respect.** Synergize values diversity of opinions, backgrounds, abilities, identities, and beliefs. We strive to be inclusive of all people who care about each other and about making the world a better place (and NOT to be inclusive of jerks). We believe that all perspectives have value, all voices should be heard, and that as good humans, we have a responsibility to approach our differences with open minds and empathy instead of judgment.
6. **Community.** We may not be related by blood, but we are bound together as a family by our choice to change the world together. What affects one of us affects all of us, so we take care of each other and help each other succeed. We invest in the things that help us serve every member well, deepen our relationships with each other, and help the larger community around us.

## \*Religious Affiliation

We get asked about this a lot, but Synergize is not affiliated with a specific faith. Our team and many of our members are Christians, so expect prayer at our events, but we are a secular

group and welcome members of all belief systems. We are totally fine with supporting any faith-based events and causes (mission trips, church plants, nonprofit ministries, etc.) as long as they align with our values.

## Section 2: Logos

Primary Logo: The blue S with the SYNERGIZE name **next to it** (available in both white and black)



Secondary Logo: The blue S with the SYNERGIZE name stacked **under it** (available in both white and black)



## USAGE

- If you're promoting an event, please only use our logo if our company is affiliated with the event in some way (as a sponsor, cohost, etc.).
- If you're a member, feel free to download a logo and use it on your LinkedIn profile, website, or other digital platform.
- As for coloring:
  - Please use the white outlined S and white SYNERGIZE text on dark backgrounds,
  - Please use the black outlined S and black SYNERGIZE text on light backgrounds.

Other than that, we're not picky. Just don't use our logo on anything that promotes a political agenda (for any party), illegal activities, hate speech, or anything else that goes against Synergize's values.

And we know you wouldn't, but we have to say it anyway... **If a person, business, or entity uses the SYNERGIZE LLC logo for any purposes that cause harm to SYNERGIZE LLC's brand reputation, SYNERGIZE LLC will pursue legal consequences for defamation.**

## SPACING AND SIZING

Don't mess with the spacing of the letters and elements within the logo, and don't overlap it with anyone else's logo in a way that could make the relationship between the "S" and the word "Synergize" confusing to the viewer.

As for size, it doesn't matter to us... at least, when it comes to our logo. 😊

## Section 5: Slogans and Other Imagery

Synergize slogans and imagery should not be used in any posts or graphics that promote a political agenda (for any party), illegal activities, hate speech, or anything else that goes against Synergize's values.

And we know you wouldn't, but we have to say it anyway... **If a person, business, or entity uses the SYNERGIZE LLC slogans and imagery for any purposes that cause harm to SYNERGIZE LLC's brand reputation, SYNERGIZE LLC will pursue legal consequences for defamation.**

### RELATIONSHIPS OVER EVERYTHING

- In graphic design, use the "Relationships/Everything" graphic instead of writing "Relationships Over Everything"
  - The text in this graphic utilizes Third Rail. Do NOT use the version with Riverhack (It's outdated)
  - This graphic always uses SYNERGIZE Cyan for "Relationships".
  - For the line and "Everything", use WHITE on dark backgrounds and SYNERGIZE NAVY on light backgrounds.
- Use camel case for hashtag (#RelationshipsOverEverything)

GRAPHIC:



## NO JERKS

- Can be written either as "NOOO JERKS" or "NO JERKS"
- Use camel case or uppercase for hashtag (#NoJerks or #NOJERKS)
- Use Third Rail or Riverhack in design

## ROIIMPACT

- Must be written as "ROImpact" in all situations
- This is a secondary slogan and usually not included in designs.

## 4:30 MEETUP

- This is a secondary term and usually not used as a hashtag or included in designs (unless they're 4:30 Meetup graphics)
- When it is used in graphics, use the pre-made "4:30 Meetup" PNG (it has a line through the words).
- When used in a press release or post, type as "4:30 Meetup".

GRAPHIC:



## COMMUNITY MEETUPS

- This is a secondary term and is only used in designs promoting these meetups. It's not used as a hashtag.
- When used in graphics, include the pre-made "CommUNITY Meetup" PNG.
- When used in text, type as "CommUNITY Meetup"



## ***Section 7: Boilerplate***

To be included at the bottom of press releases when the information can't be included in the article.

### **About Synergize**

Synergize is a group of business and community leaders who prioritize lifelong friendships over business deals. Their members, who value authentic connection and community impact, live by the motto, "Relationships Over Everything." The only rule? NO JERKS!! To learn more about the Synergize movement, visit [www.synergizeindy.com](http://www.synergizeindy.com).

## ***Section 8: Misc. do's and don't's***

Coming as soon as we think of more stuff to add. 🙌

