



Davis Links

Brand Guidelines

Welcome

The Davis Links brand represents connection, trust, and collaboration across our community. This guide is designed to help you express that identity clearly and consistently, no matter the platform or audience.

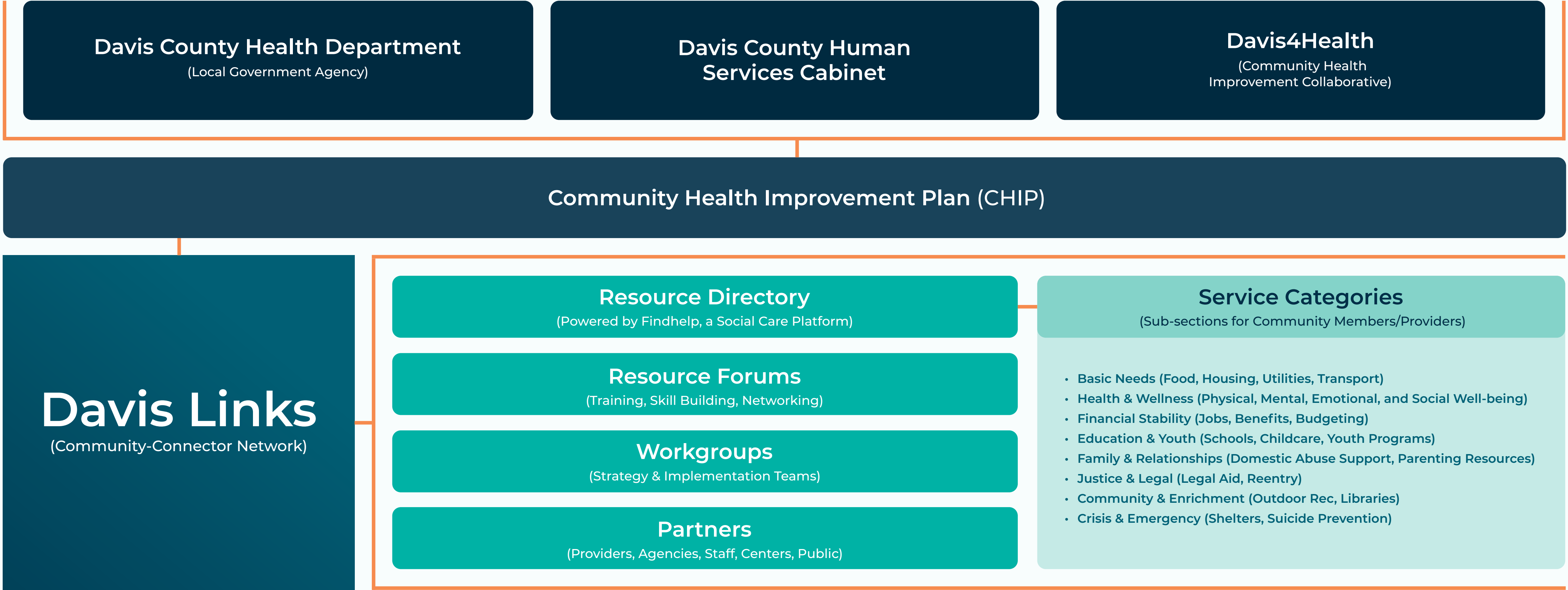
Use it as a reference to keep every design and message aligned with our shared mission of connection and care.

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Brand Positioning

How Davis Links is structured, perceived, and differentiated in the community and marketplace.

Brand Architecture



Positioning Statement

The positioning statement defines how Davis Links uniquely meets community needs. It should be shared with internal teams, partners, and decision-makers—especially during onboarding, planning, and content development.

Davis Links is a community-connector network built for Davis County. We connect service providers to each other and to the public, making it easier to find help and offer it with confidence and care. As the go-to source for local resources, Davis Links helps build a more connected, resilient community that supports the well-being of all.

Value Proposition

This value proposition summarizes the key benefits people experience when engaging with Davis Links.

Davis Links connects everyone in Davis County to essential resources and services through a network that is efficient, reliable, and judgment-free. Our directory features over 2,000 trusted programs for food, housing, healthcare, mental health, family support, and more. By bringing service providers and the community together, Davis Links helps close the gap between needs and available support. We turn searching into finding and ease the stress of seeking help.

Brand Audiences

Community Members

People in Davis County seeking support for everyday needs such as food, housing, healthcare, mental health, family services, outdoor opportunities, and other local resources and services.

Service Providers

Local, state, and national organizations that integrate their programs and services into Davis Links, providing essential referrals, data, and partnerships that power the directory and network.

Connectors & Advocates

Social workers, therapists, school counselors, case managers, healthcare providers, faith-based leaders, first responders, businesses, neighborhood champions, volunteers, and other trusted individuals who link people to resources and services.

Supporters, Decision-Makers & Leaders

Grantmakers, sponsors, contributors, government officials, elected leaders, organizational partners, and others involved in funding decisions who provide financial, strategic, and advocacy support to Davis Links.

Brand Attributes, Personality & Voice

How Davis Links sounds, feels, and reflects
its values in every interaction.

Brand Attributes

Brand attributes describe who Davis Links is at its core. They're the values that guide our behavior. These attributes shape how we show up in every space, whether written, spoken, or in person.



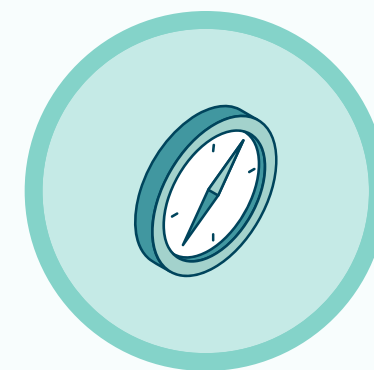
Compassionate

Responds with empathy and care, especially when people are facing sensitive or difficult situations.



Connected

Built on relationships. Davis Links brings people, providers, and programs together to create a more coordinated and supportive community.



Helpful

Whether seeking support or sharing resources, Davis Links provides clear information, simple tools, and real next steps that lead to solutions.



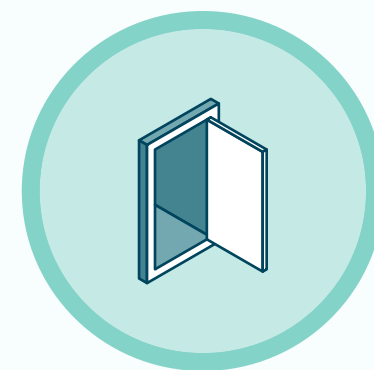
People-Centered

Every decision, message, and interaction is grounded in the lived experiences and priorities of the people we serve.



Trustworthy

People need to feel safe, respected, and confident that the support and information they receive from Davis Links is accurate and dependable.



Welcoming

Reflects the warmth, openness, and respect Davis Links shows to every community member, no matter their background or circumstance.

Brand Personality

Brand personality is how a brand takes on human qualities, such as traits, emotions, and ways of interacting, that make it relatable and memorable. It is the consistent character your audience comes to recognize and trust over time.

If Davis Links were a person, they would be the **friendly neighbor** who knows everyone, offers help without judgment, and follows through. They'd be **warm, approachable, and trustworthy**—someone who listens, understands your challenges, and walks with you until you get where you need to go. They are **real, reliable, and here** for the entire community.

Brand Personality

To keep our brand experience consistent and authentic, it helps to define not just who we are—but who we're not.

Davis Links is...

- Compassionate
- Friendly—like a neighbor who knows the whole block
- Informed—knows the system, who to call, and how to get things moving
- Calm, patient, and persistent
- Never judgmental; always respectful
- Smart and resourceful
- Human-centered and humble
- Guided by the belief that every person's story matters

Davis Links isn't...

- A faceless system
- Cold or institutional
- Overwhelming
- A passive listing of programs
- One-size-fits-all
- Hands off
- Competitive

Tone of Voice

Tone of voice is how Davis Links sounds when we communicate. It brings our brand to life—whether in writing, speech, or conversation—and expresses our brand attributes in action, especially through language. For example, because we are compassionate (an attribute), our tone is warm and reassuring.

Our tone reflects not only our brand attributes, but also aligns with the Six Principles of a Trauma-Informed Approach—safety, trust, collaboration, empowerment, voice, and cultural awareness—as outlined in the [Davis County Community Health Improvement Plan \(CHIP\)](#).

Clear

We speak plainly and simply—removing barriers to understanding.

Aligns with: Trustworthiness & Transparency

How to Use:

- Use plain, everyday language
- Break down complex processes into manageable steps
- Avoid jargon, acronyms, or system-heavy language
- Present information in bite-sized, organized, and easy-to-read formats

Empowering

We help people feel capable, informed, and in control of their next steps.

Aligns with: Empowerment, Voice & Choice

How to Use:

- Present choices, not prescriptions
- Highlight strengths and self-direction
- Frame next steps as doable and low-pressure
- Encourage action without sounding directive
- Make information easy to apply or act on

Tone of Voice

Reassuring

We offer steadiness and calm—especially when people are stressed or uncertain.

Aligns with: Safety

How to Use:

- Acknowledge that asking for help can be difficult
- Use calm, supportive language
- Avoid urgency, all-caps, or overuse of exclamation points (use them sparingly to encourage or uplift, not to pressure)
- Offer clear next steps so people know what to expect

Respectful

We honor people’s stories, identities, and cultural contexts.

Aligns with: Cultural, Historical & Gender Awareness

How to Use:

- Use inclusive, [person-first language](#)
- Avoid assumptions about background, ability, or identity
- Write with dignity and without judgment
- Reflect awareness of power dynamics and lived experience

Warm

We lead with kindness and genuine care.

Aligns with: Collaboration & Peer Support

How to Use:

- Use friendly, welcoming openings and closings
- Write like a trusted neighbor—not a distant institution
- Offer help without sounding transactional
- Invite connection, not just action

Mission, Vision, Values & Taglines

This section defines who we are, what we aim to achieve, and how we express our purpose.

Long Mission Statement

A mission statement communicates what Davis Links does, who we serve, and why it matters.

We exist to make it easier for everyone in Davis County to find help and offer it with confidence, compassion, and without judgment. Davis Links connects service providers to each other and to the public—improving access to trusted resources for food, housing, healthcare, mental health, family support, overall well-being, and more. Whether someone is facing a challenge or seeking opportunity, we provide a single, reliable entry point to solutions. Our mission is to increase awareness, simplify access, reduce overwhelm, and build a more connected Davis County—one link at a time.

Short Mission Statement

The short version of our mission delivers a clear, memorable summary of what Davis Links does and why it matters. It's designed for quick communication—ideal for intros, taglines, and places where space is limited.

Build a more connected Davis
County by improving awareness
and access to trusted resources.

Vision Statement

A vision statement is a guide that describes the future we are working toward.

It's an aspirational statement that expresses our long-term hopes for the impact Davis Links will have in the community.

While our mission focuses on what we do today, our vision keeps us inspired, aligned, and moving forward.

A community where everyone is connected, supported, and empowered to achieve well-being through a trusted network of care.

Core Values

Core values are the guiding principles that define who we are and how we operate. They influence how we treat one another, how we serve our community, and how we make decisions.



Dignity

We honor each person's lived experience and offer support without judgment or bias—because everyone deserves to be treated with respect.



Accessibility

Support should be easy to find and even easier to understand. We increase awareness and simplify access by removing barriers—making tools, language, and services clear, approachable, and available to all.



Value

We provide a network of trusted, high-quality resources that offer real, lasting value—ensuring meaningful impact and support that makes a difference.



Innovation

We rethink how people access help and how providers collaborate—simplifying systems, embracing new tools, and evolving with real community needs in mind.



Support

We're here to help, not just inform. Whether someone is offering help or seeking it, we provide the trusted guidance and compassionate care our community deserves.

Main Taglines

Better Connections. Stronger Communities.
Find. Connect. Support.
Trusted Resources.

Supporting Taglines

- Connect to Care.
- Support Made Simple.
- Your Trusted Guide to Local Help.
- Linking People. Lifting Communities.
- Connecting Davis County — One Link at a Time.
- Where Care and Connection Come Together.
- One Link. Many Resources.
- Trusted Resources. For Everyone.

Apoyo en Español (Spanish Support)

Guidance for communicating effectively
with Spanish-speaking audiences.

Mejores Prácticas (Best Practices)

When communicating with Spanish-speaking audiences, clarity, cultural respect, and accessibility are essential. Translations should capture the warmth and compassion of our English messaging while reflecting the cultural and linguistic realities of the community.

Consejos Clave (Key Tips)

- Use plain, everyday Spanish that feels natural and conversational.
- Prioritize meaning and clarity over word-for-word translation.
- Keep messages simple and free of jargon or technical terms.
- Choose words widely understood across Spanish speakers, avoiding region-specific slang.
- Match the warm, approachable tone of the English brand voice.
- Maintain person-first language to preserve dignity and respect.
- Use approved translations of key Davis Links phrases to ensure consistency.
- Avoid overly formal or bureaucratic phrasing that can feel unwelcoming.
- Incorporate inclusive language, steering clear of stereotypes or assumptions.
- Adapt examples, idioms, and metaphors to fit cultural context.
- When possible, validate translations with local community members or native speakers.
- Provide alternatives for how to say something if it enhances clarity or cultural understanding.
- Refer to the [Spanish Mental Health Directory](#), a great example of Spanish terms to use.

Traducciones (Translations)

Términos Clave (Key Terms)

English	Spanish
Resource directory	Directorio de recursos
Service providers	Proveedores de servicios
Community forums	Foros comunitarios
Workgroups	Grupos de trabajo
Resource network	Red de recursos
Support services	Servicios de apoyo
Mental health	Salud mental
Family support	Apoyo familiar
Healthcare	Atención médica
Housing assistance	Asistencia de vivienda
Food resources	Recursos alimentarios
Trusted resources	Recursos confiables
Community members	Miembros de la comunidad
Partners	Aliados comunitarios
Well-being	Bienestar
Network of care	Red de atención o de cuidados

Atributos de la Marca (Brand Attributes)

English	Spanish
Compassionate	Solidario
Connected	Conectado
Helpful	Servicial
People-Centered	Centrado en las personas
Trustworthy	Confiable
Welcoming	Acogedor

Traducciones (Translations)

Declaración de Posicionamiento (Positioning Statement)

English

Davis Links is a community-connector network built for Davis County. We connect service providers to each other and to the public, making it easier to find help and offer it with confidence and care. As the go-to source for local resources, Davis Links helps build a more connected, resilient community that supports the well-being of all.

Spanish

Davis Links es una red comunitaria creada para el condado de Davis. Conectamos a los proveedores de servicios entre sí y con el público, facilitando el acceso a la ayuda y brindándola con empatía y confianza. Como fuente principal de recursos locales, Davis Links contribuye a construir una comunidad más unida, resiliente y solidaria que promueve el bienestar de todos.

Propuesta de Valor (Value Proposition)

English

Davis Links connects everyone in Davis County to essential resources and services through a network that is efficient, reliable, and judgment-free. Our directory features over 2,000 trusted programs for food, housing, healthcare, mental health, family support, and more. By bringing service providers and the community together, Davis Links helps close the gap between needs and available support. We turn searching into finding and ease the stress of seeking help.

Spanish

Davis Links conecta a todas las personas del condado de Davis con recursos y servicios esenciales a través de una red eficiente, confiable y sin prejuicios. Nuestro directorio incluye más de 2,000 programas confiables relacionados con alimentos, vivienda, atención médica, salud mental, apoyo familiar y más. Al unir a los proveedores de servicios con la comunidad, Davis Links ayuda a cerrar la brecha entre las necesidades y el apoyo disponible. Facilitamos el acceso a la ayuda y reducimos el estrés que puede generar buscar apoyo.

Traducciones (Translations)

Nuestra Misión (Versión extendida) - Long Mission Statement

English

We exist to make it easier for everyone in Davis County to find help and offer it with confidence, compassion, and without judgment. Davis Links connects service providers to each other and to the public—improving access to trusted resources for food, housing, healthcare, mental health, family support, overall well-being, and more. Whether someone is facing a challenge or seeking opportunity, we provide a single, reliable entry point to solutions. Our mission is to increase awareness, simplify access, reduce overwhelm, and build a more connected Davis County—one link at a time.

Spanish

Existimos para que todas las personas del condado de Davis puedan encontrar ayuda y ofrecerla con confianza, compasión y sin prejuicios. Davis Links conecta a los proveedores de servicios entre sí y con el público, mejorando el acceso a recursos confiables relacionados con alimentos, vivienda, atención médica, salud mental, apoyo familiar, bienestar general y más. Ya sea que alguien enfrente un desafío o busque una oportunidad, ofrecemos un acceso confiable y claro enfocado en soluciones. Nuestra misión es fomentar la concientización, simplificar el acceso, reducir las dificultades y construir un condado de Davis más conectado, un enlace a la vez.

Nuestra Misión (Versión Resumida) - Short Mission Statement

English

Build a more connected Davis County by improving awareness and access to trusted resources.

Spanish

Construir un condado de Davis más conectado, promoviendo la concientización y el acceso a recursos confiables.

Traducciones (Translations)

Nuestra Visión (Vision Statement)

English

A community where everyone is connected, supported, and empowered to achieve well-being through a trusted network of care.

Spanish

Una comunidad donde todas las personas se sientan conectadas, apoyadas y empoderadas para lograr el bienestar mediante una red de atención confiable.

Valores Fundamentales (Core Values)

English

Dignity

Accessibility

Value

Innovation

Support

Spanish

Dignidad

Accesibilidad

Valor humano

Innovación

Apoyo

Traducciones (Translations)

Lemas Principales (Main Taglines)

English	Spanish
Better Connections. Stronger Communities.	Conexiones más fuertes. Comunidades más unidas.
Find. Connect. Support. Trusted Resources.	Encuentra. Conéctate. Apoya. Recursos confiables para todos.

Lemas de Apoyo (Supporting Taglines)

English	Spanish
Connect to Care.	Conectar con el apoyo.
Support Made Simple.	Apoyo fácil y cercano.
Your Trusted Guide to Local Help.	Un guía confiable para encontrar ayuda local.
Linking People.	Uniendo personas. Fortaleciendo nuestras comunidades.
Lifting Communities.	
Connecting Davis County — One Link at a Time.	Conectando el condado de Davis, un enlace a la vez.
Where Care and Connection Come Together.	Donde el apoyo y la conexión se encuentran.
One Link. Many Resources.	Un enlace. Muchos recursos.
Trusted Resources. For Everyone.	Recursos confiables. Para todos.

Visual Identity Style Guide

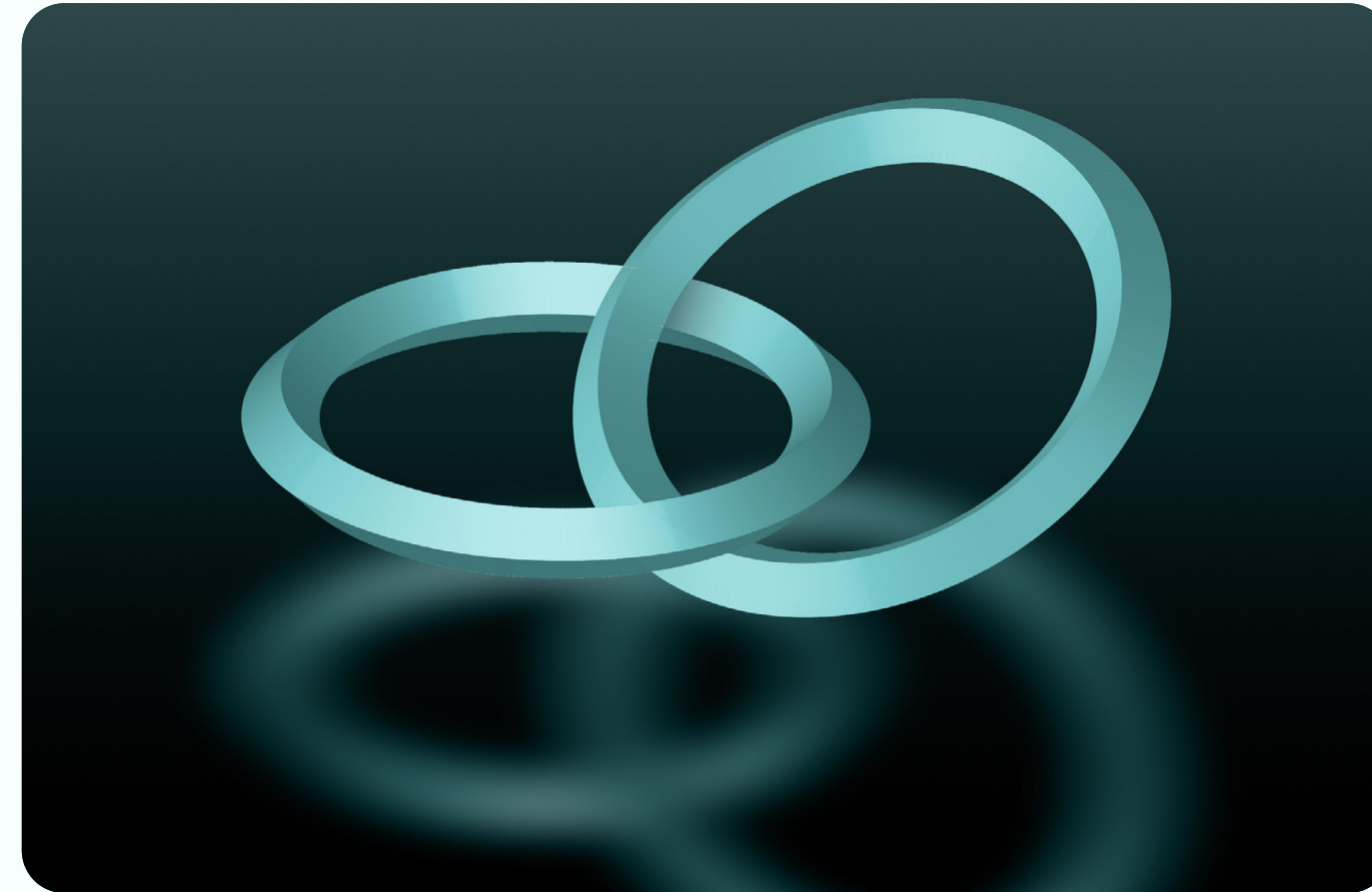
The collection of design elements that create
a consistent and recognizable brand.

Brand Logos

Logo Inspiration



+



+



The Davis Links logo was inspired by the idea of connection, showing how multiple parts become stronger when linked together.

Visual cues such as networks, hubs, and links convey the brand's trustworthiness and usefulness, while also reflecting the essential human element at the heart of our mission.

Primary Logo

The horizontal logo is the primary and preferred version of the Davis Links logo. It features the full name arranged in a single line with the logo mark.

- Use this version in most applications, including websites, letterheads, social media graphics, signage, and print materials.
- Best suited for wide horizontal spaces where clarity and legibility are important.
- This version should be the first choice whenever possible.



Secondary Logo

The stacked logo arranges the elements vertically, creating a more compact version of the brand identity.

- Use this version when space is limited or when the horizontal logo would appear too small (for example, square social media profiles, vertical layouts, or merchandise items).
- It maintains the same integrity and recognition as the primary logo but is designed to be flexible for alternate formats.



Tagline Logo

The Tagline Logo reinforces the brand’s purpose and message. Use it when emphasizing impact, mission, and community connection—especially in awareness campaigns or storytelling materials where the tagline enhances recognition and emotion.

Use this logo for:

- Community outreach materials.
- Promotional graphics that highlight Davis Links’ mission and values.
- Situations where the tagline adds context or inspires engagement.

Avoid using this logo for:

- Tight layouts or small-scale applications where the tagline becomes unreadable.
- Formal or data-driven documents where concise branding is preferred.



URL Logo

The URL Logo adds “.org” to the wordmark to highlight our website. Use it as the “awareness and action” version—ideal for outreach, campaigns, and first impressions where directing people to resources and updates is the goal.

Use this logo for:

- Public-facing digital spaces (social media, ads, videos).
- Promotional materials with a website call-to-action (flyers, banners, event signage).
- Co-branded contexts where Davis Links may be unfamiliar and the website needs visibility.

Avoid using this logo for:

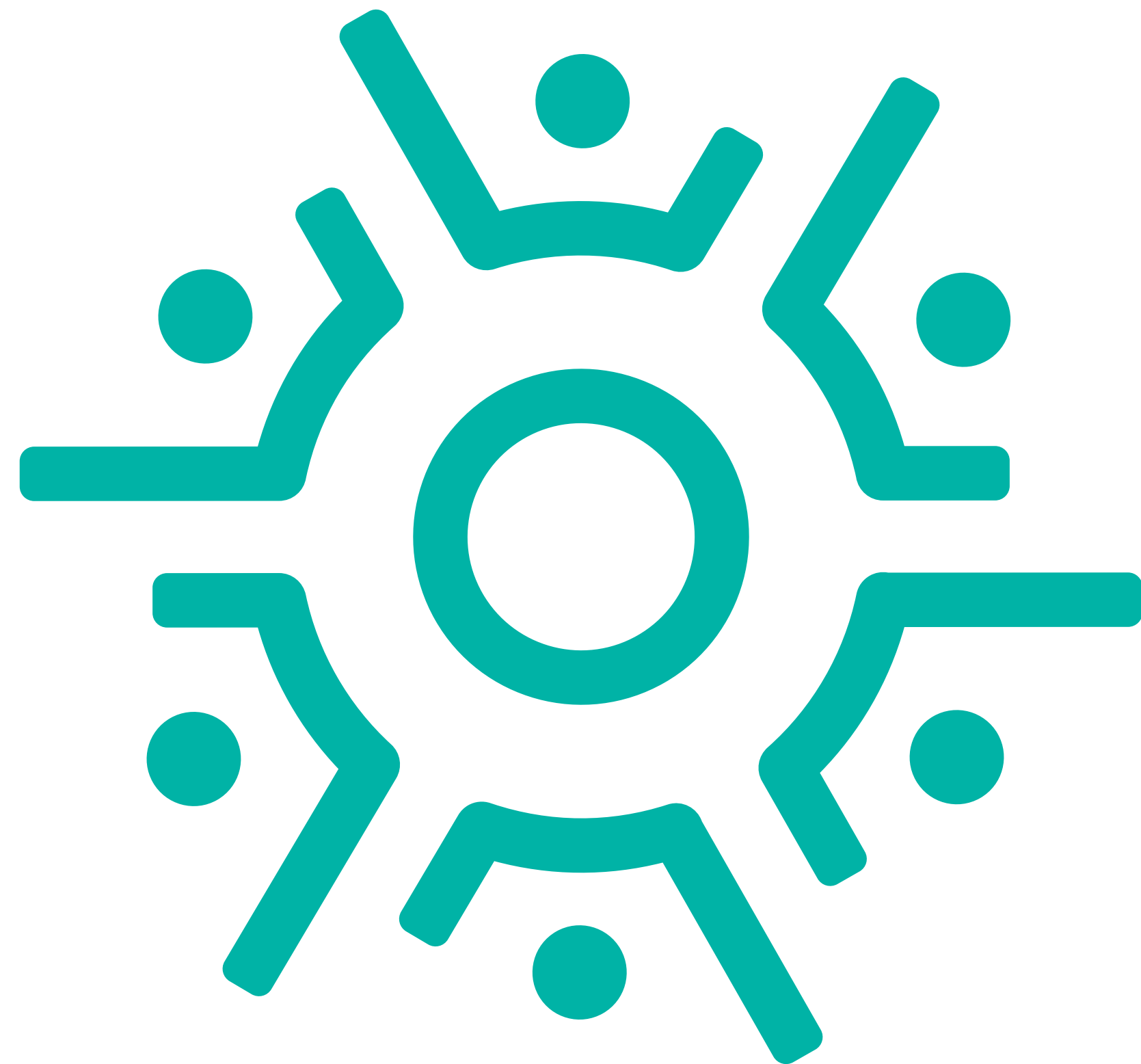
- Formal documents, reports, or internal communications.
- Partner-facing materials where the primary or secondary logo is sufficient.



Logo Mark

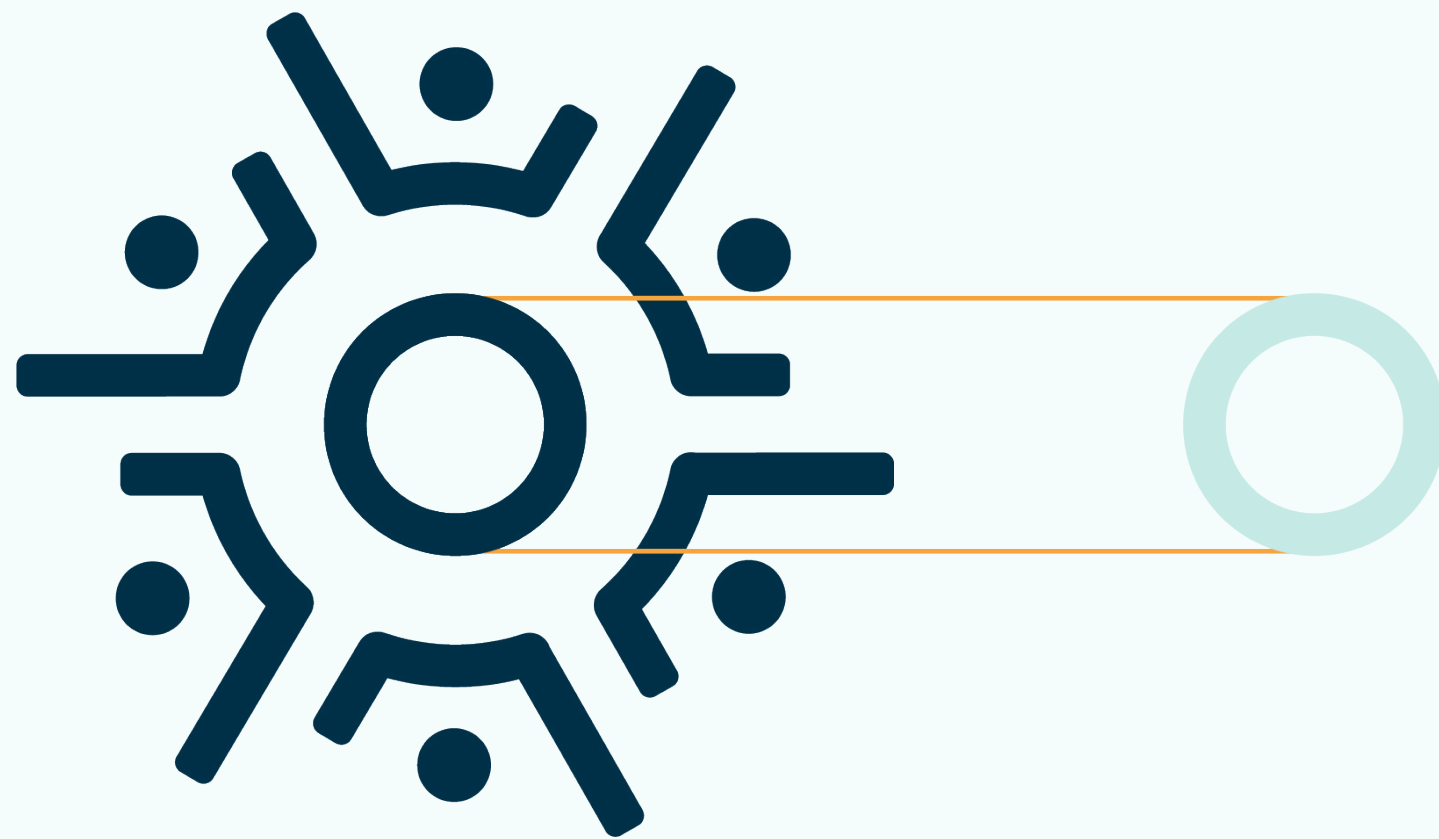
The logo mark is the standalone graphic element of the Davis Links identity. It represents the network's spirit of connection and community.

- Use the mark sparingly and strategically, such as for social media profile images, app icons, favicons, merchandise, or subtle watermarks.
- It should never replace the full logo in official communications but can serve as a recognizable shorthand once brand awareness has been established.



Logo Spacing

To maintain clarity and impact, the Davis Links logo must always be surrounded by sufficient clear space. This ensures the logo is not crowded by other text, images, or design elements. The required clear space is defined by the circle within the logo mark—use the diameter of that circle as the minimum spacing on all sides of the logo.



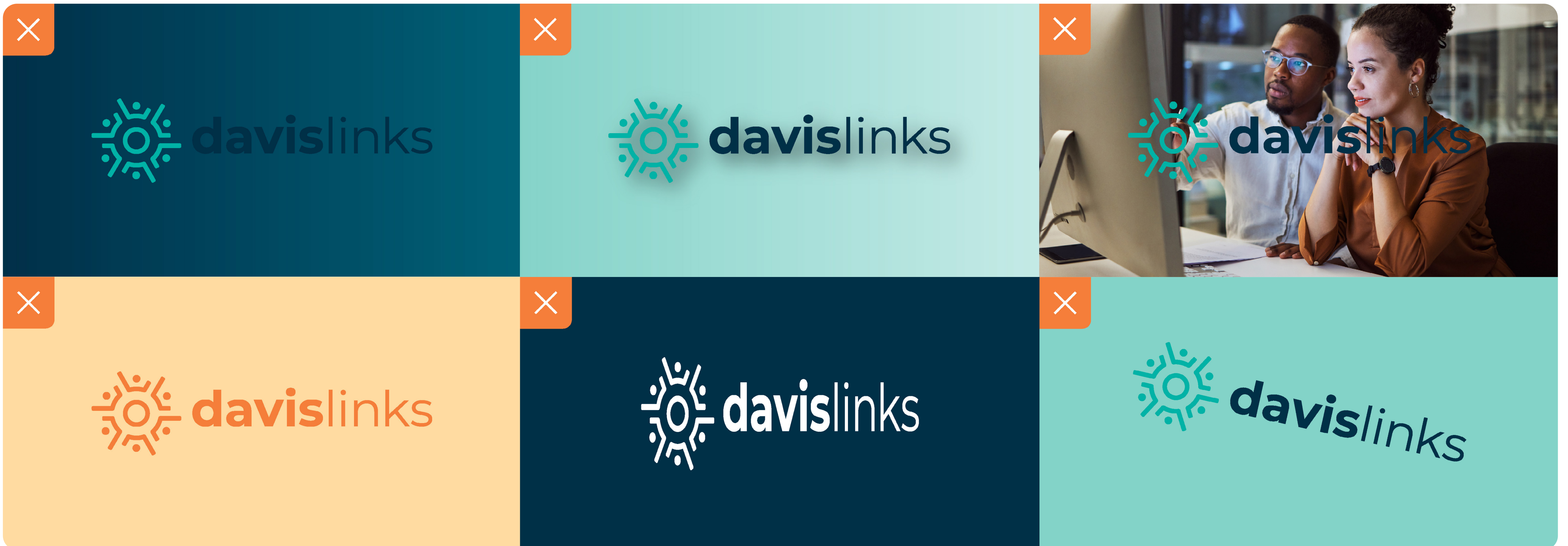
Logo Color Pairings



Logo Do's



Logo Don'ts



Color Palette

Color Palette

Primary

Consistent color use is essential for brand recognition. Our primary color, Primary Teal (HEX #00B2A5), conveys trust and approachability. It feels modern without being cold or impersonal and should be the dominant color in all brand applications.

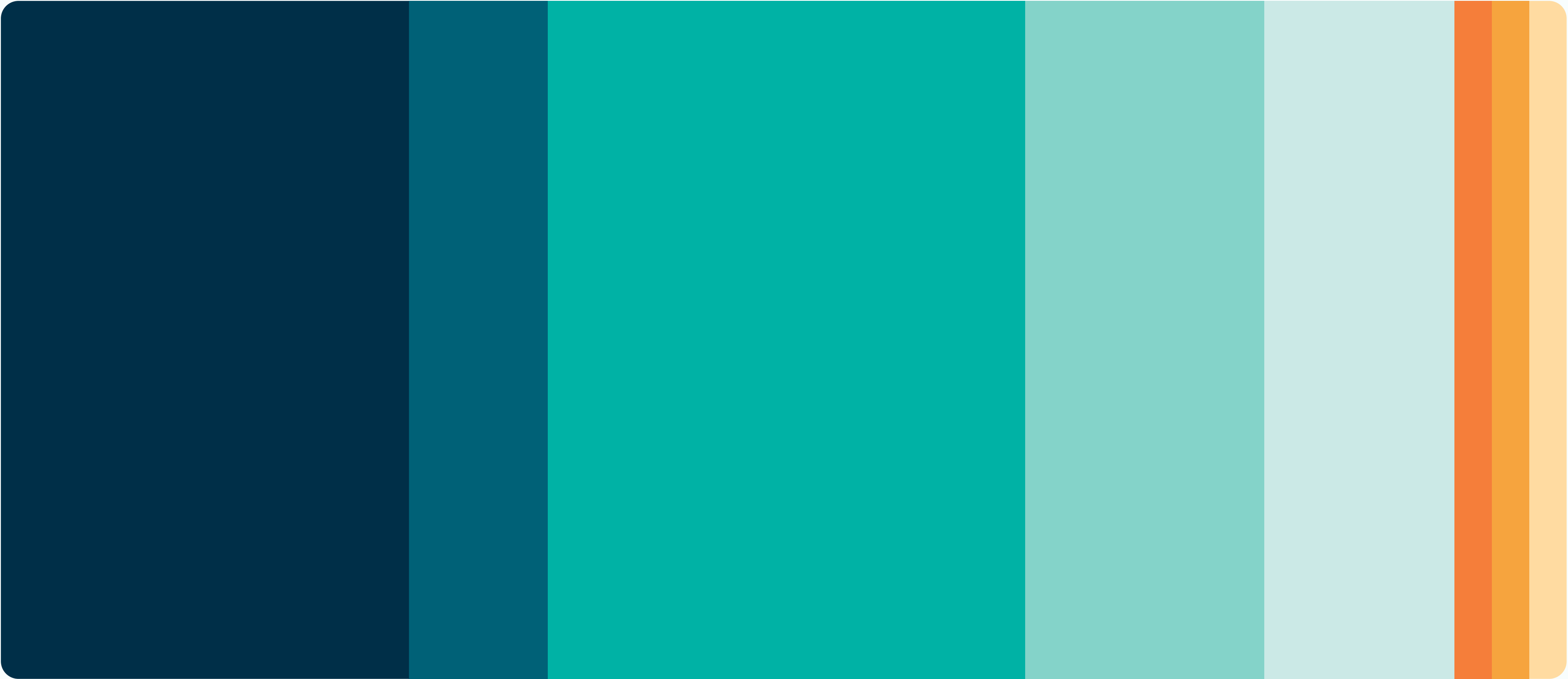
Secondary

These colors are designed to strongly complement our primary palette, adding depth, flexibility, and visual variety to the Davis Links brand.

Dark Navy Hex: #002F48 RGB: 0, 47, 72 CMYK: 100, 35, 0, 72 Pantone: 296 C	Blue Hex: #006177 RGB: 0, 97, 119 CMYK: 100, 18, 0, 53 Pantone: 3155 C	Primary Teal Hex: #00B2A5 RGB: 0, 178, 165 CMYK: 100, 0, 7, 30 Pantone: 3262 C	Light Teal Hex: #84D3C9 RGB: 132, 211, 201 CMYK: 37, 0, 5, 17 Pantone: 3242 C	Pale Teal Hex: #C5EAE6 RGB: 197, 234, 230 CMYK: 16, 0, 2, 8 Pantone: 628 C
Black Hex: #001E2B RGB: 0, 30, 43 CMYK: 100, 30, 0, 83 Pantone: 2965 C	Bright Orange Hex: #F57E3A RGB: 245, 126, 58 CMYK: 0, 49, 76, 4 Pantone: 1585 C	Golden Orange Hex: #F6A43E RGB: 246, 164, 62 CMYK: 0, 33, 75, 4 Pantone: 1375 C	Soft Peach Hex: #FFDBA1 RGB: 255, 219, 161 CMYK: 0, 14, 37, 0 Pantone: 1345 C	White Hex: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 Pantone: 11-0601 TCX

Color Ratios

These bars represent our color palette, organized by how frequently each color is intended to be used across the brand. The primary teal should be used most often, while the warm accent colors should be applied more sparingly.



Typography

Primary Font

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold, SemiBold, Medium, Light

Montserrat is the typeface chosen for all headline executions. It provides a modern, approachable look that aligns with our brand personality and is freely available for download on [Google Fonts](#).

For situations where Montserrat is not available, use Open Sans as the preferred substitute.

Secondary Font

Source Sans 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold, SemiBold, Regular, Light

Source Sans 3 is our secondary typeface, used for body copy and longer text. Its clean, versatile design ensures readability across print and digital applications. Like Montserrat, it is available for free on [Google Fonts](#).

When Source Sans 3 is not available, Calibri may be used as a substitute to maintain clarity and accessibility across all platforms.

Type System

Montserrat - Bold - Title Case

Montserrat - Medium - Title Case

Montserrat - Bold - Title Case

Source Sans 3 - Regular - Sentence Case

Source Sans 3 - Bold - Title Case

Source Sans 3 - Regular - Sentence Case

Example of Main Primary Headline

Example of Subheadline

Paragraph Header

Body text should always be clear, legible, and accessible across both print and digital applications. To maintain readability, body text should **never** be smaller than 10 px.

Paragraph Subheader

- Bullet point example one
- Bullet point example two
- Bullet point example three

Source Sans 3 - Bold - Title Case

Button Style

Montserrat - Semi Bold

“This is an example of an in-text quote.”

Source Sans 3 - Regular - Underlined

This is an example of a link in body copy.

Selective Bolding

To echo the Davis Links logo, where “Davis” is set in semi-bold and “Links” in regular weight, headlines may also use selective weight shifts to draw attention to key words or phrases. This technique reinforces the visual language of the logo, creates hierarchy within a line of text, and adds visual interest without extra graphics.

Your Trusted Guide
to **Local Help.**

One Link.
Many Resources.

Imagery

Guidelines

Local When Possible

Prioritize local photos of real people and places in Davis County; use stock only when local options aren't available.

Framing & Composition

Keep a clear focal point with ample negative space. Avoid cluttered or chaotic shots.

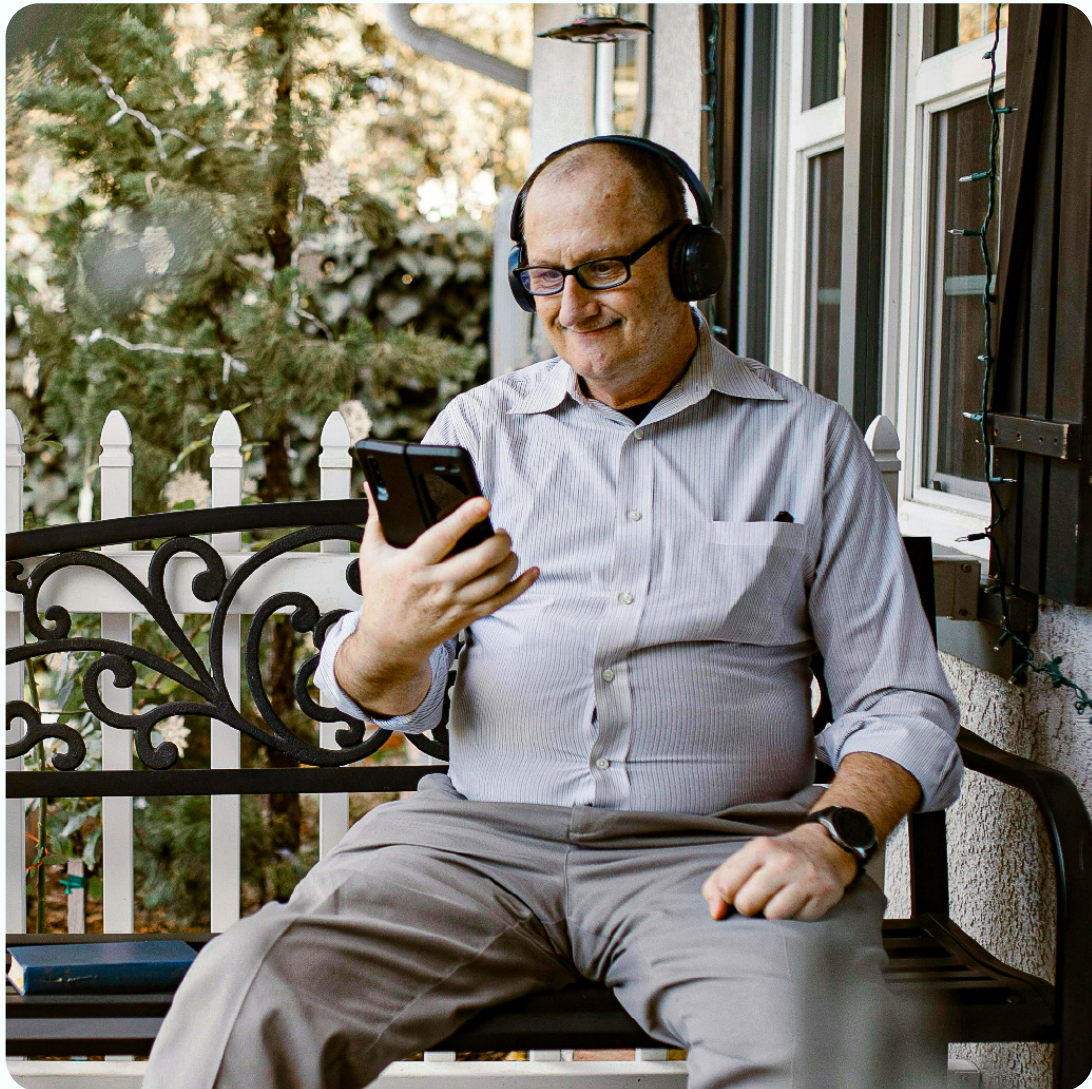
Personality & Tone

Images should feel authentic, trustworthy, and approachable. Avoid staged or overly generic stock.

Color

Favor clean, minimal palettes with subtle tones. Avoid overly bright colors.





Elements

Large Circles

Inspired by the circles in the Davis Links logo, this design element uses a large outlined circle as a flexible frame for text or photography. The outlined circle reinforces the brand’s theme of connection while providing a

clean, simple structure that draws attention without overwhelming the content. Circles should remain bold yet minimal, used sparingly to highlight key information or imagery in layouts.



Watermark

The logo mark can be used at full opacity as a bold design feature. In this case, it should be intentional—framing photography, anchoring layouts, or reinforcing brand identity in key visuals.

The logo mark may also serve as a subtle watermark by scaling it large, placing it in the background, and lowering opacity. This adds quiet brand presence without interfering with text or imagery.



**Connecting People,
Resources, & Hope.**

Find resources for basic needs, mental
health, family support, & more!

davislinks.org

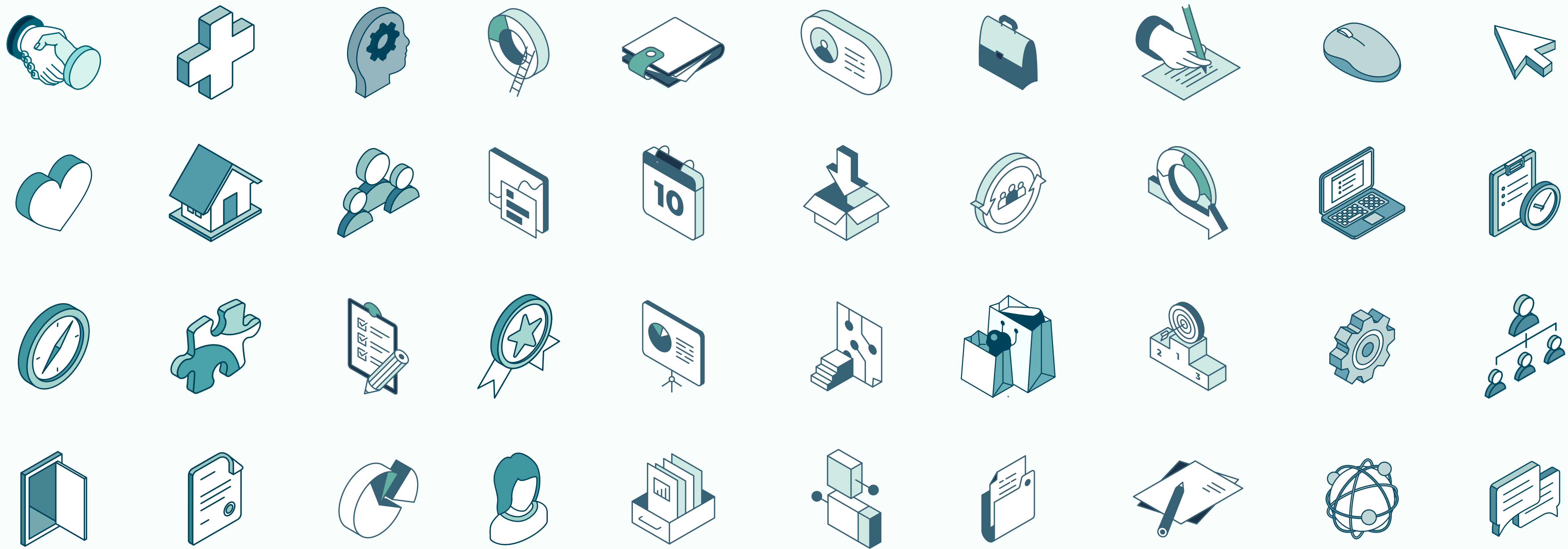


davislinks

Icons

Iconography should be simple, trustworthy, and easy to understand, adding clarity without distraction. Icons use a consistent monoline stroke with no variation in width.

Shapes should be clean and geometric and in isometric perspective. Browse similar icons by searching [Adobe Stock with keywords](#) isometric, geometric, and line icons.



Illustration

Illustrations follow the same principles as our icons. They use a monoline stroke with no variation in line width for a clean, uniform look. Shapes should remain geometric

with a isometric perspective. Browse similar illustrations by searching [Adobe Stock with keywords](#) isometric, geometric, and line illustrations.



Application







Thank You

Your work keeps our mission strong, consistent, and connected. For additional questions, contact us at davislinks@daviscountyutah.gov or visit us online at davislinks.org.