

Right on Target

The Sourcewell Marketing Brand Guidelines

Sourcewell ®
Formerly NJPA



Introduction

Welcome to the Sourcewell family of preferred vendors and contracts.

We understand the value of cooperative purchasing, as well as the importance of providing the best solutions for our members. You know how you got here; but you may be asking, “Now what?” This guide serves as a roadmap of sorts as you begin your journey with NJPA.

In the pages to follow, you will find information and resources to assist you in your marketing efforts. Please know, we are always here to answer your questions and help you each step of the way. We encourage you to get to know your respective Contract Administrator, as he or she will be one of your biggest allies throughout this journey.

Once again, thank you for pursuing a partnership with NJPA. We hope you will agree this is an advantageous resource for the municipalities, educational institutions, nonprofits, and other members we serve.

What sets us apart?

We are Purpose-Driven

We are a government agency and powered by state statute to serve our public-sector membership. Our employees are passionate about service and committed to helping our members succeed so that they can fulfill their own public service missions. We strategically reinvest in regional programs and national partnerships that benefit our members.

We are Independent

As a self-supporting government agency, we, with oversight from our board of publicly elected officials, are able to develop timely, market-driven solutions for our members. Not beholden to shareholders, we move decisively to serve our members and invest in our business for long-term growth.

We are Leaders

We are a market leader with a track record of innovation and growth across all our services. Our strong buying power and solid reputation help us bring world-class brands, well-regarded programs, and nationally respected experts to our membership. We continue to innovate to deliver the best solutions for our members.

We are Operationally Excellent

We have standardized our processes and technology around best practices. Our highly qualified professionals execute with skill and precision to deliver strong, reliable results.

We are Relationship-Oriented

We view our relationships from a long-term perspective. We offer a comprehensive selection of solutions and excellent customer service to address our members wide-ranging and evolving needs. By regularly interacting with our members, vendors, and partners, we ensure our solutions are practical, easy to use, and forward-looking to perform well over time.

Our brand elements

Our awarded contract logo reflects the foundational attributes of being a government agency and a member-driven organization. The logo exudes strength and power in numbers, a diverse group all united and pulling in one direction; the whole being greater than the sum of its parts.

Our logo comprises five elements: the Sourcewell wordmark, the Community symbol, the Transition line, the awarded contract designation, and contract number. Each of the logo elements are in a fixed relationship to one another and should never be altered, modified or repositioned in any way.

The primary font for Sourcewell communications is based on the font used for the name itself; Source Sans is a clean, modern font with even weights that reflect the pathways in the symbol, and also has a slightly condensed proportion that makes it highly flexible and efficient with space.

Source sans is an opentype Google font and is part of the Adobe Creative suite Typekit. It can be used for print as well as web; free of charge.

Awarded contract logo



Contract # 00000-ABC



Contract # 00000-ABC

Color



PANTONE 144

CMYK: 0/51/100/0
RGB: 237/139/0
HEX: ED8B00



PANTONE 2167

CMYK: 79/46/34/16
RGB: 80/109/133
HEX: 506D85



BLACK

CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 000000



WHITE

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFFFF

Awarded contract number font

Source Sans Pro Semibold