



## **PARTNER BRAND TOOLKIT | June 14<sup>th</sup>, 2017**

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On June 14th, 2017, Northwest SEED announced that it has changed its name to Spark Northwest. This new name, and the bright green spark logo, better reflect our vision to expand affordable, locally-controlled clean energy throughout the region.

The purpose of this Toolkit is to provide our valued partners with answers to their questions and the tools needed to update cobranded material and website content. Please review this material and address any questions to [connect@sparknorthwest.org](mailto:connect@sparknorthwest.org).

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## **Why did Northwest SEED become Spark Northwest?**

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The new name reflects the organization's vision to expand affordable, locally-controlled clean energy throughout the region, and doubles down on its longstanding commitment to help communities reduce their dependency on high-carbon fuels.

### **Why Spark Northwest?**

The name captures both what the organization does and where it does it. Spark Northwest believes communities are the spark that starts and accelerates the transition to clean energy. The organization works at the local level to enable this shift one community at a time. Spark captures the optimism and community level aspects of this focus. Northwest remains in the name because it connects the organization to those communities it serves day to day.

### **Why the bright green logo?**

The new logo, a spark, symbolizes momentum, innovation and new opportunities. The color green reflects the Northwest's natural colors and clean energy possibilities. The new design was intentionally created to be clean, open, friendly, accessible, and flexible. The new logo will be able to represent Spark Northwest as it continues to evolve with clean energy technologies.

### **Are the organization's programs changing?**

The organization's programs and mission remain unchanged. Spark Northwest continues to execute projects that organize, train, and equip citizens to execute clean energy solutions, grow the economy, and increase resiliency. It also advocates for policy that increases access to clean energy for all.

## Who Is Spark Northwest?

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Spark Northwest, a nonprofit organization founded in 2001, works at the local level to speed the region's transition to affordable, community-controlled clean energy through renewable energy programs and policy reform in Washington and Oregon.

**Vision:** A Northwest Region powered by clean energy.

**Mission:** Spark Northwest creates communities powered by locally controlled clean energy.

**Tagline:** Creating clean energy communities

### **Conversational Organization Description:**

Spark Northwest believes communities will lead the clean energy transformation. It works at the local level to accelerate this shift one community at a time.

Through its projects and advocacy, Spark Northwest:

- Organizes, trains and equips citizens to execute clean energy solutions
- Increases access to affordable clean energy for all
- Grows the economy and increases resiliency through locally controlled projects

### **Ways to Connect**

- **Email:** Contact the staff at [firstname@sparknorthwest.org](mailto:firstname@sparknorthwest.org). Address general questions to [connect@sparknorthwest.org](mailto:connect@sparknorthwest.org).
- **Social Media:** If you previously followed Northwest SEED on Twitter, Facebook and LinkedIn, there is no action to take. Our account name has been changed, and will appear as Spark Northwest in your feeds. If you are not following the organization, please add us with the handle @SparkNorthwest
- **Website:** The new website URL is [sparknorthwest.org](http://sparknorthwest.org)

## Rolling Out the New Name and Logo

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Here are important elements to update as soon as possible in your online content and print collateral to feature Spark Northwest. For the new Spark Northwest logo, please contact us as [connect@sparknorthwest.org](mailto:connect@sparknorthwest.org) and we will provide you with the best one for your needs.

### Update Your Website

- **Logos:** Replace each Northwest SEED logo with the Spark Northwest logo. Contact Spark Northwest for the appropriate logo file.
- **Text mentions:** Change all references from Northwest SEED to Spark Northwest.
- **URL mentions:** Replace any [nwseed.org](http://nwseed.org) references with [sparknorthwest.org](http://sparknorthwest.org).
- **Web links:** Replace any links from [nwseed.org](http://nwseed.org) to [sparknorthwest.org](http://sparknorthwest.org).
- **Contact info:** Replace Northwest SEED with Spark Northwest and [info@nwseed.org](mailto:info@nwseed.org) with [connect@sparknorthwest.org](mailto:connect@sparknorthwest.org).
- **Organization description:** Spark Northwest accelerates the shift to clean energy one community at a time. Their programs make affordable, locally-controlled clean energy more accessible for all.
- Don't forget to update any online blog posts, articles, or online co-branded collateral.

### Update Your Collateral

- **Logos:** Replace each Northwest SEED logo with the Spark Northwest logo. Contact Spark Northwest for a logo file.
- **URL mentions:** Replace any [nwseed.org](http://nwseed.org) references with [sparknorthwest.org](http://sparknorthwest.org).
- **Contact info:** Replace Northwest SEED with Spark Northwest and [info@nwseed.org](mailto:info@nwseed.org) with [connect@sparknorthwest.org](mailto:connect@sparknorthwest.org).
- **Organization description:** Spark Northwest accelerates the shift to clean energy one community at a time. Their programs make affordable, locally-controlled clean energy more accessible for all.

### Is it okay to abbreviate Spark Northwest to Spark NW or SNW?

The organization's legal name is Spark Northwest. For brand consistency, please do not abbreviate Spark Northwest when referring to the organization in print and conversation.

### Who can I contact with questions or issues?

If you have a question, please contact us at [connect@sparknorthwest.org](mailto:connect@sparknorthwest.org) or (206) 328-2441.