

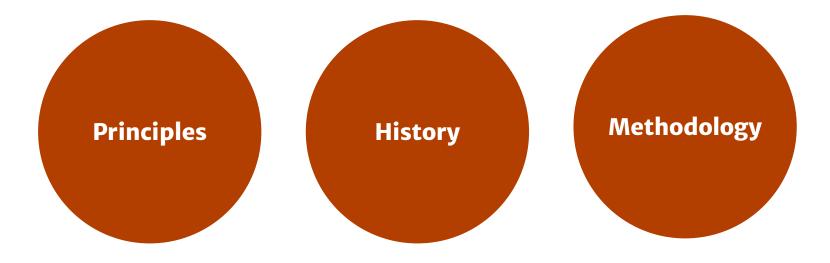
West Oakland Environmental Indicators Project

# **WOEIP Messaging**

Updated July 23, 2021 | Prepared for the OSLA

**Rooting ourselves** 

#### **Communications pillars**



#### **Principles** Environmental Justice

**Everyone enjoys the same degree of protection** from environmental and health hazards...

And equal access to the decision-making process to have a healthy environment in which to live, learn, and work...

Regardless of race, color, national origin, or income.

#### History West Oakland





# Applying it to your work

## What's the One Thing?

#### Identify the main takeaway someone needs to walk away with.



### Who are you communicating with?



### What's the least they need to know?

Vision (outcomes)

Methodology (activities)

History (context)

Foundation (principles)

Ladder by Angelo Troiano from the Noun Project

## **Shaping the content**

#### When delivering your message, context matters.



- Busy and distracted?
- Strong internet?
- Intentionally searching?



### **Voice and tone**

When delivering your message, context matters.

- Whose voice?
  Who are "we"?
  How do we define community?
- When are we celebratory?
  When are we angry?
  When are we funny?
  When are we serious?



#### **Resources**



woeip.org language · values · methods

#### WOEIP Brand Guidelines | Draft

These brand styles are tentative though currently in use until a dedicated process can be initiated.

#### Contents

 Logo Colors Fonts Imagery

Additional reference

#### Logo

The origin of the weathervane graphic is currently unknown (Brian may have history), but it represents the organization's original tagline: Know which way the wind blows.



West Oakland Environmental Indicators Project Download transparent PNG

bit.ly/osla-social inspiration

bit.ly/woeip-brand logos · fonts · imagery

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1	Link to Post	What do you like about it?	
2	https://www.instagram.com/p/CQRQo14LTmx/?utm_me	Merges creative arts with the natural environment, revealing a	
3	https://www.instagram.com/p/CQZYAZ_hol-/	Lots of education happening in a small space without being tol explanation of the purpose of natural mitigation approaches	
4	https://www.instagram.com/blackforager/	Fun and silly educational videos about food you can forage	
5			
6			
7			

What do you think?