

# ONE SMALL STEP

## BRAND GUIDE, 2025

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### COLORS

#### PRIMARY

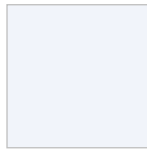


C0 M99 Y84 K7  
R237 G2 B38  
HEX #ED0226



C69 M59 Y0 K46  
R43 G57 B138  
HEX #2B398A

#### SECONDARY



C2 M2 Y0 K3  
R242 G243 B248  
HEX #F2F3F8



C0 M0 Y0 K0  
R255 G255 B255  
HEX #FFFFFF

### TYPEFACES

#### HEADER

**Lexend Semibold**

(title/sentence case)

#### SUBHEAD

**GOTHAM BLACK**

(all caps; tracking: 60, if possible)

#### BODY

Gotham Book

(sentence case)

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### LOGOS

#### FULL LOGO: VERTICAL

DEFAULT



REVERSED



GREYSCALE



#### FULL LOGO: HORIZONTAL

DEFAULT



REVERSED



GREYSCALE



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### LOGOS

#### SIMPLIFIED LOGO: VERTICAL & HORIZONTAL



While this simplified version of the logo is acceptable (in all colorways), the “Powered by StoryCorps” lockup should still appear in relatively close proximity. Consult StoryCorps’ Marketing & Communications team for approval to use simplified logo only.

powered by  
**StoryCorps**

**powered by StoryCorps**

#### MINIMUM CLEAR SPACE

Use the “N” in “ONE” to determine the appropriate amount of white space around the logo.



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### BRANDING IN USE: PRINT

Particpe en una conversación virtual gratuita y descubra cómo hay más cosas que nos conectan que las que nos dividen. Inscríbete hoy.



**ONE SMALL STEP**  
powered by StoryCorps



One Small Step reúne a personas con opiniones distintas para grabar una conversación. No es para discutir, sino para conocerse como seres humanos.

[TAKEONESMALLSTEP.ORG](http://TAKEONESMALLSTEP.ORG)

*¿Cómo se forma de ver el mundo?*



# ONE SMALL STEP

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RETRACTABLE BANNER

BOOKMARKS



**ONE SMALL STEP**

**JONATHAN WEBSTER**  
NATIONAL MANAGING DIRECTOR  
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BUSINESS CARDS



Sign up for a conversation.  
[TAKEONESMALLSTEP.ORG](http://TAKEONESMALLSTEP.ORG)



Let's Get This Conversation Started!

Take On Small Step

Talk... Change

There something about my beliefs that you don't see with but respect?

More Conversation. Less Polarization.

**ONE SMALL STEP**  
powered by StoryCorps

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f i x d in  
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CONVERSATION CARD DECKS

# ONE SMALL STEP

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### BRANDING IN USE: DIGITAL

**ONE SMALL STEP**

## 2024-2025 National Campaign Overview

**Out-of-Home**  
Orders are currently in process, to date, the campaign has secured 1,000 billboards and bus shelters across 45 different markets in 28 states.

# Torski & Kaitlin

OSS LIVE! 9/26/2024

“ One Small Step is one of most hopeful things in the particular moment we are in. There is an appetite for concrete connection across political difference and no one is giving people an opportunity to express this. One Small Step has unlocked a secret that is so powerful and so basic: exposure to healthy conversation challenges the prevailing narrative that we hate each other. Ordinary Americans connecting across difference offers hope. One Small Step is profound in its potential.”

—Tim Dixon  
Co-Founder, One Small Step, Maryland, Maryland, Maryland, Maryland

**Print**  
Coverage highlights include full-page ads in The New York Times and USA Today, and in The Wall Street Journal, and features in trade publications.

TORSKI

Like, she felt comfortable, and I think we created a

## Let's talk... for a change.

A national PSA campaign to remind Americans that our neighbors are not the enemy.

The call to action: record a One Small Step interview with a stranger across the political divide—not to talk about politics, but just to get to know each other as human beings. Because it's hard to hate up close.

### Support One Small Step America

When you support One Small Step, you're joining a community of funders spanning the political divide who have big dreams for our country, and who aren't afraid to tackle audacious challenges head-on.

StoryCorps is working to raise \$8 million to have One Small Step America fully activated in time for the aftermath of the 2024 presidential elections. For more information, contact Chief Revenue Officer Stacy Margolis

**Major One Small Step supporters include**

Archie Family Giving	The Fawcett Institute	Goldberg Giving
Arthur M. Blank Family Foundation	The Howard Street Foundation	Israel Engelstein
Charles Koch Foundation	Heinen Foundation	Walton*
Consortium for Public Innovation	The Helms Foundation	

### AUDIO CARD ANIMATIONS

### FUNDING DECK