

HANDS4HOPE - YOUTH MAKING A DIFFERENCE

QUICK STYLE GUIDE

BRAND & NAME CONSISTENCY

Using consistent visual and verbal branding elements is important to properly convey who Hands4Hope is and what we do. Consistency builds trust, helps us stand out in a crowded marketplace, and ultimately increase Hands4Hope's success. (Imagine grabbing a can of Coca Cola in purple and green, would you trust what's inside?)

DO USE: Hands4Hope - Youth Making A Difference (note spaces around a hyphen, capital A) on the first reference, and Hands4Hope (all one word, no spaces) thereafter.

DO NOT USE: Any other variation is incorrect. Do not use "H4H", "Hands 4 Hope", "hands4hope" or "Hands for Hope".

LOGO USE



Primary Logo
on white background
Use this whenever possible!



Image of white logo on
black background



Image of white logo on
our blue background



DO NOT USE:
.PNG version of our logo
with any other colors
as a background

COLORS & FONTS

Using a consistent color palette is important for the look and feel of the Hands4Hope brand. It is important to use the exact color rather than something close. Ask for help if you are having trouble creating your web, social media or artwork using these specific colors. Black and white are also acceptable.



#78a22f
RGB: 119/162/47
CMYK: 60/18/100/2
PMS: Green 377c/u



#0168ad
RGB: 1/104/173
CMYK: 92/59/4/0
PMS: 7462c/u



#d26f1a
RGB: 210/111/26
CMYK: 14/66/100/2
PMS: Orange 167c/159u



#81561f
RGB: 129/86/31
CMYK: 38/61/100/29
PMS: Brown 463c/u

When choosing fonts use one of the following in 12 point or 16 point or larger:

Arial

Calibri

Century Gothic

Oswald

OTHER GUIDELINES

PHOTOS: Be sure to get a signed photo release.

HASHTAGS: #ExploreActLead #ServiceLearning #YouthMakingADifference #Hands4Hope

WEBSITE: Include the hands4hopeyouth.org web address when possible

Review our brand page before you finalize your project.

For more detailed Hands4Hope Logo & brand identity content: www.hands4hopeyouth.org/brand