

HANDS4HOPE - YOUTH MAKING A DIFFERENCE

QUICK STYLE PAGE

BRAND & NAME CONSISTENCY

A visually and verbally consistent message is important to properly convey who Hands4Hope is and what we do. This is how we convey and communicate our brand so we can establish trust with our constituents, 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?

Use the name Hands4Hope or Hands4Hope - Youth Making A Difference. Any other variation is incorrect, for example don't use "H4H" in external materials.

LOGO USE



Primary Logo



Image of white logo on black background



Image of white logo on our blue background

COLORS & FONTS

The following colors are key! They create 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.



#78a22f
RGB: 119/162/47
CMYK: 60/18/100/2



#0168ad
RGB: 1/104/173
CMYK: 92/59/4/0



#d26f1a
RGB: 210/111/26
CMYK: 14/66/100/2



#81561f
RGB: 129/86/31
CMYK: 38/61/100/29

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

Include the hands4hopeyouth.org web address when possible

Review our brand page before you finalize your project and for more detailed Hands4Hope Logo and brand identity content: www.hands4hopeyouth.org/brand