

# 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" or "Hands4Hope - Youth Making A Difference" (note space between hyphen: after "Hands4Hope" and before "Youth". Any other variation is incorrect. **DO NOT USE:** "Hands 4 Hope" or "H4H"

### LOGO USE



Primary Logo  
on white background



Image of white logo on  
black background



Image of white logo on  
our blue background



**DO NOT USE:**  
.PNG version of our logo  
with our brand 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.



#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 [www.hands4hopeyouth.org](http://www.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](http://www.hands4hopeyouth.org/brand)

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## ADDITIONAL PERMITTED FONTS AND COLORS FOR YOUTH-DESIGNED GRAPHICS

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#FFDE59



#000000

#FFFFFF



#58B8FF

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

**PERMANENT  
MARKER**

*Playlist  
Script*

Schoolbell

*Feeling  
Passionate*

The Seasons

**Playfair  
Display Black**

**ZING RUST  
BASE**

# 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

Shannon Bold, all other text (i.e. used on stationery, notecards, return address, etc) = Avenir 45 Book



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  
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CMYK: 60/18/100/2  
PMS: Green 377c/u



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**HASHTAGS**

#ExploreActLead #ServiceLearning #YouthMakingADifference #Hands4Hope

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