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?)

<u>DO USE</u>: "Hands4Hope" or "Hands4Hope - Youth Making A Difference" (note space between hyphen: after "Hands4Hope" and before "Youth". Any other variation is incorrect. <u>DO NOT USE</u>: "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 web address when possible

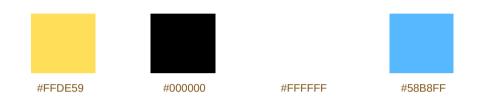
Review our brand page before you finalize your project.

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

HANDS4HOPE - YOUTH MAKING A DIFFERENCE

ADDITIONAL PERMITTED FONTS AND COLORS FOR YOUTH-DESIGNED GRAPHICS

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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.



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HASHTAGS

#ExploreActLead #ServiceLearning #YouthMakingaDifference #Hands4Hope

Include the hands4hopeyouth.org web address when possible

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