

Style Guidelines

March 2022

Philanthropy
SOUTHEAST



Brand Framework

- 04 Mission
- 04 Vision
- 05 Personality

Logo

- 07 Primary Logo
- 08 Vertical Logo
- 09 Logo Variations
- 10 Sizing and Spacing
- 11 Things to Avoid
- 12 Image Formats
- 13 Social Media Avatar

Visual Brand Elements

- 15 Color Palette
- 16 Color Palette and Web Accessibility
- 17 Color Usage
- 18 Color Gradients
- 19 Typography
- 20 Photography
- 21 Line Drawing Backgrounds
- 22 Gradient Shapes
- 23 Angled Bar
- 24 Sample Executions

Contents

04 Mission

04 Vision

05 Personality

Brand Framework

Mission

Philanthropy Southeast strengthens Southern philanthropy, welcoming our members to listen, learn and collaborate on ideas and actions to help build an equitable, prosperous South.

Vision

Philanthropy Southeast envisions a courageous community of philanthropists, leading innovative work that results in an equitable South defined by justice, hope and opportunity for all.

Personality

Our brand personality is a set of attributes that reflect the heart and soul of Philanthropy Southeast and influence our communications and visual direction.

WARM. We are welcoming, engaging, and inclusive. We are considered family to our members and community.

CONNECTED. We are a connector. We build bridges between our members, raise awareness, spark ideas, and forge partnerships to work for equitable change in the South and beyond.

SUPPORTIVE. We exist in service to our members, offering resources, opportunities, and community.

ACTIVE. We move our members to take action, as individual organizations and as a whole.

CHANGING. We are a change-agent, courageously guiding our members to create a prosperous, equitable South, and doing the bold, brave work it takes to lead the way.

Logo

07 Primary Logo

08 Vertical Logo

09 Logo Variations

10 Sizing and Spacing

11 Things to Avoid

12 Image Formats

13 Social Media Avatar

Primary Logo

The logo highlights the growth and change the organization is making both within itself and within its network of members. Emphasis is on Southeast to reinforce our sense of place and to strengthen and promote philanthropy for our community. The font used in the logo is Museo Sans.

Philanthropy
SOUTHEAST



Together for Change



With tagline

Philanthropy
SOUTHEAST



Without tagline

Vertical Logo

This logo should be used in instances where space requires a more vertical option.

Philanthropy
**SOUTH
EAST**



Together for Change



With tagline

Philanthropy
**SOUTH
EAST**



Without tagline

Logo Variations

The primary logo is horizontal and in full color. Other logo variations are provided for when space and color limitations require them.



Full Color Horizontal Logo (primary)

Use whenever possible and on white or light backgrounds.



Reverse Horizontal Logo

Use when the primary logo isn't applicable and on dark backgrounds.



Reverse Vertical Logo

Use when space requires a more square or vertical format and on dark backgrounds.



Full Color Vertical Logo (primary)

Use when space requires a more square or vertical format.



Black Horizontal Logo

Use when the primary and reverse logos aren't applicable and on white or light backgrounds.



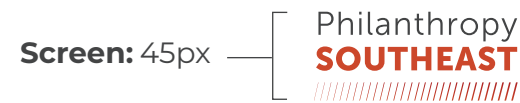
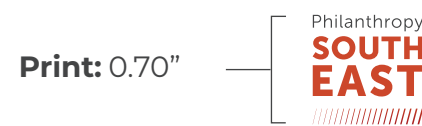
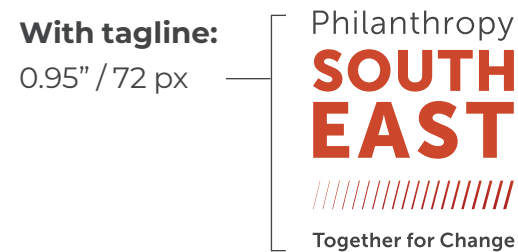
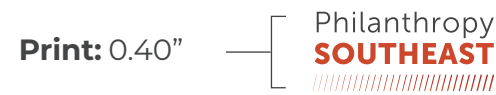
Black Vertical Logo

Use when space requires a more square or vertical format, colors are limited, and on white or light backgrounds.

Logo Sizing and Spacing

Minimum Size

The minimum size of the logo ensures legibility on print and screens. It is measured by the height of the logo.



Clear Space

The clear space around the logo ensures its prominence and legibility. The minimum clear space is equivalent to two of the Ts in Southeast.



Things to Avoid



✘ Don't change the colors.



✘ Don't place the logo over low contrast backgrounds.



✘ Don't place the logo over busy backgrounds.



✘ Don't alter the logo in any way.



✘ Don't stretch or compress the logo.



✘ Don't add effects like shadows or gradients.









✘ Don't add anything to the logo.



✘ Don't change the typeface.

Image Formats

The logo is available in multiple formats, optimized for different uses, such as print or screen.

<p>For print (CMYK)</p>	 <ul style="list-style-type: none"> • Used most often • Not scalable—will lose quality when resized • Good for basic printing on home/office printers • Background isn't transparent 	 <ul style="list-style-type: none"> • Scalable—won't lose quality when resized • Compatible with Microsoft Office programs • Transparent background 	 <ul style="list-style-type: none"> • Scalable—won't lose quality when resized • Compatible with design programs and professional printers • Transparent background
<p>For screens (RGB)</p>	 <ul style="list-style-type: none"> • Not scalable—will lose quality when resized • Use for websites, digital documents and presentations, email signatures, etc. • Transparent background 	 <ul style="list-style-type: none"> • Scalable—won't lose quality when resized • Compatible with Microsoft Office programs • Transparent background 	 <ul style="list-style-type: none"> • Scalable—won't lose quality when resized • Compatible with design programs • Transparent background

Social Media

Social Media Avatar

A shortened logo is to be used as our social avatar. This ultra-simplified version of the logo should only be used for social media applications.

This includes:

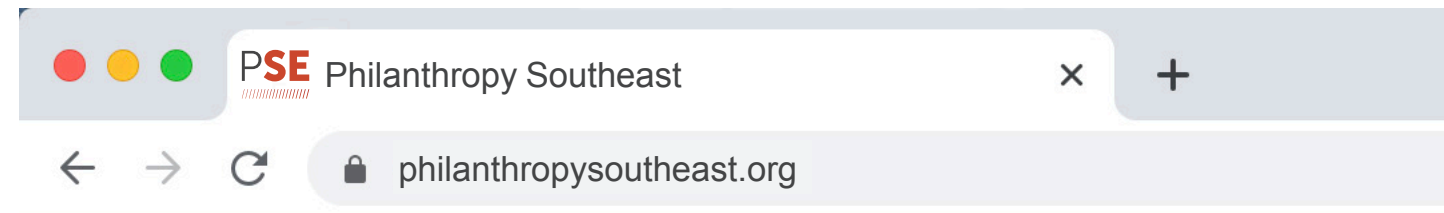
- Facebook
- Instagram
- LinkedIn
- Twitter
- YouTube



Favicon

A special logo has been created to work within such a small space.

This ultra-simplified version of the logo should only be used for favicon applications.



Visual Brand Elements

- 15 Color Palette
- 16 Color Palette and Web Accessibility
- 17 Color Usage
- 18 Color Gradients
- 19 Typography
- 20 Photography
- 21 Line Drawing Backgrounds
- 22 Gradient Shapes
- 23 Angled Bar
- 24 Sample Executions

Color Palette

CMYK: use for print materials.

RGB/HEX: both are used for on-screen materials. HEX is more commonly used for websites.

Note: colors may vary from printer to printer. It is recommended to use the same printer for consistent results.

Primary colors

<p>Red (primary)</p> <p>CMYK: 0/100/100/38 RGB: 159/0/0 HEX: #9F0000</p>	<p>Orange (primary)</p> <p>CMYK: 15/86/95/4 RGB: 202/72/44 HEX: #CA472C</p>
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Secondary colors

<p>Yellow</p> <p>CMYK: 0/36/69/2 RGB: 251/160/79 HEX: #FBA04F</p>	<p>Green</p> <p>CMYK: 26/0/24/31 RGB: 130/176/133 HEX: #82B085</p>	<p>Blue</p> <p>CMYK: 52/28/0/36 RGB: 76/116/162 HEX: #4C74A2</p>	<p>Dark Blue</p> <p>CMYK: 53/28/0/52 RGB: 58/88/123 HEX: #3A587B</p>	<p>Purple</p> <p>CMYK: 12/30/0/50 RGB: 113/90/128 HEX: 715A80</p>	<p>Dark Gray</p> <p>CMYK: 0/0/0/73 RGB: 68/68/68 HEX: #444444</p>
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Color Palette and Web Accessibility

To make the web accessible for all, the color contrast ratio between text foreground and background must comply with the Web Content Accessibility Guidelines 2.0 ("WCAG 2").

The color combinations below meet the minimum Level AA requirements for normal size text and are safe to use. Combinations that aren't listed are not compliant and shouldn't be used. (Reference: webaim.org/resources/contrastchecker)

✓ White text on red ✗ Black text on red			✓ White text on orange ✗ Black text on orange		
✓ Black text on yellow ✗ White text on yellow	✓ Black text on green ✗ White text on green	✓ White text on blue ✗ Black text on blue	✓ White text on dark blue ✗ Black text on dark blue	✓ White text on purple ✗ Black text on purple	✓ White text on dark gray ✗ Black text on dark gray

Color Usage

Use the following guidelines for consistent color balance and hierarchy.

- ✓ For one-color designs, use a primary color
- ✓ For two-color designs or more, use at least one primary color dominantly, and one to two secondary colors as an accent
- ✓ Use no more than two different gradients—one big gradient plus one smaller accent gradient in a gradient shape—on any given piece or page

Color Gradients



Typography

Roboto

Available for free at fonts.google.com/specimen/Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+ = -

Roboto Slab

Available at fonts.google.com/specimen/Roboto+Slab

Roboto Slab Bold

Use for subheadlines

Use Roboto Slab Regular for body copy.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sit amet dolor sed elit condimentum convallis sed id erat. Donec dapibus arcu vel dignissim pellentesque.

Photography

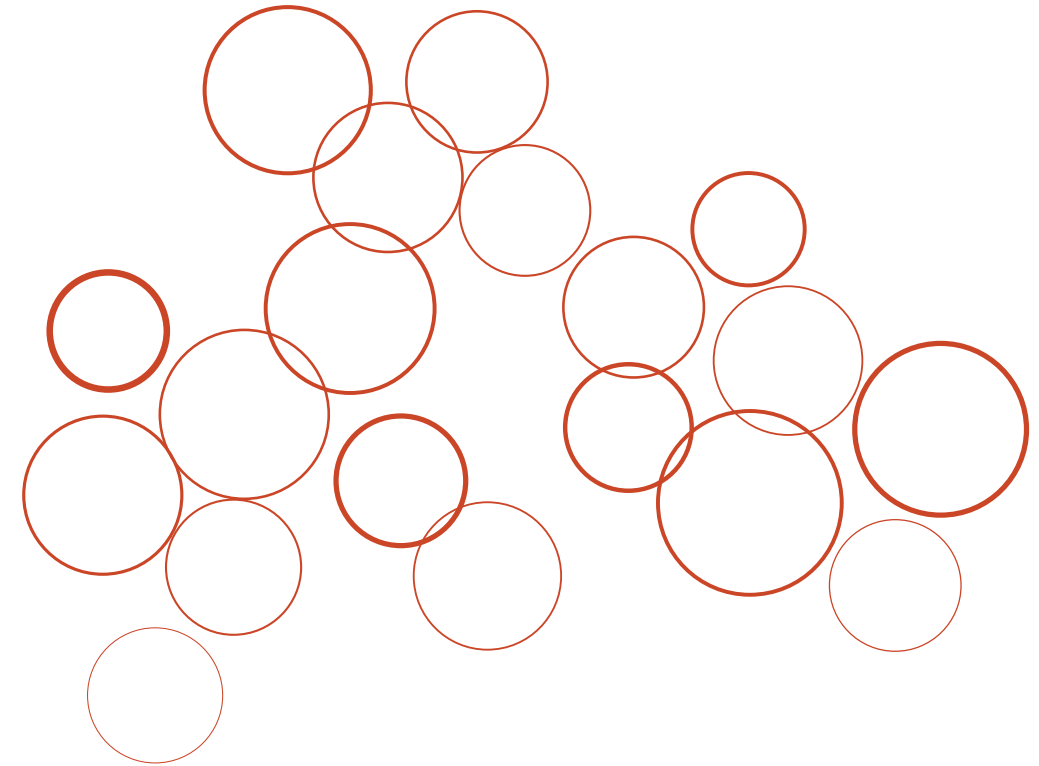
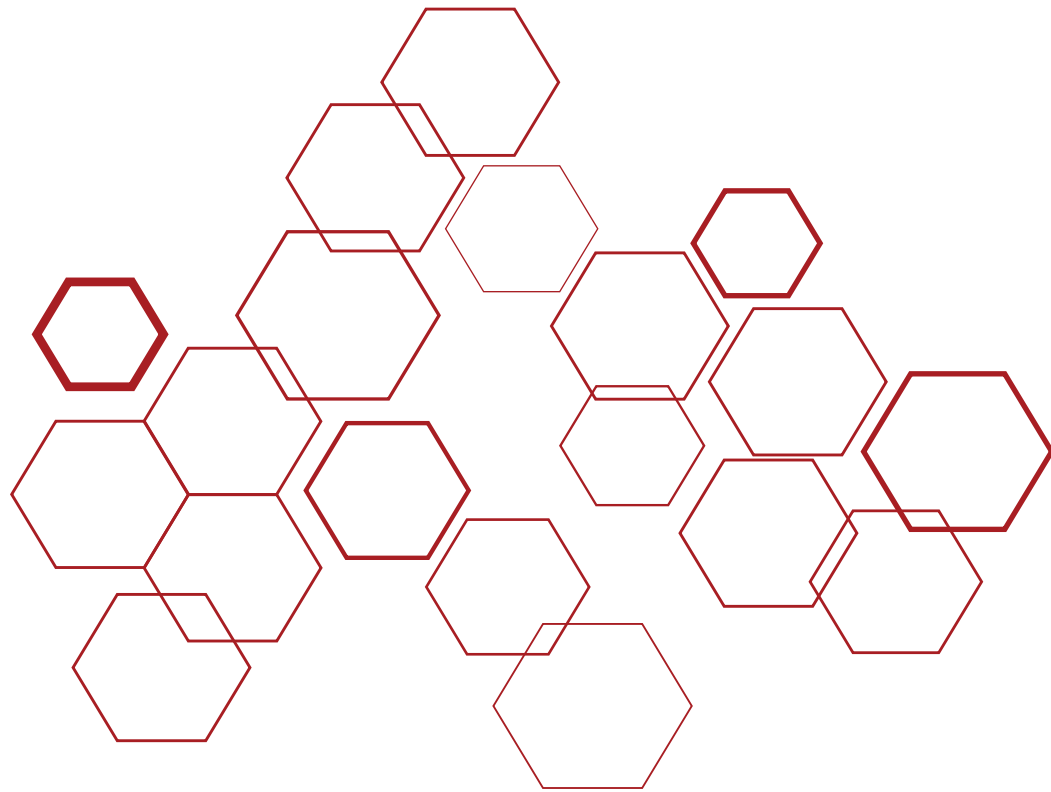
Focus on real people: Use photos that highlight the real-world impact of the work. Photos that have two or more people interaction can be a powerful way to demonstrate connection. Avoid photos that feel too “stock” or unnaturally posed.

Recommended photo resources: unsplash.com (free), offset.com, gettyimages.com, tonl.co, and twenty20.com; Grantees are an additional resource to consider.



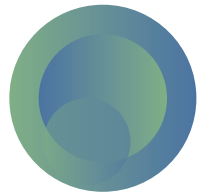
Line Drawing Backgrounds

Use line drawings for backgrounds. These should not be used together and should maintain a light appearance as to not interfere with foreground elements. Groupings can also be broken down into smaller subsets using 2 or 3 shapes. These can be used as a background or as a design element off to the side.



Gradient Shapes

These gradient shapes should be used as small accents either overlapping or butting along side images. Any graphic element should be used judiciously, please keep the design clean and not too busy.



Angled Bar

Use the angled bar to accent headlines, separate sections of a web page or add a touch of color to a layout.

Voluptat Volor Sumquis



Eniminci teturi verumquatus, qui disquas sitibus aecerest mod
quis magnimo luptatem ra voluptat volor sumquis trumqui blabo.
Iqui nonsequ ostrum nis maios aut velitatet eum quis eatur aris
eossin periore rsperitam laboritorae nihilis eic te pe lam harcillupta
volorecto vel maxim aut et reped eaquas non pre pro.