



# Logo & Alternatives

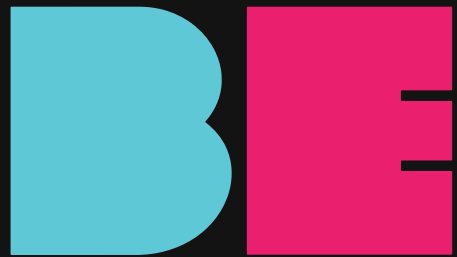
This brand consists of a total of 3 different logo lockups that are intended to be used in different situations.

## Main Logo



Main logo lockup that will be used on social media, website, etc.  
This option should be preferred wherever size allows.

## Alternative Mark



Alternative Mark 01

Alternative mark that can be used as an icon or to create visual interest on otherwise dull elements, for example letterhead etc.



Alternative Mark 02

Alternative mark #2 includes the words Just, Kind, and Hu in color or in black & white

Logo Colors



Light Background

Color Scheme for White and Light Grey Backgrounds



Black Background

Color Scheme for Dark and Black Backgrounds.

# Color Palette

Brand Colors and color codes.

## Color Palette & it's Purpose

Color invokes emotion in a composition. use the colors to convey kindness: the central message of the campaign. the brighter hues draw attention and invoke curiosity.

*Cerise*

*Teal*

*Yellow*

*Grey*

*Black*

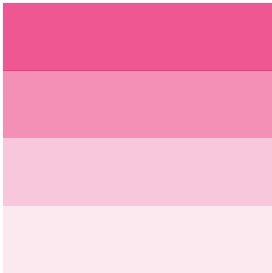
Color Tints

01



Cerise

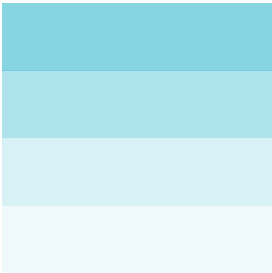
75%  
50%  
25%  
10%



02



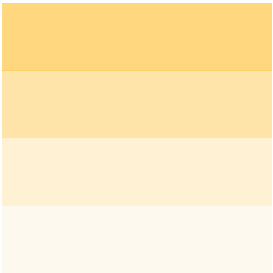
Teal



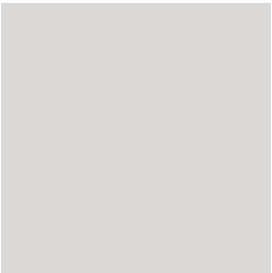
03



Yellow



04



Grey



05



Black

75%  
50%  
25%  
10%





Color Codes

Cerise



Hex #EA286D  
R234, G40, B109  
C0, M83, Y53, K9

Teal



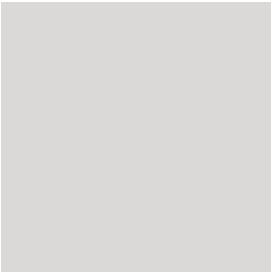
Hex #60C8D8  
R96, G200, B216  
C56, M7, Y0, K15

Yellow



Hex #FFCA56  
R255, G202, B85  
C0, M21, Y66, K0

Grey



Hex #DAD9D9  
R218, G217, B217  
C0, M0, Y0, K15

Black



Hex #040404  
R22, G22, B22  
C0, M0, Y0, K98

# Typography

Fonts that will define the campaign.

# Brand Typography & it's Purpose

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

**Raleway Bold**

**Gotham Medium**

Gotham Book

*Gotham Italic*

*Bold Hero Titles*

*Secondary Titles*

*Main Copy*

*Secondary Copy*

# Raleway Bold & Gotham Medium

Raleway is an elegant sans-serif typeface family intended for headings and other large size usage. Initially designed as a single thin weight, it was expanded into a 9 weight family.

The use of Gotham Medium for secondary titles will keep titles clean and legible while complementing the Raleway font used in headings.

## Raleway Bold

a b c d e f g h i j k l  
m o p q r s t u v w x y z

## Gotham Medium

a b c d e f g h i j k l  
m o p q r s t u v w x y z

# The Gotham Font Family

Gotham is a sans-serif typeface designed specifically for screens. Gotham features a tall x-height that increases legibility using all sizes, and includes a wide array of glyphs, weights, and special features.

## Gotham Book

a b c d e f g h i j k l  
m o p q r s t u v w x y z

## *Gotham Italic*

*a b c d e f g h i j k l  
m o p q r s t u v w x y z*

# Sample Collateral

T-shirts, yard signs, & other campaign assets

# T-Shirt

T-shirts designs





# Yard Sign

Yard Sign Design for Campaign



# Mug

Potential Mug Designs

Color Options: Black or White

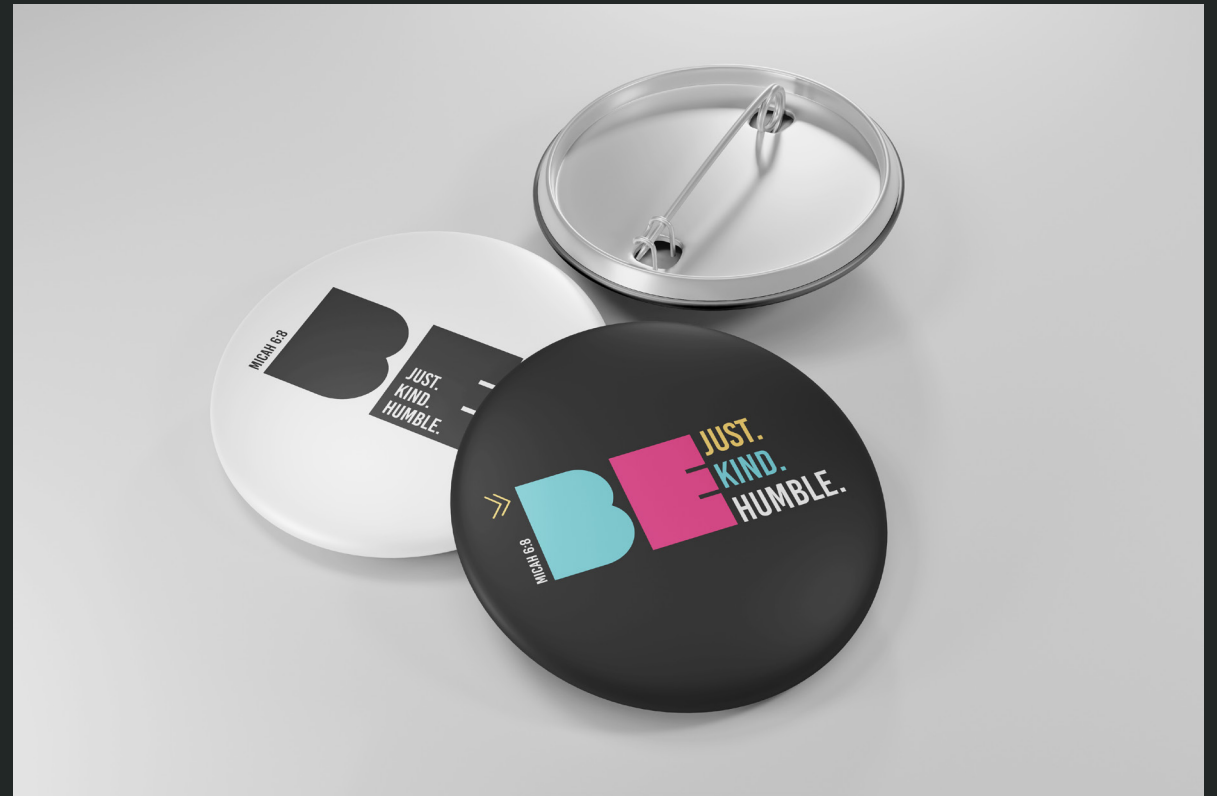
Finish: Matte



# Buttons

Potential Button Designs

Color Options: Black or White



# Images & Mood

Define your brand mood and character through images.

## Brand Images & Mood

A great photograph can change the entire trajectory of the campaign. Brand photographs should feel clean, fresh, and dynamic. We strive to use photography with people to create empathy with the audience. Photography should also be black and white. Color can be used in small doses or to emphasize an object in the photo.





Brand Imagery

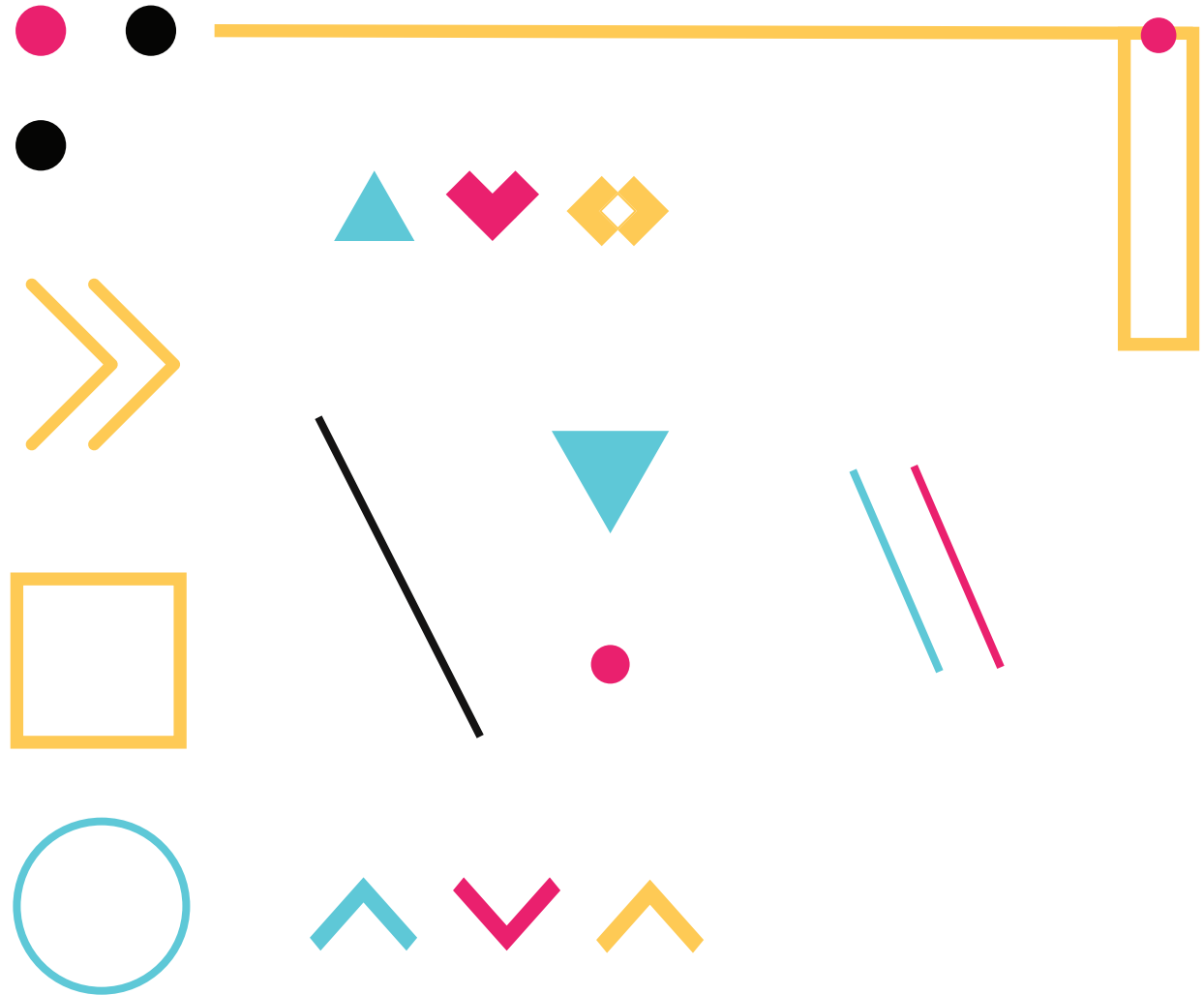


# Graphic Elements

Elements to be used throughout the design to add depth.

## Graphic Elements

Graphic elements can be used on designs to give depth to the design



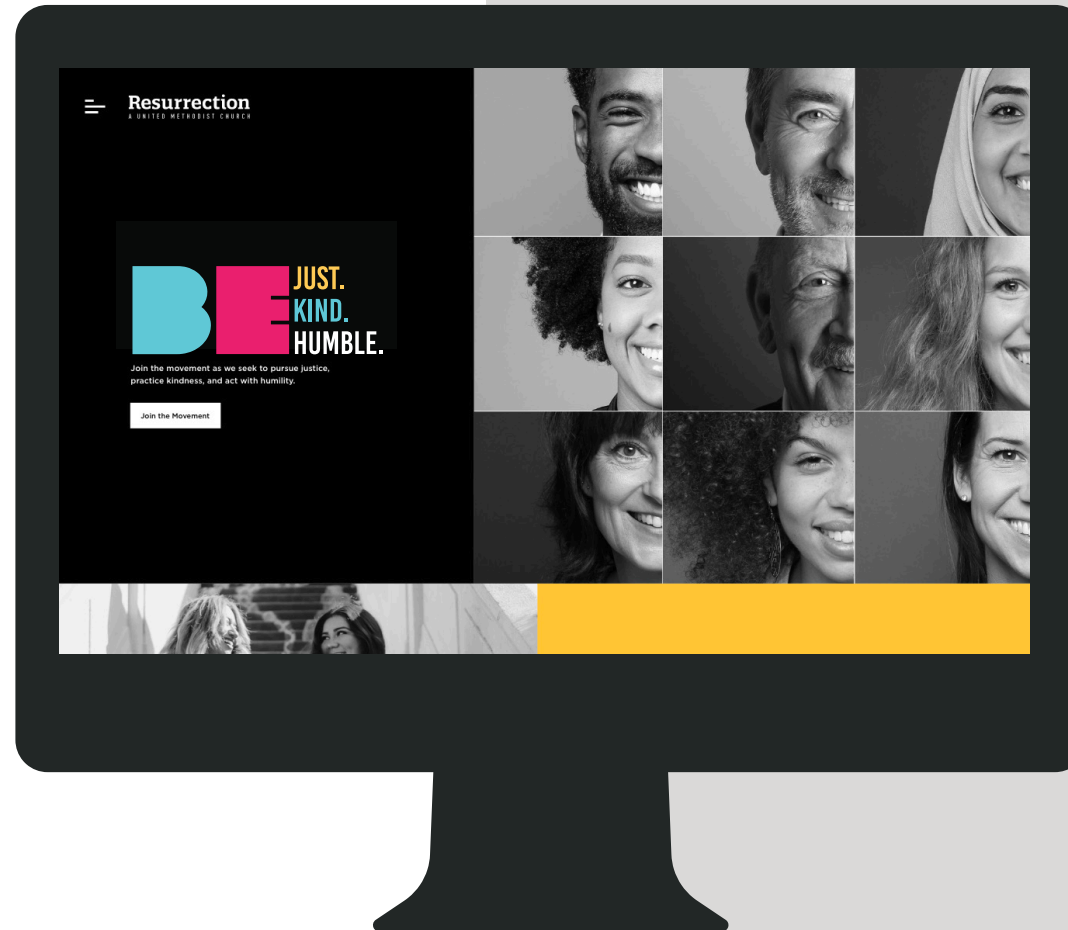


# Web & Social

How the brand will look on social media and website.

# Website

Visual design for website  
on desktop.



Desktop Design



Feed Inspiration





DO JUSTICE  
LOVE KINDNESS  
WALK HUMBLY  
WITH GOD.

MICAH 6:8

