Recovery Compass – Brand Kit

1. Primary Logo

The Recovery Compass logo combines symbolic imagery of a compass with a rooted tree, representing guidance, stability, and growth. It is paired with the nameplate in Montserrat ExtraBold, uppercase, and expanded letter spacing for balance and emphasis.

2. Color Palette

Color	Hex	Usage
White	#FFFFFF	Primary wordmark color on dark backgrounds
Ink	#31311E	Document color, text emphasis
Back Layer Gradient	#002f34 → #005c6a → #003d4f → #071c29	Moving water effect for backgrounds
Ripple Highlight	#f7f9f9	Soft ripple accents
Single Accent	#204c89	Optional accent blue
Middle Background	#020d2b	Narrow band background layer

3. Typography

Primary font: Montserrat ExtraBold for the nonprofit nameplate (RECOVERY COMPASS). Use uppercase with letter spacing set to 30 for visual balance. Ligatures should be enabled to combine specific characters elegantly. Secondary font: Montserrat regular or light weights for body copy in print and digital use.

4. Logo Usage Guidelines

• Use the compass-tree emblem with the Montserrat ExtraBold wordmark when possible. • Minimum size: 1.5 inches (print) / 200px (digital). • Clear space: Equal to the height of the 'R' around all sides. • Backgrounds: Preferred use on the gradient back layer (#002f34 → #071c29). White wordmark contrasts best. • Do not distort, recolor, or separate emblem and wordmark without approval.

5. Backgrounds & Visual Motifs

The Recovery Compass visual identity emphasizes calming water-like gradients, deep blues, and ripple effects. Use the back layer gradient (#002f34 → #005c6a → #003d4f → #071c29) for immersive backgrounds. Accents of #f7f9f9 provide ripple highlights, while #020d2b can be used as a narrow middle band overlay.

6. File Inventory

• RC LOGO - Imgur.png (logo image) • Recovery Compass Brand Details AUG 29.pdf (brand specifications) • Compass-tree emblem (uploaded separately)

7. Recommendations

1. Standardize master vector logo with tree-compass emblem + wordmark. 2. Create alternate lockups (horizontal, monochrome white). 3. Package digital assets: PNG, JPG, SVG, PDF; gradient backgrounds; typography specs. 4. Produce templates: slide deck, letterhead, social post card, and website header. 5. Ensure consistent use of calming blue gradients and Montserrat ExtraBold wordmark across all channels.