

Whittier First Day – Brand Kit

1. Primary Logo

The Whittier First Day logo features a sunburst, house with palm tree, and the wordmark “First Day” in deep purple and gradient blue. It symbolizes hope, shelter, and renewal. The preferred version is the square lockup with a purple border.



2. Color Palette

Color	Hex	Usage
Deep Purple	#2C1A52	Borders, headers, backgrounds
Gradient Blue	#0057B7 → #3A7BD5	Wordmark ('Day'), highlights
Sunburst Gold	#F4A51C	Sun rays, warmth accent
Dark Navy	#1E3A5F	Headings, buttons
RC Green (partner)	#2D5F3F	Co-branding accents

3. Typography

Headings: Clean sans serif (e.g., Montserrat or Open Sans), bold weight. Body Text: Light sans serif for readability. Buttons/CTAs: Rounded sans serif, uppercase, with strong color contrast (white on navy/purple).

4. Logo Usage Guidelines

- Minimum size: 1 inch (print) / 150px (digital)
- Clear space: At least ½ logo height from other elements
- Backgrounds: Preferred white; also allowed light gray or solid brand colors
- Do not alter colors, stretch proportions, or add unapproved text/taglines.

5. Homepage Alignment

Homepage tagline: “Finding Solutions to Homelessness.” Calls to action include “Need Help,” “Want to Help,” and “Want to Donate.” The logo is placed top-left with navigation in navy. Co-branding with Recovery Compass uses RC green for accents.

6. File Inventory

• Whittier First Day Logo Aug 5.jpg • Whittier First Day Logo Aug 5.png.pdf (vectorized) • Whittier First Day Logo Aug 5.png.png.png • Whittier First Day_Logo.jpg • Homepage Reference: WFD Homepage.pdf

7. Recommendations

1. Standardize the PDF vector logo as master.
2. Create alternate lockups (horizontal, monochrome).
3. Produce a complete brand kit folder with logos in PNG, JPG, SVG, PDF; palette swatches; typography; and co-branded templates.