

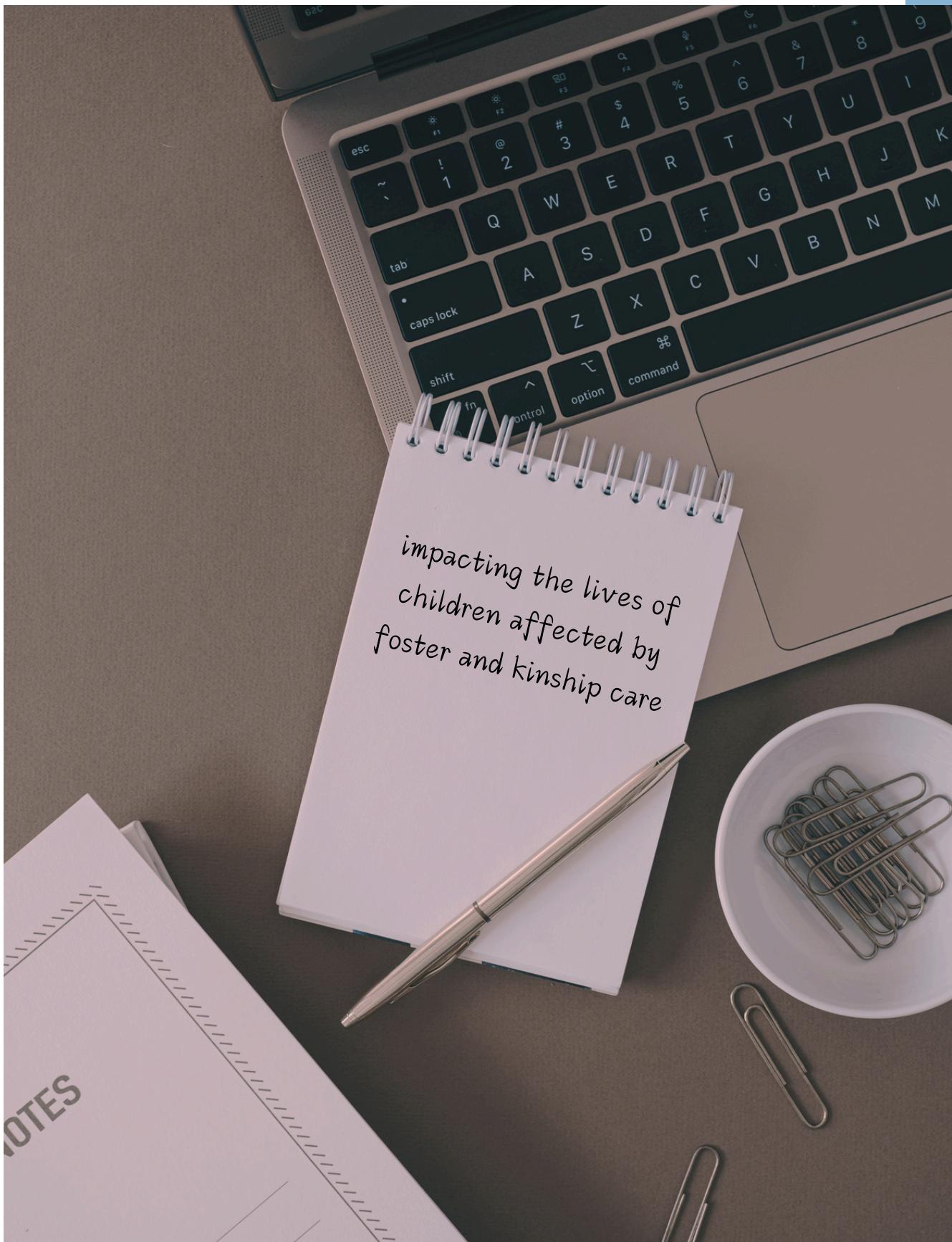


**Least of These Carolinas**

# **Brand Guidelines**

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January 2025



## **MISSION STATEMENT**

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**Our mission is to impact the  
quality of life of children affected  
by foster and kinship care**



## **VISION STATEMENT**

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**We believe that breaking the cycles of trauma,  
empower children to reach their full potential**





OUR VALUES



## WHOLENESS

We are committed to making a holistic impact on the whole child—nurturing their body, enriching their soul, and uplifting their spirit.

## HONOR

We are dedicated to equipping and empowering those we serve, laying the foundation for a brighter future.

## INTENTIONALITY

We are dedicated to excellence and personalization in every aspect of our endeavors.

## HOPE

We aspire to be a steadfast presence in the lives of those we serve, offering unwavering support and reliability.

## CONSISTENCY

We are on a mission to bring dignity to those we serve, recognizing the God-given worth of each individual.

# unique reason to give

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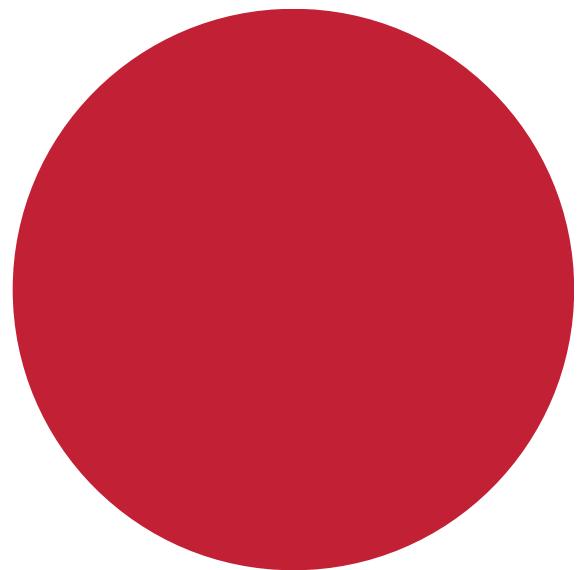


**Our URG is:** Right now, children in foster and kinship care are struggling with deeply personal challenges – from separation trauma to educational disruptions – yet most support services treat them with a one-size-fits-all approach. This generic support fails to address their individual needs and can leave them feeling even more isolated and overlooked.

Least of These Carolinas takes a radically different approach. We created personalized programs, recognizing that every child's journey through foster care is unique.

Your donation makes this personalized care possible – with 90% of every dollar going directly to supporting children. When you give, you're not just contributing to a program; you're investing in a child's individual journey toward healing and hope. In a system where children often feel like numbers, your support helps us treat each one as the unique individual they are.

# Brand colors

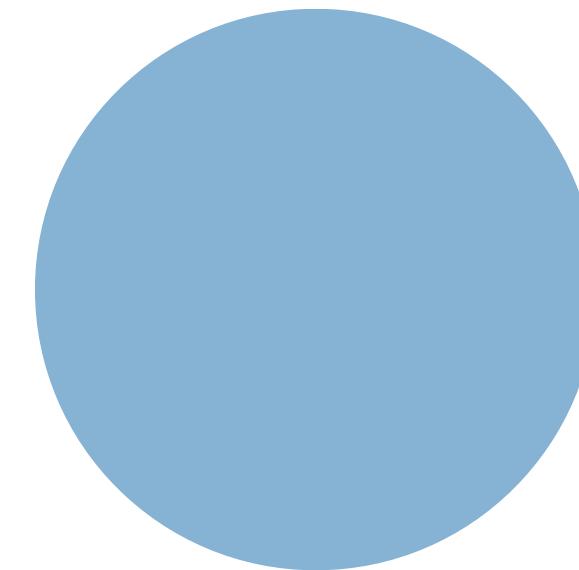


**Main Red**

CMYK

RGB

Hex #c22035

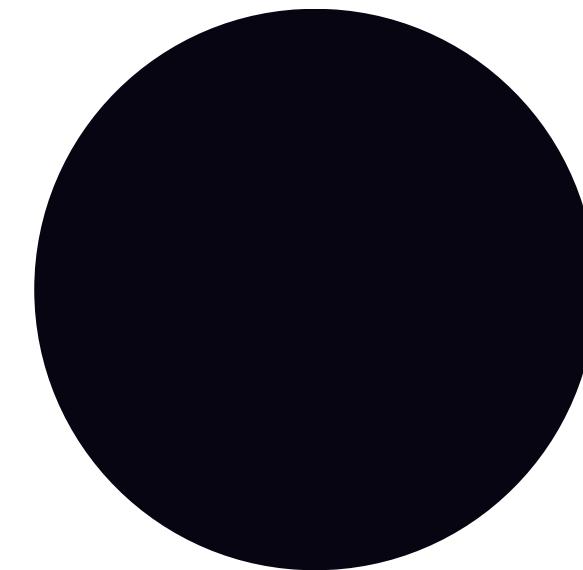


**Blue**

CMYK

RGB

Hex #86b2d3

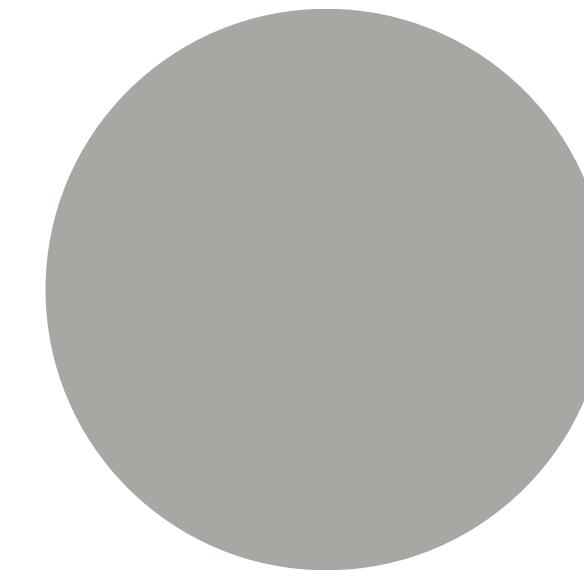


**Black**

CMYK

RGB

Hex ##060511

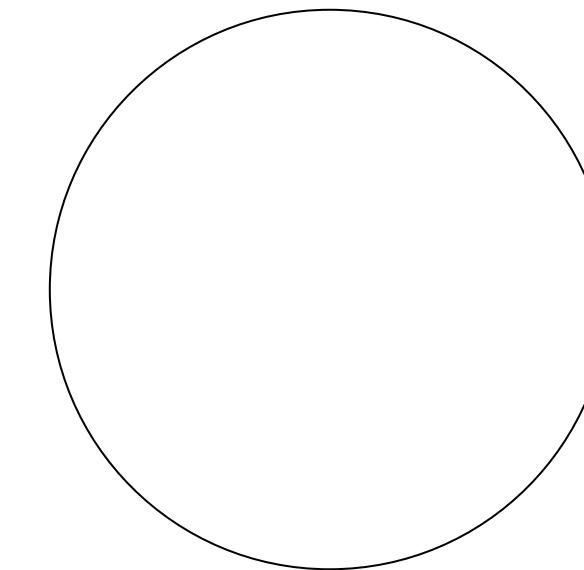


**Grey**

CMYK

RGB

Hex #a7a8a3



**White**

CMYK

RGB

Hex #ffffff



# **Oaks**ide for Headlines

## **POPPINS BOLD FOR SUBHEADINGS**

Poppins Regular for paragraph text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio erat a, pede.

**Poppins Bold for Buttons**

H  
A  
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# Photographer

- Due to the nature of the families we serve, we do not show kids faces unless they are stock photos or prior permission has been given from the kinship caregiver.





**Have questions about  
this brand guideline?**

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