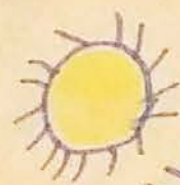HELP
CHANGE
MY CITY

BRAND GUIDELINE

2019

ENJOY YOUR
LUNCH!

HAVE A
GREAT
DAY!

HAVE AN
AWESOME DAY!

HAVE A
WONDERFUL
DAY!

HAVE A
GOOD DAY!

Don't worry
be happy!

Don't worry
Be Happy

This is
Help
Change
My City

Our story

We all experience difficulties. Most of us are lucky enough to have someone to lean on when needed, but for some this is not the case.

HCMC works with at-risk youth to foster positive relationships through mentoring. By establishing these relationships, youth know they have someone to rely on: this can be the difference between a positive or negative journey that defines a life. We teach kids they are valuable and have the power to create positive change in their own lives and those around them.

Focusing on positive actions we create real change, empowering youth to make better decisions. Through the power of mentorship, we give our next generation tools to return to their communities and give back by helping others.

We believe that these positive actions create a ripple effect, changing people's lives, their communities and beyond. The stakes are high, but together we can save lives, help families and improve our communities.

Let's get to work.

Logo

- Colour
- Space
- Limitations

LOGO COLOR

There are three color variations that can be applied to the logo.

• Full Colour

• White

• Black

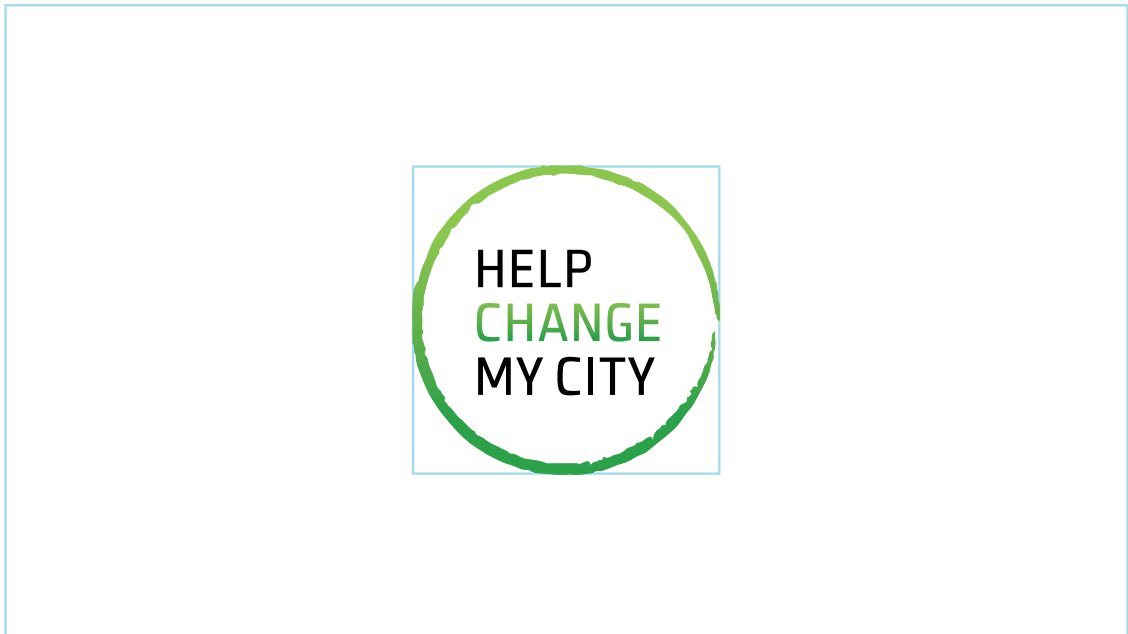The white version can be applied to different background colours.

LOGO SPACE

Minimum Size

.75 inches 54 px

2x the cap height of H

all around the logo

520x520 px

FULLHD Frame (1920x1080)

Section: Logo

LOGO LIMITS

To keep the consistency of the brand, do not apply any dramatic changed to the Help Change My City logo.

Do not stretch the logo

Do not invert to outlines

Do not use obsure colors

Do not place over top of out of off brand colors

Typography

- Libre Franklin Typeface
- Open Sans Typeface
- Typesetting

TYPEFACE A

Thin

Extra Light

Light

Regular

Medium

Semi Bold

Bold

Extra Bold

Black

LIBRE FRANKLIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TYPEFACE B

Light

Regular

Semi Bold

Bold

Extra Bold

OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TYPESETTING

LIBRE FRANKLIN

Use for headlines and subheads

OPEN SANS

Use for body copy

Header 50px

Subhead 30 px

Body copy 17px

This is just an example of how a new designer may use the chosen typefaces.

Colour

- Brand Colours
- Other Colour Scheme

BRAND COLOURS

To keep the consistency of the brand, do not apply any dramatic changed to the Help Change My Citylogo.

Gradient

#FFFFFF   #4e4e4f   #231f20

HCMC LIGHT GREEN

CMYK: 50, 0, 91, 0

RBG: 140, 200, 80

Hex: #8BC74F

HCMC DARK GREEN

CMYK: 81, 11, 100, 1

RBG: 42, 161, 73

Hex: #2AA149

Photography

- HCMC Photos
- Open Sans Typeface
- 520px 520px in FULLHD Frame

HCMC PHOTOS

PROS

- Shot focuses well on human moment of interaction/giving

- Nice depth of image, additional bags suggest this interaction is just part of a larger event

- We see human emotion on the peoples faces, but they don't dominate the photo

- candid photo

- Some of the lighter parts of the photo may be overexposed

- Colour feels a bit unnatural, could use balancing/ retouching

EXAMPLE 1

- Feels like real life, a natural moment of unity

- Slight view of people's faces, genuine human interaction, focused on collective

- Lighting/focal point on hands makes this image immediately recognizable

- Feels disconnected from real life, not a natural photo

- No context to the surrounding environment

- Composition is flat, there is nothing for the viewers eye to explore.

- Brightness and contrast could be boosted, particularly on the bag, to improve impact/readability

- Good use of rule of thirds, creates a more interesting composition

create hyperlink

- Good use of focus, we can tell what the background is but we don't see detail, our eye is focused on the foreground
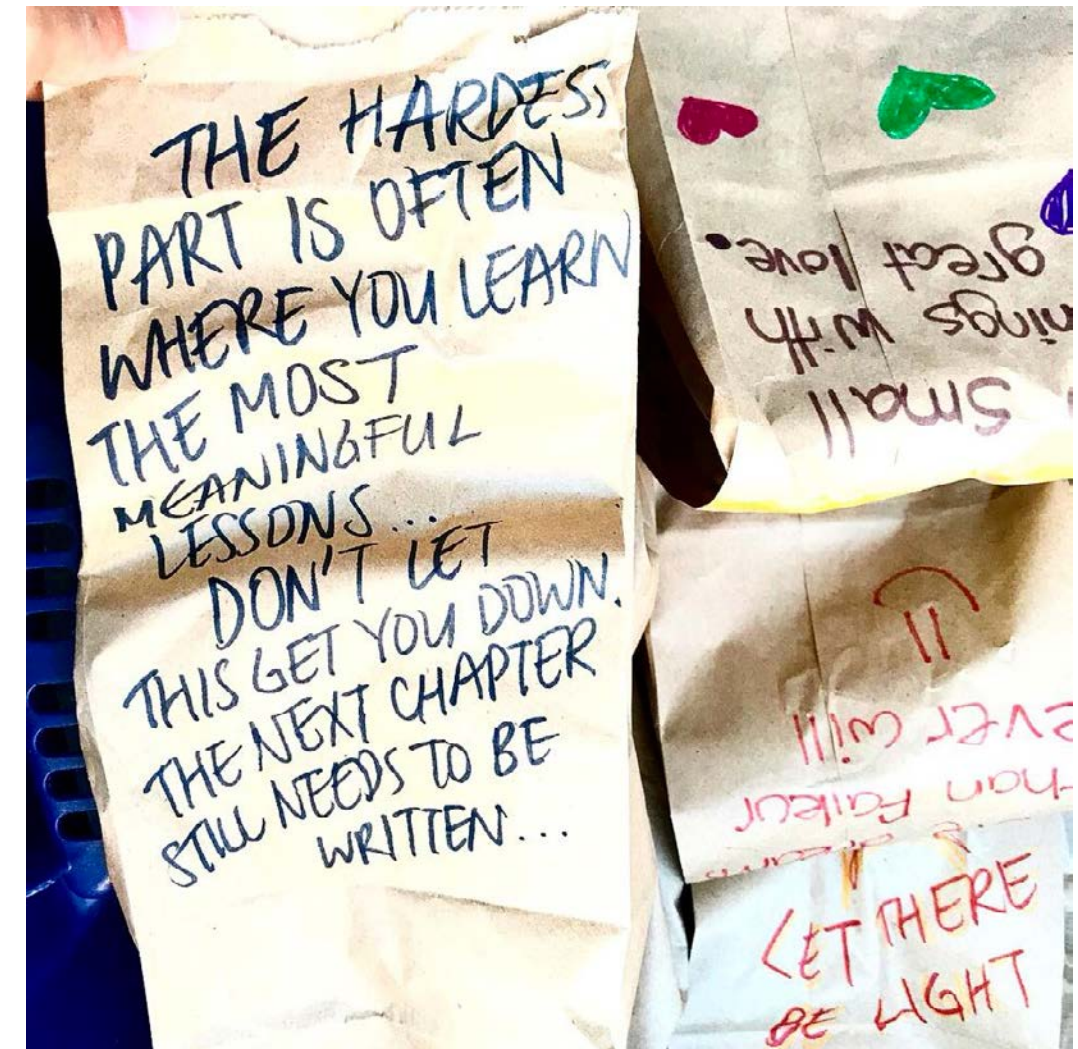
- Image is overexposed

- Entire frame is filled with too much content.

- Depth of image is very shallow, no separation between focal point and the rest of the image

Social Templates

The goal of HCMC's communications is to inspire action,

give the audience a direct invitation to get involved.

This could be a link, phone number, event date etc.

Don't just inform, inspire people to make a difference.