



The Emergence
Porch

Year:
2025

Category:
Nonprofit

Brand Guidelines

Brand Introduction



The Emergence Porch is Nigeria's go-to community for young people seeking purpose, clarity, and impact. Designed especially for underserved youth, we provide safe spaces, practical tools, and mentorship that empower individuals to rediscover themselves, build leadership skills, and thrive in life and work.

Through a holistic model rooted in self-discovery, values-based leadership, and sustainable growth, we nurture the next generation of changemakers ready to transform their communities and shape an equitable future.

Vision

To become Nigeria's foremost go-to community for raising purpose-driven young leaders equipped to lead meaningful lives, transform their communities, and shape an equitable and thriving future for all.

Mission

To empower young Nigerians with leadership skills, career clarity, entrepreneurial capacity, and a strong sense of social responsibility through mentorship, personal development, and evidence-based advocacy.

Tag line

Your go-to community for purpose and impact

Our Logo

Our logo is a visual representation of our brand identity and should be used in accordance with established guidelines. This includes the proper use of color, scale, and white space around it.



Color Palette

Primary

HEX: #5AA4A3

Secondary

HEX: #E67F22

Accent

HEX: #D5EAEB

Accent

HEX: #F0E3D2

Neutral

HEX: #2D2D2D

Neutral

HEX: #FFFFFF

Typography

Headings

Raleway

Aa

Italic

Medium

Bold

Body

Open Sans

Aa

Italic

Medium

Bold

Imagery Style

Our color palette is inspired by nature, creating a fresh and vibrant look.

These colors should be used consistently across all media to maintain brand integrity.



Voice And Tone

Tone of Voice:

- Warm, empathetic, and affirming
- Grounded in truth and purpose
- Never overwhelming or pushy

Messaging Themes

- Clarity and self-discovery
- Community and belonging
- Restfulness in growth
- Leadership with empathy



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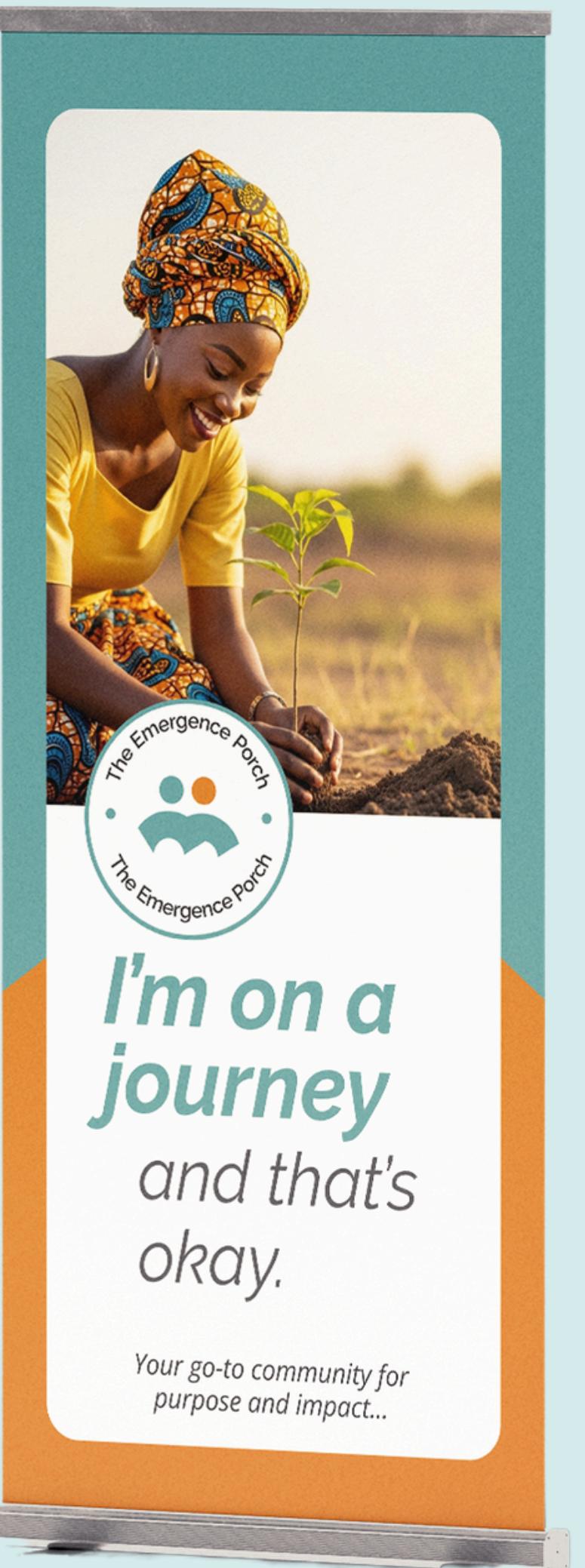
You're not alone.

At The Emergence Porch,
growth meets grace

Brand Applications

Our brand applications include a range of marketing and communication materials. From print to digital, each application should be consistent with our brand guidelines.





Becoming takes time



Do's and Don'ts



Do

Use Official Color Palette

Ensure you use the brand's specified colors in all assets.



Do

Typography Consistency

Use the specified fonts and styles in the brand guidelines for all written communications.



Do

Follow Imagery Style

Use photography and illustrations that match the brand's aesthetic.



Do

Consistent Messaging

Ensure the message delivered is aligned with our brand values.



Don't

Modify the Logo

Do not alter, distort, or change the logo colors without permission.



Don't

Misuse Design Elements

Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.



Don't

Inappropriate Color Usage

Do not use colors that are not included in the brand's official palette for brand representation.



Don't

Conflicting Messages

Avoid communications that contradict or obscure our brand message.