



**SOUTHERN SUDAN**  
HEALTHCARE ORGANIZATION

# Branding Guide

# Our Brand

The Southern Sudan Healthcare Organization (SSHCO) is a non-profit organization founded by “Lost Boys” Jacob Atem and Lual Deng. Together they have envisioned a safer Southern Sudan through the provision of quality healthcare and education.

# Tagline Usage

“Natives helping Natives”

- Our tagline must be included in any sponsorship material

## Tone of Voice

Positive tone of voice, example:

*Proper Use* | SSHCO is an inspiring organization

*Improper Use* | SSHCO is not a bad organization

# Our Logo



# Color Palette



RGB: 8, 116, 42

CMYK: 88, 30, 100, 13

Pantone: Solid Coated  
7732C



RGB: 8, 137, 48

CMYK: 86, 21, 100, 8

Pantone: Solid Coated  
7740C

# 158943



RGB: 255, 255, 255

CMYK: 0,0,0,0

# Logo Misuses



Do not delete elements of the logo



Do not skew original proportions



Do not change the logo colors



Do not add glow effects to the logo



Do not make the logo outline-only



Do not add colors to the logo



Do not place the logo on similarly colored backgrounds



Do not change the logo's orientation



Do not crop the logo in any way

# Typefaces

## Futura Book:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

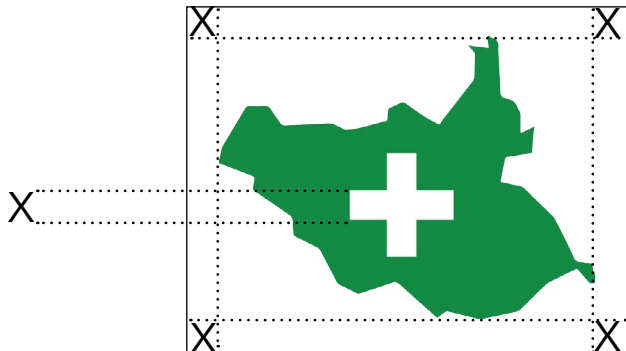
## Futura Bold:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## Lato:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

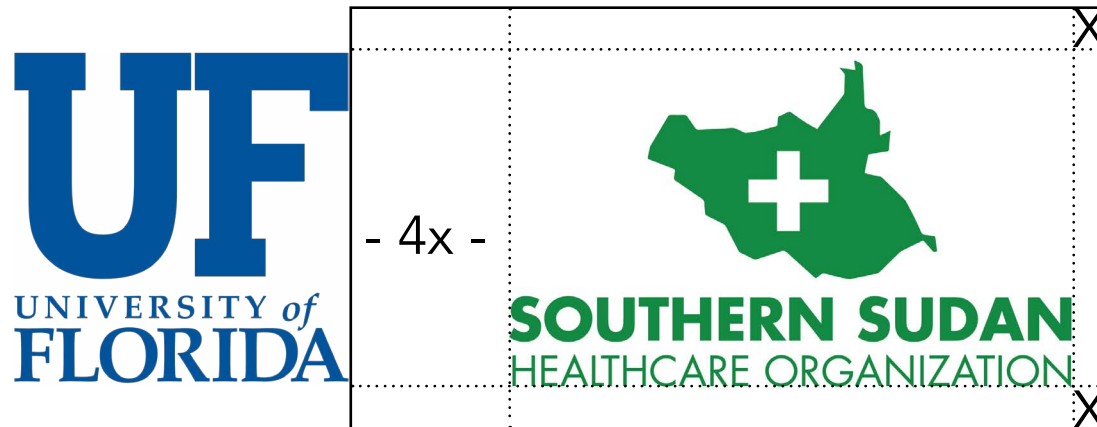
# Spacing



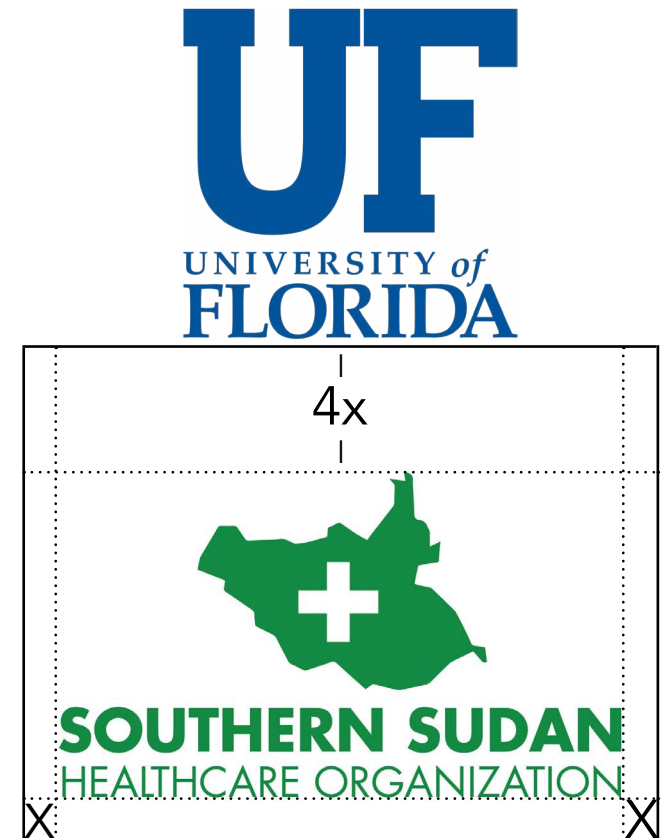


# Logo Partnerships

Horizontal



Vertical



# Questions?

Email us at [info@sshco.org](mailto:info@sshco.org)