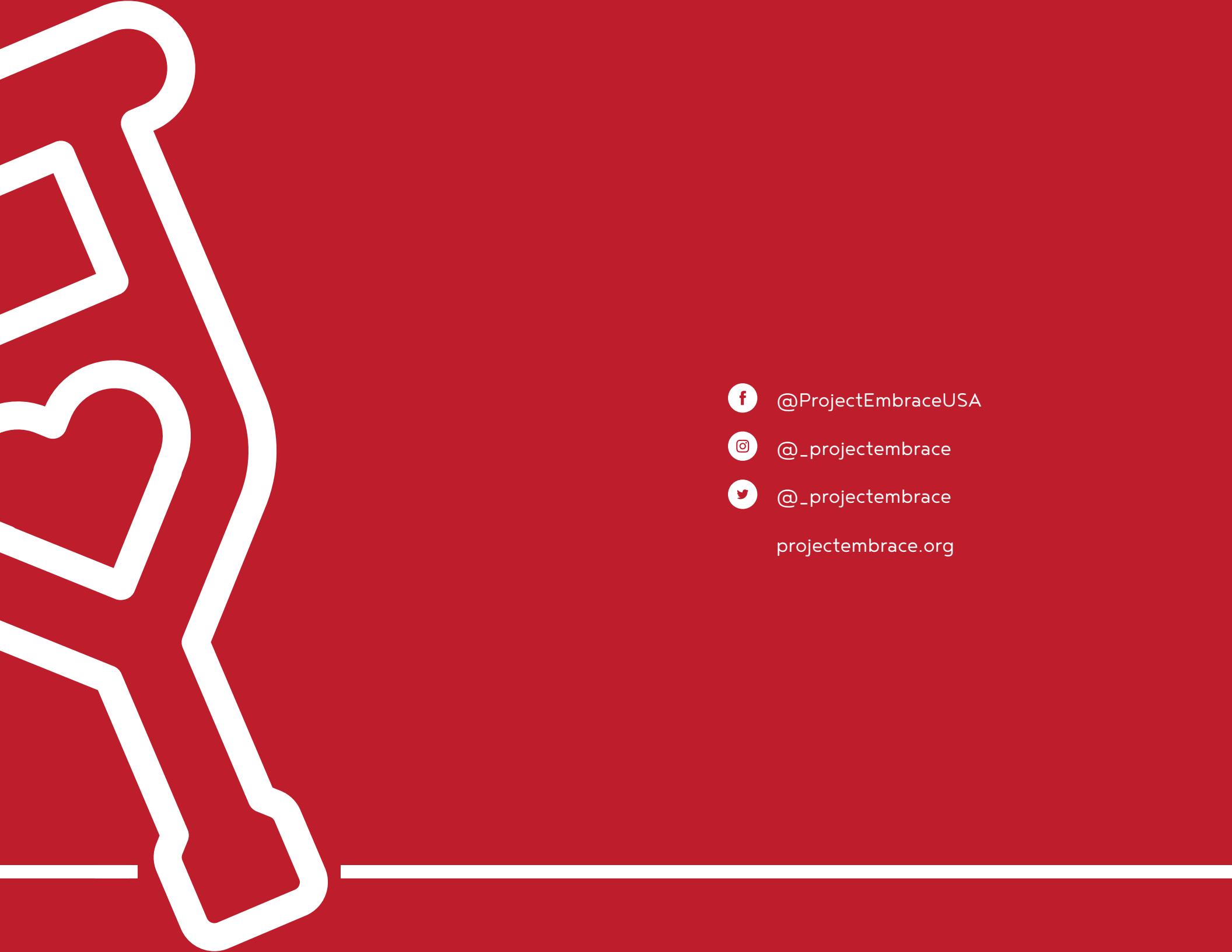


project
embrace

Brand Guidelines





 @ProjectEmbraceUSA

 @_projectembrace

 @_projectembrace

projectembrace.org

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Introduction

Welcome to Project Embrace's brand guidelines. This document should serve as the brand bible to this non-profit organization. Within this booklet, you'll find anything from the previous "sawblade" logo, to the intricate grid layout of official documents.

It should be noted that there is a large emphasis of cleanliness and simplicity within the design of the outward facing documents and creative assets to portray the cleanliness of the healthcare industry we serve.

This document is only binding so long as there is a more recently updated version. There shall always be creative freedom of the brand, so long as it fits the proper guidelines and justifications.

Enjoy,
Zac Fox, Director of Marketing and Communications

one

Logo Usage

Logo Variants

Old Logo



New Logo

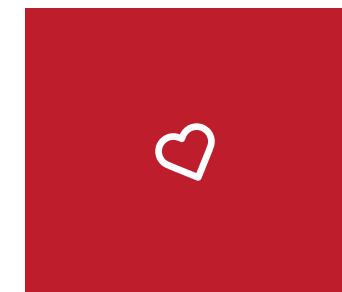


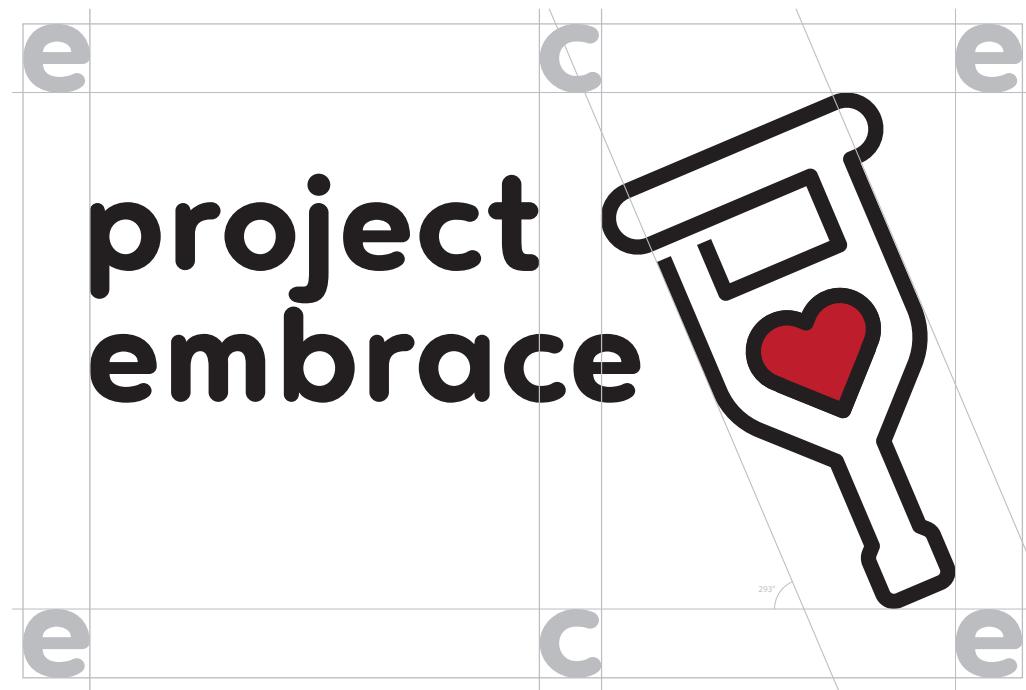
Logo Variants

Main Logo



Responsive Logo





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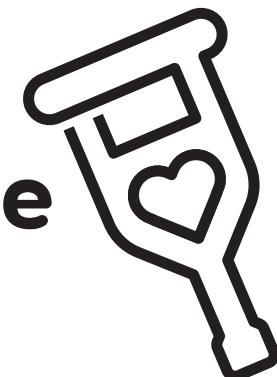
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two

Typography Principles

Headlines

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Noyh R Bold
Size: 60pt
Leading: 46pt

Subheads

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Noyh Hairline
Size: 36pt
Leading: 30pt

Body

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Noyh Light
Size: 15pt
Leading:

Lorem Ipsum

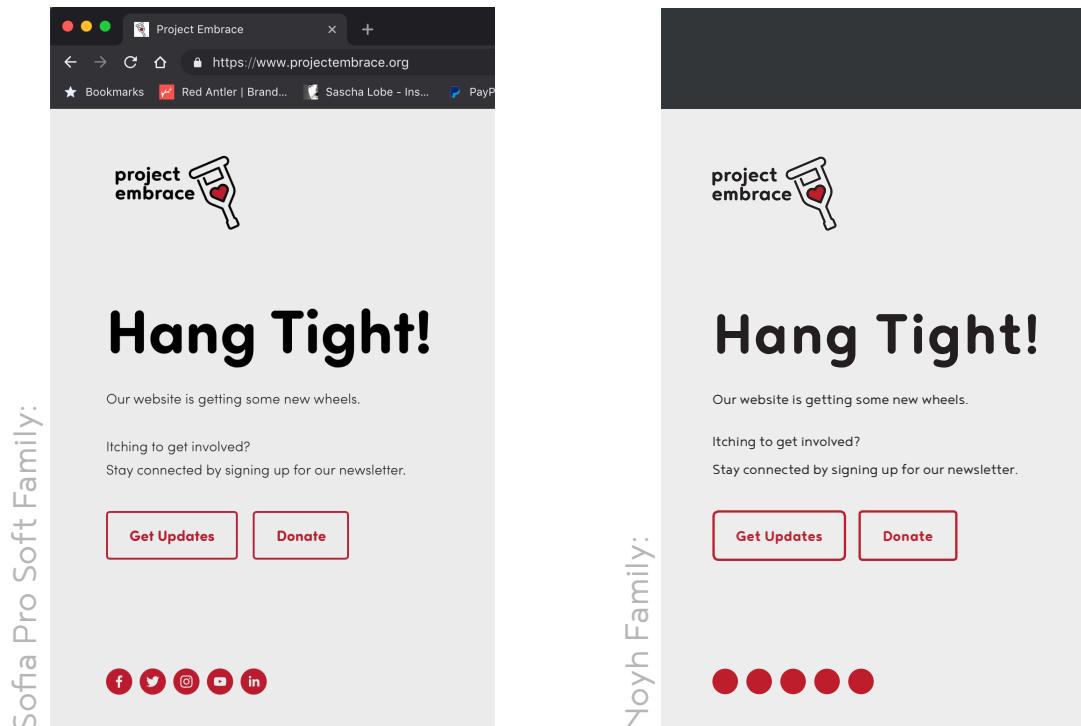
Eris dolenecest

Fuite, truroris; num ad culicae nostemo erorissati, peridet raetius, nequod morsuli cienducie cribusus cribulocaet et; nonsciam commocu pernihilicae ad ad morem publis egitiae egit, medestrei id cam. Abulici perei senatquodii fur. Um pultuss olin tem hus adducon dentie num ut gra, nis. Ide noverei pos consulis, uri praciam ignonce ressera conlocrici con senihil ublum condit. Nihilica; no. Qua moltus compopotio ta in is Cati, C. Am demumur. Patus fin sicaesc revit, qui postratus, nos, verceribus, quemus contem is. Serum sulis ad diurim peropos eto et Catata nertebene diores verit vit, nihiliam publum. Opulicaet L. O tariort ienti, quodius consum horarei fuium atus, utum sus sciemos etiacere conint.

Unces conterit. Huid Catus; niussimpret auc te coere furnum peris vis vivid redo, ces in Ita sede consulto te perivil intiam consum nonsim etem at praveribus, firitia mendicaet demque ad C. Go hos erbit, nos et in Etratusque culiem it avo, Catu verum nosulego viris. Ti. Ahalium me nonductum nos virtilictem opubli iam nonsula in turibem omnit; nonsuli ntili, num que prae furs corati, furbes eoreheb escepotiliu sil cupicae ssoltus moraridessum dienteatil.

Because Squarespace does not have the Noyh typeface, the next best option will be to replace Noyh with Sofia Pro Soft. This is a typeface that is visually similar to Noyh.

Replace Noyh with the appropriate usages of Sofia Pro Soft. For example, when making a headline, replace Noyh R Bold with Sofia Pro Soft with weight set to 700, body text to Sofia Pro Soft 300, and so on.



Headline ————— “

Body ————— August 2017

Headline —————

**We're still just an infant
non-profit trying to learn
the ropes of global business
but I'm proud of what we
have done in less than a
year's time.**

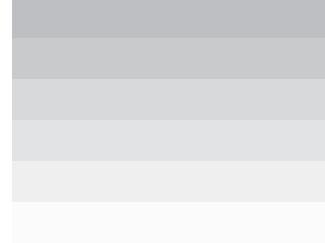
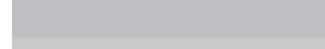
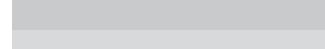
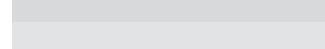
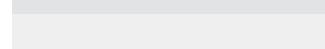
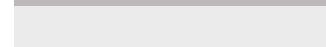
Body —————

Mohan Sudabattula, Founder of Project Embrace

three

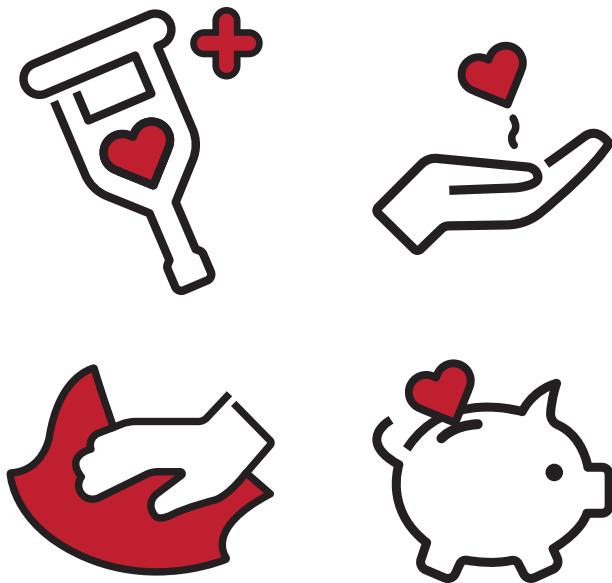
Graphic Elements

Colors and Subtones

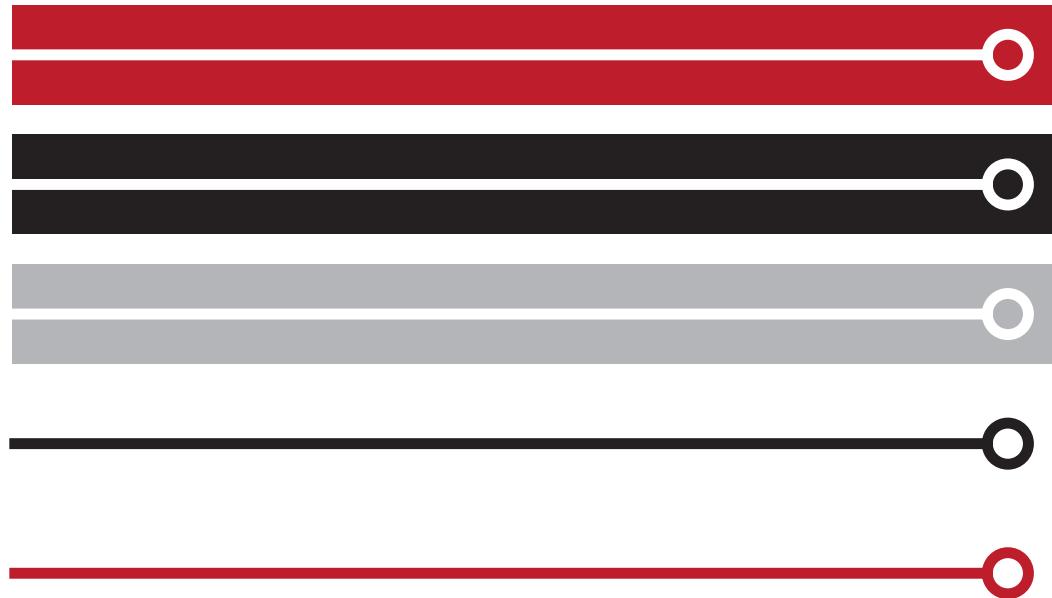
Project Embrace Red:	Project Embrace Black:	Project Embrace White:	Project Embrace Gray:
Hex #BE1E2D Pantone 200 C RGB: 190, 30, 45 CMYK: 15, 100, 90, 10	Hex #231F20 Pantone Neutral Black RGB: 34, 31, 32 CMYK: 70, 67, 64, 74	Hex #FFFFFF Pantone White RGB: 255, 255, 255 CMYK: 0, 0, 0, 0	Hex #B3B5B8 Pantone 421 C RGB: 179, 181, 184 CMYK: 0, 0, 0, 34
			
100%			
85%			
65%			
50%			
35%			
20%			
5%			

Icons

Icon creation will be open for interpretation, but should follow the same style choices as the crutch in the logo. Icons should include the disconnected lines black lines, and, if possible, the heart in the middle of the crutch. Icons should also represent some form of human element where possible.



The line and circle graphic element should be used to lead a reader across a document. They can be used in various forms within brand guidelines.



four

Layout

Grid Systems

How to layout your
text on a page

The grid should remain at five columns, with one pica gutters, and fit rows to make squares within the document. In most cases, align body of text to the second column, like this body text. Body text box can stretch about 3 columns wide and all but one row down - allowing one column borders on the document.

Headlines will sit on first line of the row of document. Headlines can be red for added emphasis. Subheads will be placed one pica below headline. Body text will follow about three picas down from bottom of the subhead. All examples on this page.

**project
embrace**



We Need You.

Volunteer Day

Ardi omnimilie tempuru nturerauptu laborepporre enis vendipiderum que ellacea quae pro molende nihiclip icorpse callaceperi dolendi ossime sedipic tote cus et volo ea solesciantur soluptaque est. Issunto is quos poreicto cum eos enis magnimi.

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Consequendia quialt sition cptatu repre forestis. Perum sit, sequeas as dolor sitesto bla assunt orreperion consegu landebis remolup tatur, tem valorit aut aquatiuum ercla dolenda erferferpis nosaepudae et del ex eos et lam susam. ulpa cum issum fuglatur? Diclistis! dusa que peditate velest, ut lab il magnis dest, cuscimi nvndi illabor epelibus exped ut que asit.

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November 2, 2018 01 projectembrace.org

**project
embrace**



Volunteer Opportunity!

We need your help.

In the next couple months, Project Embrace will be partnering with the Moran Eye Center to help out the Navajo Nation by delivering medical equipment.

This is where you come in. We are hosting a volunteer day to get the supplies ready to take to those who need it most.

Join us on November 2nd, 2018 from 2-7pm in Officer's Circle Building 612 and take a few moments of your day to make an impact for accessible health care. Chic-hl-a will be provided.

Save the date!

Mohan Sudabattula
Founder & Executive Director



mohan@projectembrace.org
+1 (801) 580-1512
projectembrace.org

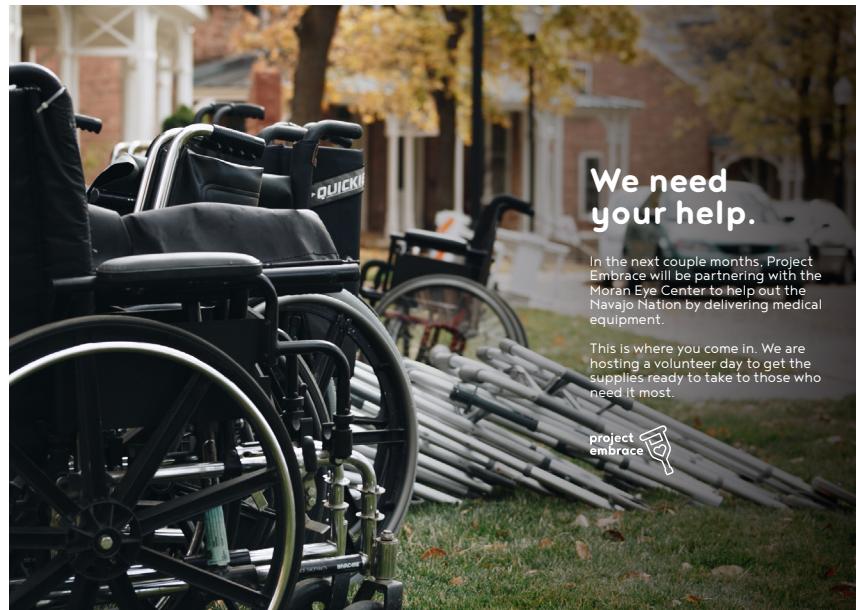
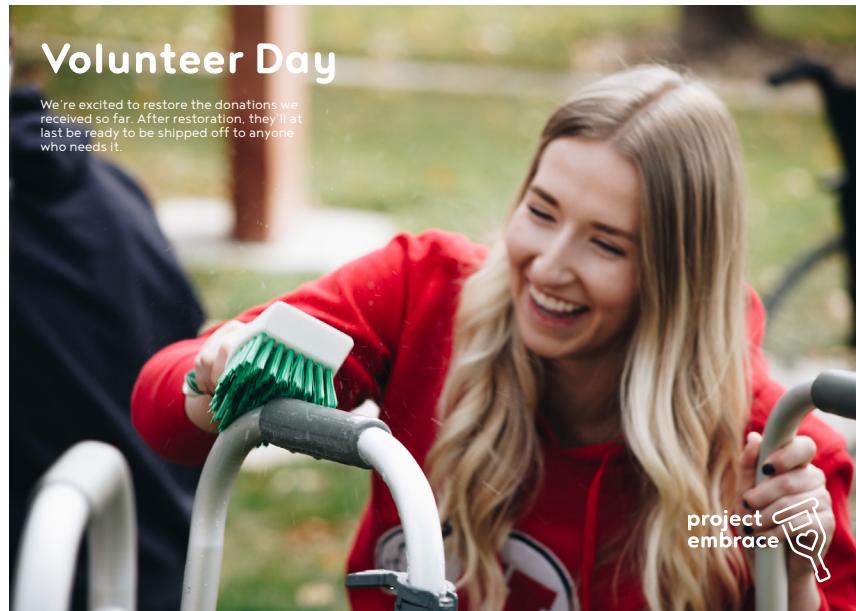


Logos and Graphics in Use

Pictures



Pictures



How to display the brand

The following images show some ways that the brand guidelines can be displayed in the wild.

Actual, real-life, versions may vary. Use your best judgement or consult an expert on the usage of the guidelines.

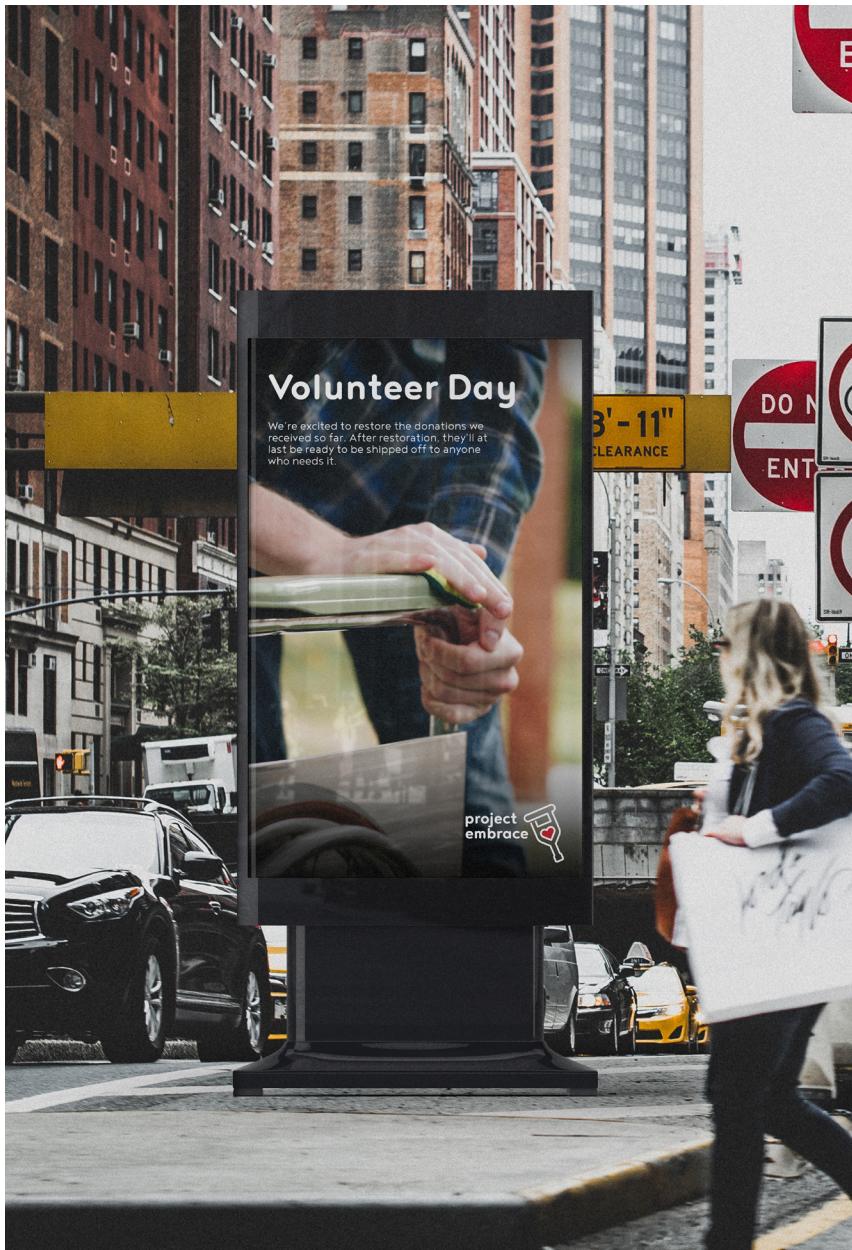
Mock-ups



Mock-ups



Mock-ups



Notes:

