



TRANSIT AUTHORITY FIGURES

SHOFCO

Brand Asset Reference
As of November 2013

Primary Logo

The primary “SHOFCO” mark has two configurations. This helps maintain visual cohesion across the brand while remaining flexible and future proof.



Knock Out Box



Linear Box

Primary Logo

Because “Shining Hope for Communities” is the root of “SHOFCO” and to preserve the equity of “Shining Hope” with your international audience, the SHOFCO mark is designed to be paired with the full title of the organization in a variety of configurations.



Potential Logo Applications on Colored Backgrounds



Project-Specific Marks

To apply the SHOFCO brand to specific projects, the name the project may be paired with the primary SHOFCO mark. This allows the SHOFCO identity to be extensible for future projects and initiatives, while also protecting the core brand.

The SHOFCO logo, consisting of the word "SHOFCO" in white, bold, sans-serif capital letters inside a solid blue rectangle.

**KIBERA SCHOOL
FOR GIRLS**

The SHOFCO logo, consisting of the word "SHOFCO" in white, bold, sans-serif capital letters inside a solid blue rectangle.

**JOHANNA JUSTIN-JINICH
COMMUNITY CLINIC**

The SHOFCO logo, consisting of the word "SHOFCO" in white, bold, sans-serif capital letters inside a solid blue rectangle.

**SHINING HOPE
COMMUNITY CENTER**

The SHOFCO logo, consisting of the word "SHOFCO" in white, bold, sans-serif capital letters inside a solid blue rectangle.

**TOILET ACCESS
PROJECT**

The SHOFCO logo, consisting of the word "SHOFCO" in white, bold, sans-serif capital letters inside a solid blue rectangle.

**GARDENS
FOR GROWTH**

The SHOFCO logo, consisting of the word "SHOFCO" in white, bold, sans-serif capital letters inside a solid blue rectangle.

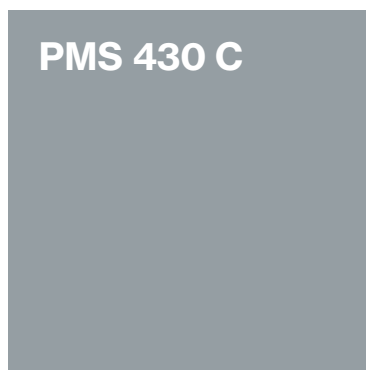
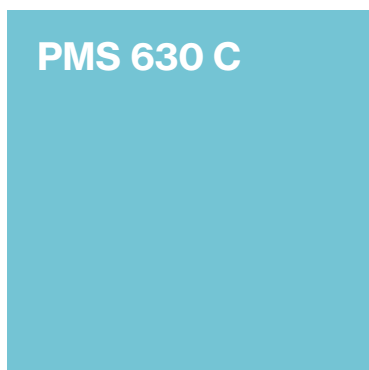
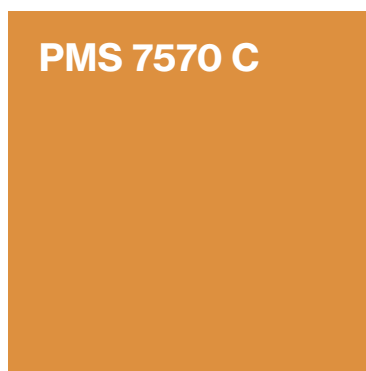
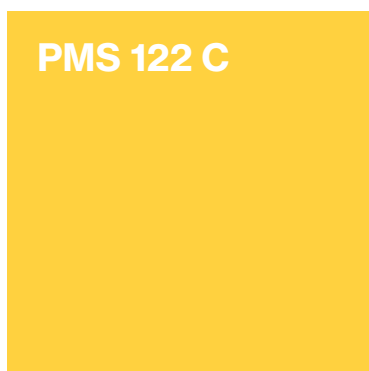
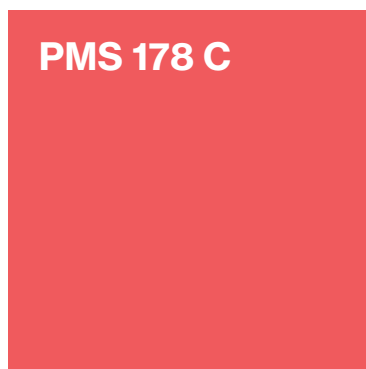
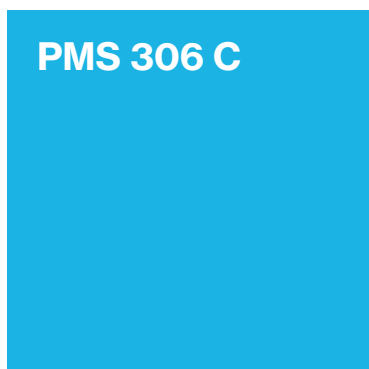
**CLEAN WATER
PROJECT**

Project-Specific Marks

The project-specific marks may also be applied in a variety of acceptable configurations.



Core Color Palette



Typefaces

The two primary SHOFCO typefaces are Gotham Narrow and Sentinel. Created by the Hoefler & Frere-Jones type foundry, both type families are dependable, versatile and available in a wide range of weights.

Gotham Narrow Thin

The quick brown fox
jumps over the lazy dog.

Gotham Narrow Extra Light

The quick brown fox
jumps over the lazy dog.

Gotham Narrow Light

The quick brown fox
jumps over the lazy dog.

Gotham Narrow Book

The quick brown fox
jumps over the lazy dog.

Gotham Narrow Medium

**The quick brown fox
jumps over the lazy dog.**

Gotham Narrow Bold

**The quick brown fox
jumps over the lazy dog.**

Gotham Narrow Black

**The quick brown fox
jumps over the lazy dog.**

Gotham Narrow Ultra

**The quick brown fox
jumps over the lazy dog.**

Sentinel Light

The quick brown fox
jumps over the lazy dog.

Sentinel Book

The quick brown fox
jumps over the lazy dog.

Sentinel Medium

The quick brown fox
jumps over the lazy dog.

Sentinel Semibold

**The quick brown fox
jumps over the lazy dog.**

Sentinel Bold

**The quick brown fox
jumps over the lazy dog.**

Sentinel Black

**The quick brown fox
jumps over the lazy dog.**