



# Brand Guidelines

February 2, 2024

## Table of Contents

---

1

What is a Brand Guide

2-4

Logo Specifics

5-7

Color Palette

8

Typography

9-10

Tone & Messaging

## BPSOS Brand

What is BPSOS's mission and how does this define their brand?

The organization's brand name is Boat People SOS (BPSOS), and it should always be written as shown, unless using the official acronym BPSOS.

BPSOS's mission is to empower, organize, and mobilize communities to promote social justice, equal opportunity, and human dignity. BPSOS's work focuses on serving immigrants, refugees, and marginalized communities by providing direct services, legal assistance, and advocacy.

## What is a Brand Guide

What is it and what is the purpose of the guide? These guidelines serve as an aid for designing and writing content for BPSOS.

Like the organization itself, the BPSOS brand plays an important role in shaping how the organization is perceived and how effectively it connects with the communities it serves. A strong and consistent brand builds trust, credibility, and recognition, ensuring that all messaging aligns with BPSOS's mission and values.

A brand guide is a set of guidelines that ensures consistency in how BPSOS presents itself across all forms of communication. It defines key elements such as logos, colors, typography, and messaging, helping to create a cohesive and recognizable identity.

As an organization made up of many voices, it is important that we present a unified image to communities. While there is room for creativity in how BPSOS can be visually represented, it must also be done within a framework that ensures consistency. This brand serves as a valuable resource for staff, volunteers, and partners to ensure all materials reflect the organization's identity with clarity and impact.

## Primary Logo

The primary logo is the main representation of the brand and should be used in most applications to maintain brand consistency and recognition. This logo features blue, bold typography with “BPSOS,” complemented by the tagline “Building Communities. Growing Leaders.” The circular emblem showcases a stylized ocean with a boat, symbolizing BPSOS’s dedication to aiding communities and navigating challenges. Use the logo in full-color format whenever possible. For black-and-white printing, the black version of the logo should be used to ensure clarity and legibility. A white version of the logo is available for limited use, primarily on blue or dark-colored backgrounds, to maintain contrast and visibility.



Preferred Logo - Full Colored



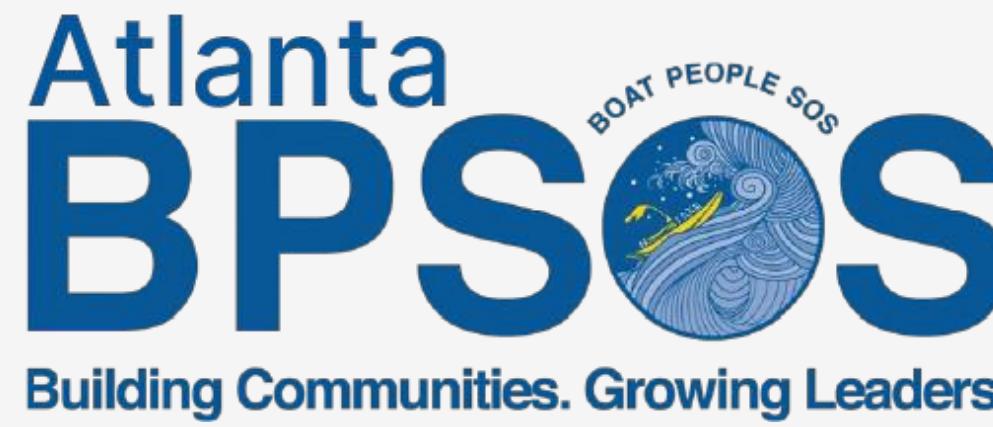
Black Logo



White Logo

## Secondary Logo

The secondary logo represents the Atlanta branch of BPSOS, maintaining the brand's identity while incorporating the Atlanta branch specifically. It includes the same details as the primary logos, but with the addition of "Atlanta." This logo should be used for Atlanta branch-specific materials while maintaining the same color palette and clear guidelines as the primary logo.



With Atlanta Branch

## No Tagline Logo

This logo retains the core elements of the secondary logo except it excludes the tagline "Building Communities. Growing Leaders.", making it ideal for applications where space is limited or tagline is unnecessary. Furthermore, this logo should be used when reducing the logo size very small enough where the tagline is not readable.



No Tagline

## Do Not Do

1. Do not distort the logo. Only enlarge or reduce proportionally.
  - a. It can make the logo look unprofessional and reduces brand recognition.
2. Do not change the colors or fonts of the logo even if they look similar.
  - a. The colors and fonts in a logo are carefully chosen to represent the brand's identity. Altering them weakens brand consistency and recognition.
3. Do not alter the alignment of "Atlanta" and the tagline.
  - a. Misaligned texts and elements can make the logo feel off-balance and unprofessional.
4. Do not add shadows, outlines, or effects to the logo.
  - a. These effects can make the logo look inconsistent across different materials and may reduce clarity in digital or print formats.



## Overview

A color palette is a set of colors that a brand uses across all materials, such as logos, social media, digital flyers, and printed materials. Having a defined color palette helps make the brand look consistent and professional, so people can easily recognize it. Included in this brand guidelines is a primary and secondary color palette.

The primary color palette consists of the main colors that represent the brand. These are colors most commonly used in logos and brand materials.

The secondary color palette includes additional colors that complement the primary colors. They help add variety to designs without overpowering the main brand colors. These can be used in design elements and infographics.

## Color Codes

When working with colors in different places, such as a social media post or a printed flyer, different types of color codes are used to make sure the colors look correct:

- HEX (Hexadecimal) – This is a six-digit code (e.g., #085797) used for colors on websites and digital designs. It ensures colors look the same on all screens.
  - RGB (Red, Green, Blue) – This format (e.g., RGB(8, 87, 151)) is used for digital screens like computers, phones, and TVs, because screens display colors using light.
  - CMYK (Cyan, Magenta, Yellow, Black) – This format (e.g., CMYK(88, 50, 0, 0)) is used for printing. Printers mix these four colors to create accurate shades on paper.
  -
- If the wrong color format is used, colors might look too bright, dull, or different when printed or viewed on different screens. By using the correct format for the right purpose, the brand's colors stay consistent and professional everywhere.

## Primary Palette

The primary color palette consists of three main shades: white, blue, and black.

- White: Serves as the primary background color across most applications.
- Blue: Used primarily for design elements, accents, and occasionally for text.
- Black: Used primarily for text, especially body content.

To ensure there is clear visual contrast for readability:

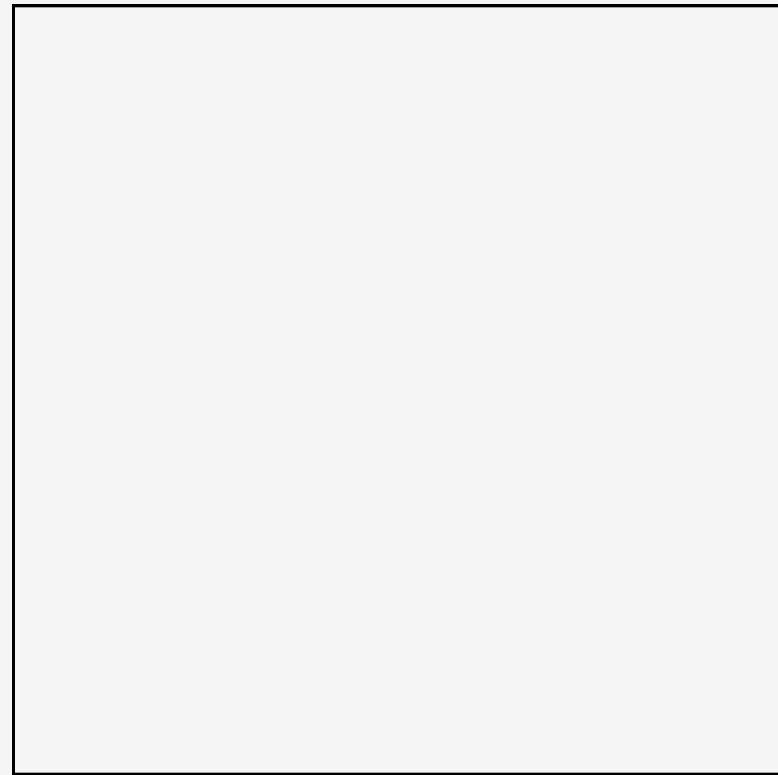
- White should be used as text on darker backgrounds
- Black or Blue should be used for text on lighter backgrounds

Here is a great resource to check color contrast:

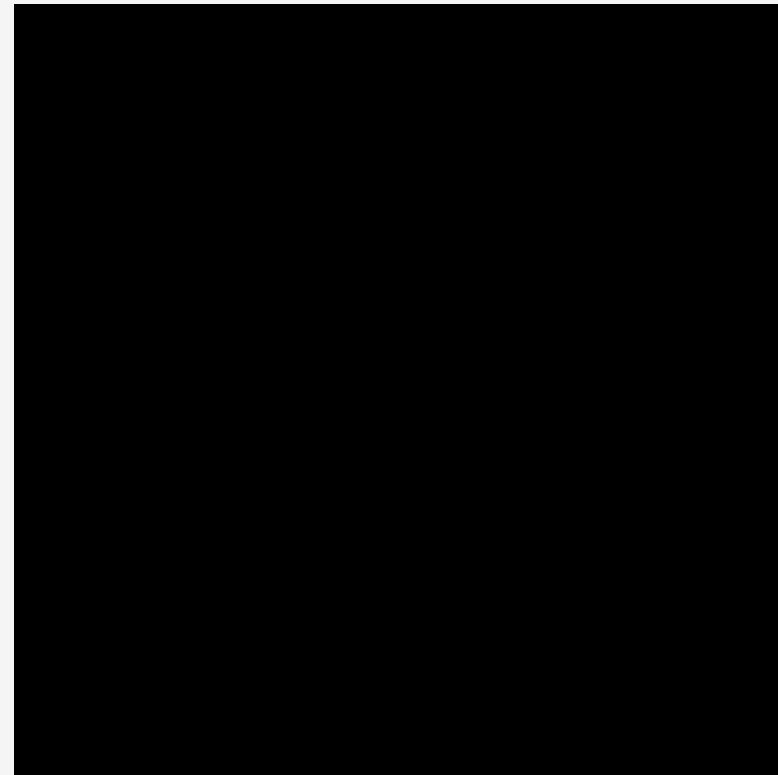
[Color Contrast Checker](#)



MEDIUM BLUE  
HEX: 085797  
RGB: rgb(8,87,151)  
CMYK: CMYK(88,50,0,0)



SLATE WHITE  
HEX: F5F5F5  
RGB: rgb(245,245,245)  
CMYK: CMYK(0,0,0,4)



BLACK  
HEX: 000000  
RGB: rgb(0,0,0)  
CMYK: CMYK(0,0,0,100)

## Secondary Palette

The secondary color palette complements the primary brand colors, adding versatility and visual interest. These colors can be used for accents, highlights, and supporting design elements.

Some examples for use of these colors:

- Red and Purple are bolder colors that can be used for calls to action or urgency (e.g. Domestic Violence Program)
- The green and blue are vibrant and calming colors that can be used together for health related programs



MEDIUM GREEN  
HEX: 219967  
RGB: rgb(33,153,103)  
CMYK: CMYK(78,0,33, 40)



DEEP PURPLE  
HEX: 8962A6  
RGB: rgb(137,98,166)  
CMYK: CMYK(17,41,0,35)



MEDIUM RED  
HEX: B53336  
RGB: rgb(181,51,54)  
CMYK: CMYK(0,72,70,29)



LIGHT PEACH  
HEX: E1B094  
RGB: rgb(225,176,148)  
CMYK: CMYK(0,22,34,12)



LIGHT BLUE  
HEX: 5586BA  
RGB: rgb(85,134,186)  
CMYK: CMYK(54,28,0,272)



LIME GREEN  
HEX: 61B911  
RGB: rgb(97,185,17)  
CMYK: CMYK(48,0,91,27)

## When to Use

Inter is used as the primary typeface. The following font weights should be used consistently across all applications:

- **Inter Bold**: Used for main headlines and key emphasis points to create strong visual hierarchy.
- **Inter Semi Bold**: Used for subheadings, section titles, or to highlight important text within the body.
- **Inter Medium**: Ideal for secondary headings, buttons, or UI elements that need subtle emphasis.
- **Inter Regular**: Used for body text and captions to ensure readability.

## Alternatives

The font Arial can be used to substitute when Inter is not available. Use Arial Bold for headings and Arial Regular for body text and captions.

### Primary Font

#### Inter

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890‘’!’’%’’#[’’{@’’}/&\’’<+÷×⇒®©\$€£  
€£¥¢:,..\*

### Styles

#### Inter Bold

#### Inter Semi Bold

#### Inter Medium

#### Inter Regular

### Alternative Font

#### Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890‘’!’’%’’#[’’{@’’}/&\’’<-+÷×=>®©\$€£  
¥¢:,..\*

### Styles

#### Arial Bold

#### Arial Regular

## BPSOS Audience

At BPSOS, the messaging reflects the organization's mission of supporting and uplifting underserved communities while maintaining professionalism and clarity. BPSOS's communication should always feel approachable, compassionate, and empowering, ensuring that individuals and groups feel welcomed and supported.

BPSOS's target audience includes:

- Individuals and families in need of legal assistance, refugee support, and social services
- Marginalized communities facing barriers to education, healthcare, and economic opportunities
- Survivors of domestic violence and human trafficking seeking advocacy and protection

Given the sensitive nature of many of these interactions, it is important that our messaging and tone be empathetic and inclusive, offering guidance and reassurance while remaining clear and actionable.

## BPSOS Tone

The tone in BPSOS's messaging should sound:

1. Friendly, approachable, and compassionate
  - Example: "We understand that navigating the visa forms can feel overwhelming. We are here to guide you through the process with expertise and translations provided."
2. Professional yet conversational
  - Example: "Taking care of your health is important, and we're here to make it easier for you. Whether you need a flu shot or screenings, we are ready to help."
3. Inclusive and Reassuring
  - Example: "We believe everyone deserves access to quality healthcare, regardless of income, insurance status, or personal circumstances."

## Do not Do

It is important to note what to avoid in terms of tone and messaging. Examples are listed below:

1. Overly formal and bureaucratic language
  - **X** “We provide specialized legal representation and advocacy for socio-economically disadvantaged populations.”
    - Why to avoid: It may not be easily understood by the communities that need these services the most. Also, it makes it seem like BPSOS is speaking about a category of people rather to them.
    - **O** “Our legal team is here to guide you through every step of the process.”
2. Assumptions about culture, language, or ability
  - **X** “All clients must fill out forms in English before their appointment.”
    - Why to avoid: It may exclude non-English speakers by assuming that all clients are proficient in English, which can be a barrier for immigrants, refugees, and non-English speaking individuals seeking care.
    - **O** “Forms are available in multiple languages. Let us know if you need assistance!”
3. Judgmental or Stigmatizing Language
  - **X** “Patients who cannot afford care should apply for food stamps.”
    - Why to avoid: This may condescending and may discourage people from seeking financial help.
    - **O** “We offer financial assistance programs for those who need support. Ask us for details.”
4. Exclusive or Limiting Language
  - **X** “Senior services are available for people 65 and older.”
    - Why to avoid: Some individuals under 65 may need senior related care due to disabilities or early aging conditions.
    - **O** “Our wellness program is designed for older adults and anyone looking for age-related healthcare support.”