



Brand Guidelines.



www.streetcharity.org

The Smart Way To Help™

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Welcome to Street Charity Brand Guidelines.

Introduction.

Street Charity is a completely different nonprofit. That's because we have created a new kind of gift card for anyone who has ever wanted to truly feed someone who was hungry on the street - without wondering how their money would be used.

We are equipping an army of donors to hand out special cards that are redeemable at any fast food location — and no where else. Period.

A handwritten signature in black ink, appearing to read 'John Patton', with a large, stylized flourish at the end.

John Patton
Founder and CEO

And if they get lost or never used — they will simply expire and the money on the card is automatically routed to local food banks to feed others.

Zero risk. Guaranteed. Powerful. Effective.

We are putting an end to randomly handing out dollar bills to fight hunger. **Now there is better way!**



Street Charity Logo

1. When using the white Logo in dark background, always use the dark blue on the Street Charity words. If the Street Charity dark blue won't work, black is the next best option.
2. Never change the color of the words Street Charity to match any background.
3. The words Street Charity can be used without the bench as a second logo option.

SC Primary Logo



Logo Do and Don't



SC Title Vertical

Street
Charity™

SC Title Horizontal

Street Charity™

Typography.

Aa

AaBbCcDd

HhIi0123456789

+;%@*

Montserrat Primary Typeface

Montserrat is our primary typeface. We use it in all of our primary messaging points, and headlines. It looks modern and it has great legibility for print.

Always use -20 Tracking on all text.

Montserrat

Primary Typeface Weights

Regular. AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)

Italic. *AaBbCcDdEeFfGgHhIiJjK LlMmNnOo*
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_)*

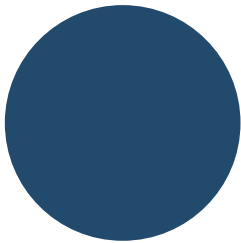
Bold. **AaBbCcDdEeFfGgHhIiJjK LlMmNnOo**
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)

Color palettes.

Primary color palette

The primary color palette is used on main elements of the brand, and features our main brand colors so it's used to highlight the most important elements.

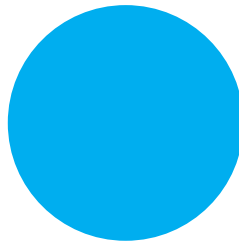
Dark Blue



CMYK 80 / 53 / 18 / 41
Pantone 7477 C

RGB 41 / 75 / 109
HTML #294B6D

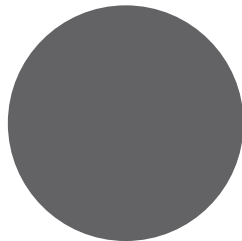
Cyan



CMYK 100 / 0 / 0 / 0
Pantone 306 C

RGB 54 / 167 / 233
HTML #36a7e9

Dark Gray

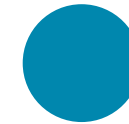


CMYK 0 / 0 / 0 / 75
Pantone #10 C

RGB 85 / 85 / 85
HTML #555555

Secondary color palette

Our secondary palette complements the primary palette. You'll find it on everything to maintain Street Charity's unique look and feel.



CMYK 100 / 19 / 25 / 7
Pantone 3135 C

RGB 0 / 135 / 174
HTML #0087AE



CMYK 96 / 1 / 21 / 0
Pantone 312 C

RGB 0 / 168 / 210
HTML #00A8D2



CMYK 61 / 3 / 3 / 0
Pantone PMS9241

RGB 138 / 191 / 231
HTML #8abfe7

Business Card.

Always use round corners and 16pt card stock. Glossy on the front and matte on the back.



Glossy Front



Matte Back

Photography.

We want to use photography that feels simple, clear, and authentic. We want to represent the homeless and the need for help but also the good heart and generosity of people willing to help.



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