



# **Join the Flock, Inc.®**

brand guidelines

# 1

## table of contents



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<b>2</b>	<b>mission statement</b>	_____	pgs 4-5
<b>3</b>	<b>logo</b>	_____	pgs 6-9
<b>4</b>	<b>color palette</b>	_____	pgs 10-11
<b>5</b>	<b>typography</b>	_____	pgs 2-13
<b>6</b>	<b>iconography</b>	_____	pgs 14-15
<b>7</b>	<b>photography</b>	_____	pgs 16-17

# 2 mission statement

## mission statement



We recognize the emotional and financial burdens that cancer places on a family. It is our mission to provide a little joy and financial relief by gifting mortgage payments to families impacted by cancer, often a family's biggest monthly cost.



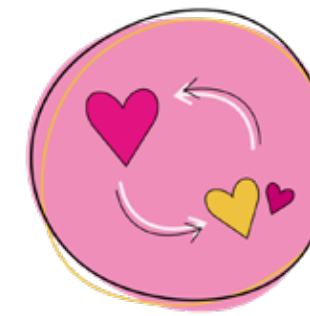
### provide joy

We understand the difficulties and burdens cancer presents to these families. Through this gift, we honor their resilience and determination as they fight the fight each and every day. We hope this gift brings them the peace of mind to continue to experience the joy in life.



### give support

Life is infinitely better when we do it together. Therefore, we aim to provide financial support to each family not just through the gifting of a mortgage payment, but also through the network we have created that inspires these families through their fight.



### inspire hope

Inspire a family whose bills are piling up. Inspire a family to get away together. Inspire a family who needs their spirits lifted. These families are our biggest inspiration, and we hope to pay forward the influence they have on our lives in everything we do.

# 3 logo / best practices

## logo / best practices



- Use primary logo as a first option, over a background with high contrast.
- Choose to use either the outlined or filled flamingo vector depending on contrast with background.
- Can substitute colors of text, flamingo, and circle based on background, although it is best practice to substitute with a brand color.



# 3

## logo/practices to avoid

## logo / practices to avoid



Little contrast between logo and background colors.



Do not use two different colors between the flamingo and text



Do not use two different colors between the circle and logo

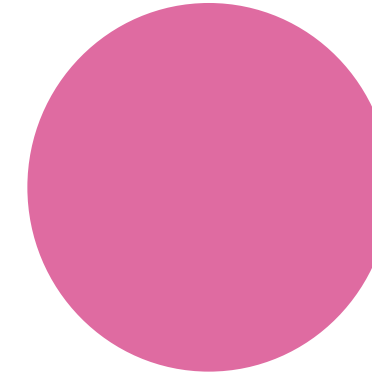


Do not change the location of any logo elements

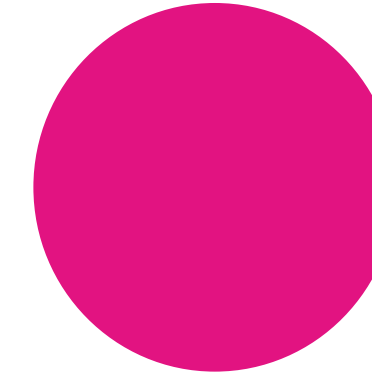
# 4 color palette

## color palette

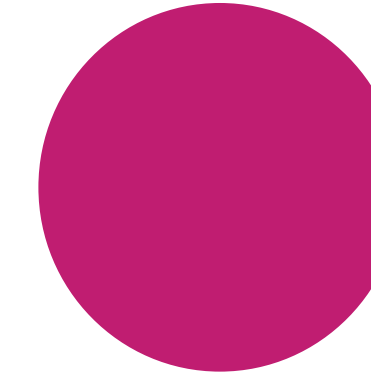
### main colors



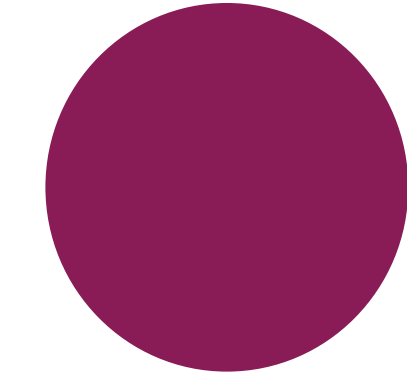
HEX#:df6ba1  
R:223, G:107, B:161  
C:8%, M:72%,  
Y:5%, K:0%



HEX#:e21381  
R:226, G:19, B:129  
C:5%, M:99%,  
Y:11%, K:0%

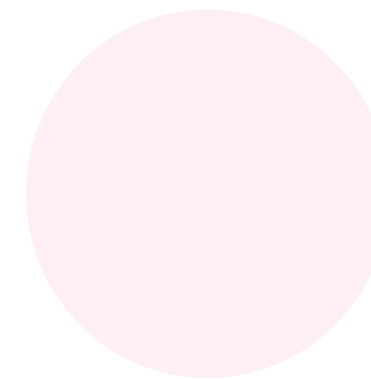


HEX#:c01d71  
R:192, G:29, B:113  
C:23%, M:100%,  
Y:27%, K:1%

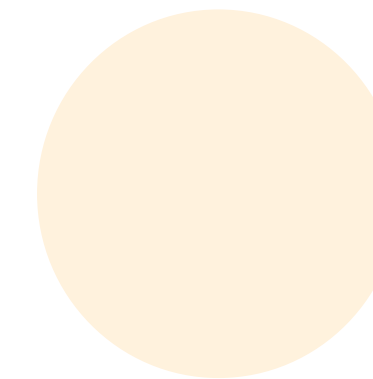


HEX#:891c56  
R:137, G:28, B:86  
C:40%, M:100%,  
Y:40%, K:20%

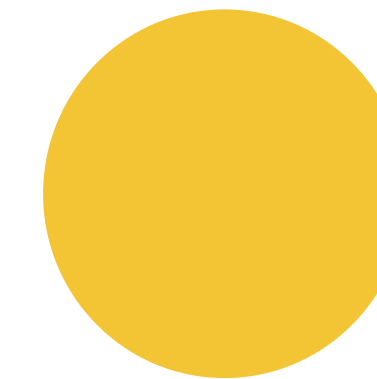
### accent colors



HEX#:fdeff5  
R:253, G:239, B:245  
C:0%, M:7%,  
Y:0%, K:0%



HEX#:fff2dd  
R:255, G:242, B:221  
C:0%, M:4%,  
Y:13%, K:0%



HEX#:f2c434  
R:242, G:196, B:52  
C:5%, M:22%,  
Y:91%, K:0%



# 5 typography

## typography

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- The headline should always be the largest, followed by the sub-headline and body copy.
- Copy should be black or white for best practices. If not, then it is best practice to use brand colors.
- Use lower-case when possible, except for in the start of a sentence.

*headline*

**proxima nova black**

*sub-headline*

**proxima nova semibold**

*body*

**circular std book**

*captions*

*times new roman italics*

# 6 iconography

## iconography

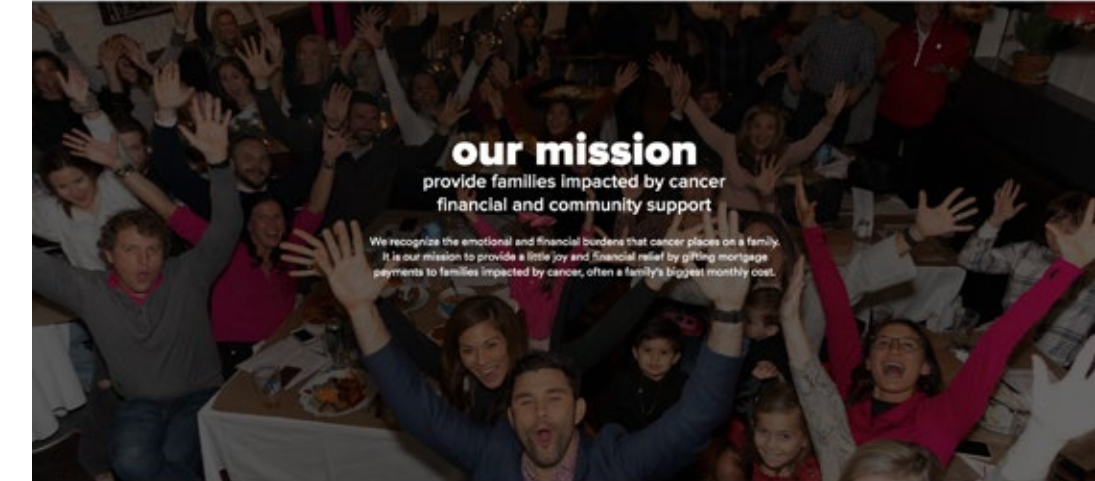
- Icons should include vector designs or logos.
- Place the vectors inside of a circular background, either a brand color or main company color.
- Surround the icon with circular lines in a brand color or main company color.





# 7 photography

## photography



Photographs used behind copy should be full opacity with an opacity black shape on top. Copy above the photography should be white.



Photographs should be focused on people first, and include more group shots than photographs of individuals.

