

HOPE LUTHERAN | IRMO

BRANDING GUIDELINE SHEET

PRIMARY



SECONDARY

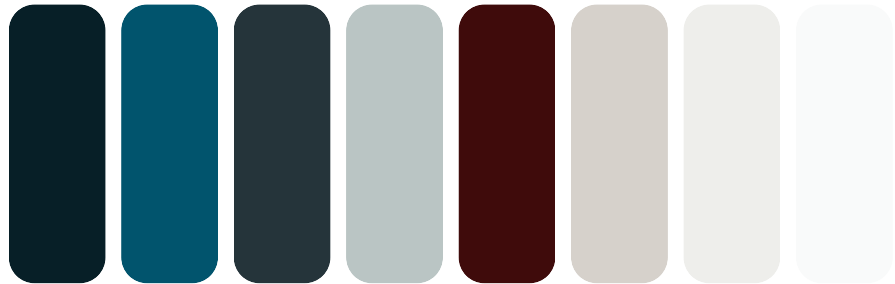


BRANDMARK



BRAND COLORS

Deep Teal: #0f242a
Original Teal: #00586f
Muted Teal: #2e393d
Robin's Egg: #bbc3c0
Red: #41150e
Original Beige: #d6d1ca
Off-White: #f2eeeb
Lightest Off-White: #fafafa



HEADINGS

MONTSERRAT

ALL CAPS | EXTRABOLD

SUBHEADINGS

MONTSERRAT

ALL CAPS | LIGHT

BODY

Lora

Mixed Case | Regular

RISE & SHINE

Becomes Notes

Mixed Case | Regular

STYLE GUIDE

Hope's style is marked by 60% light & bright colors, 30% teal blue, and 10% pops of Red, used where people are invited to engage.

Glass morph, cutaways, and masks are used often to illustrate the contrast between life without and with hope. Include rounded edges.

Copywriting should be accessible and upbeat.

Starting Point should exclusively use Red as its primary color scheme.

