

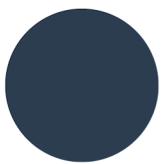
TOOLKIT

Brand Guidelines

At CSPC our campaign **Trust Families, Trust FFN!**, we're dedicated to building trust in families and Friends, Family, and Neighbors (FFN) caregivers. Our brand guidelines ensure that our mission and message are communicated consistently and effectively.

Color Palette

Our color palette reflects our commitment to inclusivity and vibrancy. It includes warm and inviting colors that symbolize trust, support, and diversity. The primary colors are:



Unity Gray
#2C3E50



Trust Green
#00788D



Harmony Green
#00ABC5



Inclusivity Orange
#F39C12



Peace Gray
#ECF0F1

Font

Our chosen font is 'Rubik,' which balances readability and modernity. It conveys a friendly, approachable tone while ensuring our messages are clear and accessible.

Title/Headline

Rubik Bold

Body Copy

Rubik Regular

TOOLKIT

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Logo

Our logo is a combination of the 'Trust Families, Trust FFN!' campaign name and a symbolic representation of a united family circle. The circular design signifies inclusivity and unity, highlighting the importance of family bonds and FFN caregivers in our community.

**TRUST
FAMILIES
TRUST FFN**



**TRUST
FAMILIES
TRUST FFN
CSPC**

Please do this:

- **Place the logo prominently:** Ensure the campaign logo is prominently displayed in your materials to help raise awareness effectively.
- **Maintain clear space:** Leave adequate clear space around the logo to ensure it remains easily distinguishable and uncluttered.
- **Use approved colors:** Stick to the specified color palette when reproducing the logo to maintain brand consistency.
- **Scale proportionally:** Resize the logo proportionally to prevent distortion, maintaining its original aspect ratio.
- **Place your nonprofit's logo :** Alongside the Trust families, Trust FFN Logo

