

Brand Style Guide

GOOD SAMARITAN SHELTER



THE LOGO



good samaritan
FOR THOSE IN NEED... OUR DOOR IS OPEN.

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LOGO USE - SIZING

SIZING

For digital use, the minimum sizing of the primary logo is 150 pixels high. It should not be printed smaller than 1 inch in width.

The minimum sizing of the secondary logo is 40 pixels high, and a print size no smaller than 2 inches in width.

SPACING

When connecting the logo to partnering logos, create a dividing line with a padding distance equal to the size of the word "good."



LOGO USE - COLORWAYS

If you want to put the logo on top of an image, use the secondary logo with the slogan. On photography, the logo should be white. Make sure to place it on a dark section of the image so it's clear and legible.



OUR COLORS

These are the colors that make up the core of the Good Samaritan Shelter brand. They should have the greatest representation across all applications and levels.

| | | | |
|--|---|--|--|
| DAWN PINK #F2E6DF | C: 0 R: 242 M: 5 G: 230 Y: 8 B: 223 K: 5 | PALE LEAF #CFD8C4 | C: 4 R: 207 M: 0 G: 216 Y: 9 B: 196 K: 15 |
| VENUS #A18EA1 | C: 0 R: 161 M: 12 G: 142 Y: 0 B: 161 K: 37 | BATTLESHIP GRAY #859970 | C: 13 R: 133 M: 0 G: 153 Y: 27 B: 112 K: 40 |
| MORTAR #59475A | C: 1 R: 89 M: 21 G: 71 Y: 0 B: 90 K: 65 | FINCH #556041 | C: 11 R: 85 M: 0 G: 96 Y: 32 B: 65 K: 62 |

TYPOGRAPHY

MERRIWEATHER (PRIMARY)

The primary typeface for the Good Samaritan Shelter visual system is Merriweather. Key information such as headlines should be set to Merriweather.

LATO (SECONDARY)

The secondary typeface is Lato. This is used for body copy, sub-heads, dates, times, and locations.

