



BRANDING GUIDELINES

HOPE TO SHINE

COLOR GUIDE

Specifications for colors, including primary (--p1), secondary (--s2), tertiary (--t1), dark (--d1), and light (--l1). Shading is based on HSL brightness shift steps of 5%, where m2 and m3 (top corners) represent +10% and +5% respectively, and m4 and m5 represent -5% and -10% respectively.

AaWCAG AAA7:1Primary#FFA000

AaWCAG AAA10:1Secondary#FFD417

AaWCAG AAA9:1Tertiary#6A0D83

AaWCAG AAA12:1Dark#2A2A2A

AaWCAG AAA12:1Light#E8E8E8

Main Palette

Lead with bright yellows and oranges to highlight the energetic tone of the brand. Dark and light colors, as well as their shade variants, provide a necessary base with which to work. They anchor the brand, and act as our structure that displays professionalism.

#363636

#424242

#4F4F4F

#5C5C5C

#DBDBDB

#CFCFCF

#C2C2C2

#B5B5B5

AaAa#FFA000#FFD417

AaAa#FFA000#6A0D83

Gradient Usage

Gradients can be made between the primary and secondary, as well as the primary and the tertiary colors. Any usage of transitioning colors should use one of the two provided gradients. Angles should follow logical lighting and shadow practices. Gradients are made to follow patterns of the sky (i.e. sunset, sunrise), and are used to represent warmth and energy as provided by the brand tone.

Color, Contrast, & Shadow Usage

Primary and secondary accessibility contrast scores (WGAC) are calculated against a dark background, while the tertiary is measured against the light background. Primary and secondary colors should not be used against the light background without an item to distinguish the shape.

Shadows were used in variations of the logo in which primary or secondary were placed against a light background. Shadows use oblique projections to provide a sense of dimensionality while addressing concerns of accessibility that are dependent on contrast.

LOGO GUIDE



Logo Usage

Logo usage should be based on the above variations to ensure contrast, consistent measures, and continued efficient usage. Occurrences of the logo should not be too crowded, ensure around ~10% padding. There are no usage guidelines for variant selection.

The logo should not appear in the tertiary color. The logo spacing or the image ratio should not be changed. Do not use colors other than the specified primary and secondary or respective shades of those selected colors to avoid contrast issues.

TYPOGRAPHY GUIDE

Large display font is used exclusively for logo applications. Header size use varies per the website structure. Larger headers are used for big titles and sections, smaller headers are used for smaller titles and sections. Body paragraph size usage also follows these guidelines, with the exception of the decorative body text, which is used in special circumstances (i.e., emphasis).

D1 DISPLAY FONT

Francois One | 40px

H1 LARGEST HEADER

Geologica | 48px | 900 Black

H2 X-LARGE HEADER

Geologica | 36px | 900 Black

H3 LARGE HEADER

Geologica | 32px | 800 Extra-Bold

H4 MEDIUM HEADER

Geologica | 24px | 700 Bold

H5 SMALL HEADER

Geologica | 20px | 600 Semi-Bold

H6 X-SMALL HEADER

Geologica | 16px | 600 Semi-Bold

This is the extra large paragraph body text. This is the extra large paragraph body text. This is the extra large paragraph body text.

Urbanist | 16pt | Medium

This is the standard paragraph body text. This is the standard paragraph body text. This is the standard paragraph body text. This is the standard paragraph body text. This is the standard paragraph body text.

Urbanist | 12pt | Regular

This is the decorative body text. This is the decorative body text.

Francois One | 12pt | Regular

BRAND LANGUAGE

Organization Personality

Hope to Shine carries a deeply human personality defined by warmth, empathy & inclusivity, and a sense of optimism. The organization functions as a beacon of hope which provides a reassuring presence that establishes a sense of belonging for everyone who connects with it. This positive energy is woven into every interaction, utilizing uplifting, energetic colors and enthusiastic encouragement to inspire confidence and hope for the future. While the organization remains a deeply empathetic and safe haven, it purposefully channels an active, forward-moving vitality that builds trust and excites community members about the new opportunities ahead.

Organization Voice

The brand voice is radiant, empowering, and accessible. It balances profound empathy for the refugee and immigrant community with an active, forward-moving vitality. Communications are infused with enthusiastic encouragement and a bright, sun-themed optimism that deliberately lifts the spirit. While the message is deeply nurturing, it avoids passive or overly soft phrasing. Instead, it uses dynamic verbs and proactive language to inspire confidence in the future. To maintain total inclusivity, this high-energy approach is delivered through simple sentence structures and straightforward terms, stripping away complex regional idioms or overwhelming jargon so that the excitement is universally felt and shared.

Organization Tone

While the core voice remains constant, the tone adapts smoothly to fit different emotional contexts and platforms. When sharing educational resources or onboarding new members, the tone is encouraging and straightforward to empower people without overwhelming them. During community events or on social media, it shifts into a warm, celebratory, and highly inviting tone that fosters a vibrant sense of togetherness. Finally, during moments of support or crisis outreach, the tone becomes deeply patient, calm, and reassuring to actively de-escalate stress and remind members that they are not alone.

LEGAL

This project utilizes the various fonts (See Typography Page), which are all released and distributed under the SIL Open Font License, Version 1.1 (OFL).

This document confirms the official release and transfer of the logo designs created for Hope to Shine by volunteer designer Noam Hazan. The Organization holds full rights to use, reproduce, modify, and distribute the logos across all digital, print, and promotional media. As the creator, Noam Hazan retains the non-exclusive right to display the logos in my personal design portfolio and self-promotional materials.