



# EXTENDED

— H U G S —

## Graphic Standards Guide



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— H U G S —

# BRAND OVERVIEW

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**Extended Hugs** is a nonprofit business committed to supporting those who are unfairly denied the firm foundation needed for a successful life. Extended Hugs serves to aid vulnerable members of the community who may be struggling financially due to marginalization, high cost of education, and chronic/terminal illness. All collateral associated with Extended Hugs will be designed to communicate the trustworthiness and care that the brand prides itself on.

We have 3 main service initiatives:

- Grant awards to families of those with chronic and terminal illnesses.
- Resource provisions for inner-city kids.
- Scholarship awards for financially disadvantaged students.

**A brand's visual identity is its most important asset.** This guide serves the purpose of informing other designers the essentials of the Extended Hugs visual appeal, such that, going forward, they might be able to recreate it and keep design collateral consistent. Extended Hugs materials should convey, above all, a sense of **genuine supportiveness** and **honesty**. As an initiative geared towards aiding families and the next generation, it should look warm and inviting, while maintaining the professional appeal of an organization that works closely with donations and charities. In the following pages, the general rules to follow for building a consistent brand for Extended Hugs will be detailed.



# THE SIGNATURE

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The logotype and brandmark make up the Extended Hugs signature, and it appears as follows:



Any alterations to this signature, including:

- stretching or distorting the signature
- recoloring the signature
- recreating the logotype in a different font
- recreating the brandmark in any way
- lowering the opacity on the signature
- placing any filters on the signature
- adding unauthorized taglines onto the signature
- tilting the signature
- etc.

will not be tolerated.

The logotype and brandmark may only be separated (as shown below) in special circumstances and with specific permission.

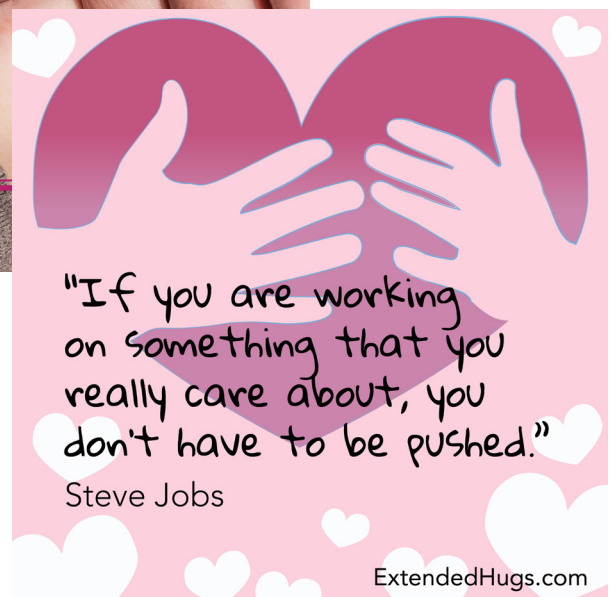


# TYPOGRAPHY

The fonts used in this guide are all open-source, and are:

- Aileron
- Vani
- Wanda

In general, typefaces used for Extended Hugs should be relatively rounded, using as few sharp lines or angles as possible to maintain a warmer and more inviting look and feel. Sans serif fonts are preferred, as used for the body copy of this guide. **The primary typeface used in branded collateral for Extended Hugs should be sans serif.** Script fonts should be used sparingly, but at the discretion of the designer. They add an innocent, handmade feel to a design that does a service to the Extended Hugs look. Occasionally, the designer's own handwriting may be incorporated. Serif fonts give the design variety, but also should be used sparingly. Again, this is at the designer's discretion.



# COLORS

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## Primary:



Plum

RGB: 177, 1, 104  
CMYK: 29, 100, 31, 4  
Hex: #b10168

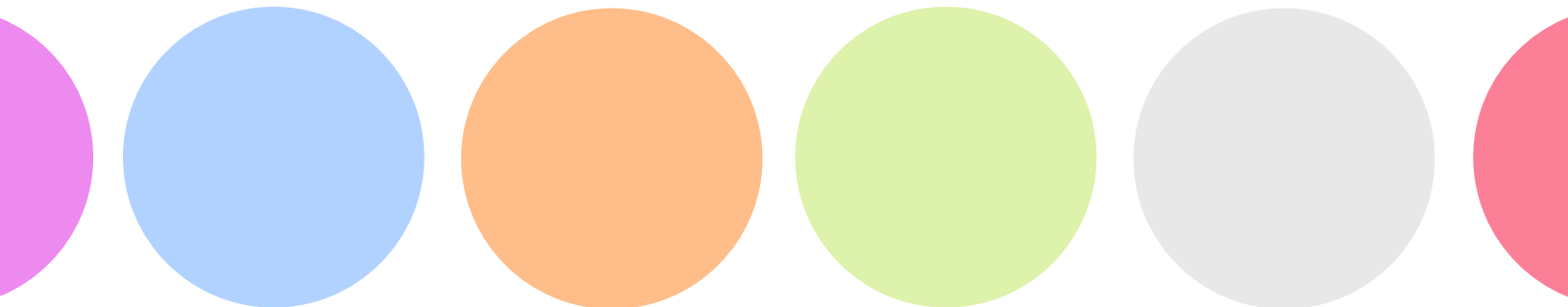


Scooter

RGB: 43, 190, 223  
CMYK: 67, 2, 9, 0  
Hex: #2bbbedf

## Other Colors:

Closely related shades or tints of the two primary colors above are also acceptable colors. The primary colors should always be the most prominent on Extended Hugs collateral, but the use of other colors is encouraged. Other colors should be unobtrusive, easy on the eyes, and inviting.



# PHOTOGRAPHY

Extended Hugs is family-oriented and, more importantly, all-inclusive. Any photography used in branded collateral should display **inclusivity**, which involves using photos of children that feature a **range of age groups and ethnic backgrounds**. Photos of children **in school**, especially, are encouraged, as assistance in the cost of education for underprivileged families is one of the main service initiatives of Extended Hugs.



## Do:

Take the opportunity to edit photos in fun and interesting ways, such as drawing on them or writing on them in a tasteful and artistic way. Take care not to cover up the faces of children in any photos.



## Do not:

Use or create grayscale/sepia tone photos for Extended Hugs. The use of lots of colors is a major part of building an appealing and enjoyable brand, and removing color undermines the brand's ideals.



## Do:

Have the freedom to change the frame in which a photograph sits, if appropriate. The Extended Hugs brand is partial to hearts, but other shapes may lend themselves to a design better, and may be used instead.



## Do not:

Use photos you do not have permission to use, including stock photos. If using personal photographs, ensure that all proper permissions have been asked and accepted.

# CONCLUSION



It is our expectation at Extended Hugs that all rules laid out in this guide will be adhered to without exception. Maintaining brand consistency is paramount in order to gain the trust of potential contributors, and that starts with visual design. If there are any questions or any insecurity as to whether a design meets the standards set forth by the design team at Extended Hugs, do not hesitate to reach out for assistance.

Contact:

[www.ExtendedHugs.com](http://www.ExtendedHugs.com)

[Contact@ExtendedHugs.com](mailto:Contact@ExtendedHugs.com)

*Thank you!*

