

# Brand Guide

Updated November 2024



Center for  
**Societal Aspiration**

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The Center for Societal Aspiration (CSA) is a 501(c)(3) nonprofit organization that serves vulnerable populations such as those facing homelessness, addiction, or poverty with socially driven technology.

Our mission is to foster growth in the livelihood of individuals and their societies while nourishing a healthy, conscientious, and equitable relationship between a society and all of its people.

Our vision is a world where every individual, regardless of their circumstances, can seamlessly control and nurture every aspect of their health and well-being in real time through socially driven technology.



Logos

## LOGOS

### Primary Logo

The CSA logo features two distinct elements: the globe-dove icon and the wordmark. The globe-dove icon symbolizes unity and peace, with the dove representing harmony and hope as it embraces the globe. The dove's presence highlights our commitment to fostering global connections and positive change, while its dark blue color reflects the depth and stability of our community, including staff, donors, partners, and the myriad organizations we support.

The typography chosen is Monserrat. This is a timeless, yet modern typeface. It is sans serif, giving a fresher, lively look to the overall logo. The rounded shapes that some of the letters have mimic the rounded nature of the globe. Center for Societal Aspiration strives for a successful, long-living, design that this typeface provides.

Black Background



Center for  
**Societal Aspiration**

White Background



Center for  
**Societal Aspiration**

## LOGOS

### Secondary Logo

The secondary logo has center aligned text. This allows for continuity across the board with our logo giving it recognizability. The secondary logo can be used in situations where there isn't a lot of space on the right.

There may be instances when you need just the icon itself.

Black Background



Center for  
**Societal Aspiration**

White Background



Center for  
**Societal Aspiration**

## LOGOS

# Logo Icon

The secondary logo has center aligned text. This allows for continuity across the board with our logo giving it recognizability. The secondary logo can be used in situations where there isn't a lot of space on the right.

There may be instances when you need just the icon itself.



## LOGOS

# Using Our Logo

In the interest of protecting the integrity of the Center for Societal Aspiration brand, we have created basic logo guidelines including a safe area, logo combinations, and size restrictions.

Use discretion when scaling the logo. Be sure to err on the side of more white space so the logo has room to breathe.



### SAFE AREA

In order for our logo to retain its visual impact, please maintain a clear area around the logo, void of all imagery and graphics. This area is defined by the height of the "a" within our logo.



### COMBINING LOGOS

When our logo is used in conjunction with other logos, there should be at least enough space between them to allow for the width of the icon from the full logo.



1.2 inches (30.5 mm)

### MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the main logo should never be reduced to less than 1.2 inches when in full color.

# Logo Misuse

In order to maintain a strong, consistent, and successful brand, we ask that our logo be kept in the original state in which it was designed. Please do not add to or change anything about the logo.

These usage guidelines apply to all versions of the logo.



Don't add shadows, strokes, or other effects



Don't rotate, make vertical, or flip



Don't change any color or the order of the 4 colors



Don't change aspect ratio, stretch, or squeeze



Don't make the logo into an outline



Don't alter proportions of the wordmark and icon



Don't alter the letters or spacing in any way



Don't use old versions of the logo or colors





Colors

## COLORS

# Our Palette

The black for the wordmark is readable and a stabilizer for the logo. This is professional and shows sophistication as it is not the same color as the mark itself. It is also good to have a neutral for campaigning, websites, applications, and more.

The light and dark blue align with the organization and mission. This show sophistication and thoughtfulness. These shades of blue are inviting and trustworthy, showing the reaching out of our organization mission.

The gold of the continents represent hope and healing that we hope to see through our organization.

The dove is comprised of off whites to connect to the traditional color of a dove. This symbolizes hope and healing.

### Primary Palette



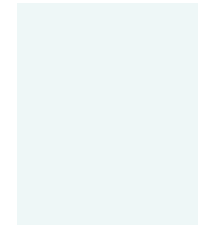
**BLACK**  
CMYK 96, 80, 4, 94  
HEX #00001a



**MEDIUM BLUE**  
CMYK 81, 45, 16, 1  
HEX #357ba9



**YELLOW**  
CMYK 7, 30, 100, 0  
HEX #ecb31f



**OFF WHITE**  
CMYK 6, 1, 3, 0  
HEX #edf3f3

### Secondary Palette



**DOVE PURPLE**  
CMYK 52, 51, 29, 3  
HEX #857a91



**DARK BLUE**  
CMYK 96, 80, 48, 57  
HEX #0b223a



**LIGHT BLUE**  
CMYK 55, 3, 0, 0  
HEX #b0c6f1



**ORANGE**  
CMYK 20, 58, 100, 5  
HEX #c27829

# Using the Palette

Our color palette is the foundation for beautiful designs that look great with our photos. While the usage of the colors is somewhat flexible, there are some general rules to follow:

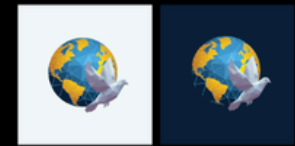
- Use our primary palette when possible.
- Create contrast using combinations of light and dark colors.
- Darker colors can be made slightly transparent and overlaid on photos.



Combine tints + shades of the primary palette



Place white logo or text over any palette color



Place orange logo over neutral or contrasting color



Combine primary and secondary colors



Use solid, opaque colors with text over photos



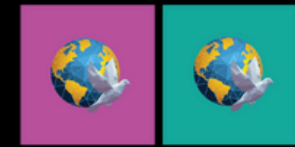
Use transparent dark colors over photos



Combine colors with little or no contrast



Place the full color logo on non-contrasting colors



Combine colors that do not include primary palette colors



Typography

## Our Fonts

Our two fonts include Montserrat and Questrial. These typefaces are both contemporary and easy to read, performing well in both print and digital formats. Each font family comes with a range of weights, such as light, regular, and bold. They can each be downloaded online for free at [Google.com/fonts](https://www.google.com/fonts). For headlines, quotes, and larger text, Montserrat Alternates is best. For body copy, subheadlines, captions, and smaller text use Questrial.

### Montserrat

headlines, callouts, and quotes, no italics and no all caps

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - = +

### Questrial

body copy + small text, italics and all caps okay

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - = +



Media

## MEDIA

# Choosing Media

Great media and storytelling is at the foundation of the CSA brand. They help bring our human, authentic, personal, mission driven values to life.

All photos should be at high resolution, at least 300dpi.

### Use media that:

- ✓ Use media that does not show any identifiable information (ex: faces)
- ✓ Use media that uses animation to illustrate our brand
- ✓ Use media that uses the faces of staff, volunteers, interns, etc.



## MEDIA

# Avoiding Bad Media

It is critical that the photos we use do not damage our brand or portray anyone negatively. Please take the time to choose photos carefully and thoughtfully. If there is any doubt about whether or not a photo is appropriate, please avoid it.

We never use media of people who are portrayed as "less than." We make sure that every single media we use preserves the dignity of the people portrayed.

### Don't use media that:

- ✗ Portray people as helpless victims
- ✗ Are too dark to see the subjects
- ✗ Cut out essential context
- ✗ Have blurred or obstructed faces
- ✗ Have text or logos over them
- ✗ Are poor resolution or low quality
- ✗ Are stock photography
- ✗ Don't "feel" like CSA's brand





QUESTIONS?

## Our Contact Information

For any inquiries regarding our brand or the details outlined in this guide, please do not hesitate to reach out to us.

EMAIL US

[hello@centerforaspire.org](mailto:hello@centerforaspire.org)

CALL US

+ 1 (469) 909-7454

