



# Brand Style Guidelines

North Fulton  
Community Charities

Founded in 1983, NFCC offers programs and services that help prevent hunger and homelessness in North Fulton and create pathways to a stronger future for close to 10,000 residents each year.

NFCC provides assistance in five program areas including Case Management/Financial Assistance, Food Pantry, Clothing Assistance, Education and Workforce Development, and Seasonal Assistance programs at its two facilities in Roswell, Georgia. In addition, NFCC offers utility assistance, transportation assistance, tax filing assistance and on-site childcare.





# Table of Contents

4	Logo
10	Color
12	Typography
18	Gradients
19	Patterns
20	Iconography
22	Photography
23	Bringing Our Brand to Life

# Logo



## Lockup A - Compact Rectangle

The North Fulton Community Charities (NFCC) logo is composed of typographic elements (letterforms) and an iconographic element (icon). Proportional and spacing relationships between these elements have been established and cannot be altered.

# Logo

(continued)



Lockup B - Vertical Larger Name



Lockup C - Horizontal

The NFCC logo can also be displayed in these alternative variations. As with Lockup A, proportional and spacing relationships between these elements have been established and cannot be altered.

# Logo

(continued)

## Clear Space

The NFCC logo is best displayed when positioned with the appropriate respect to the clear space surrounding it. Correct positioning will ensure maximum visual impact and protection of the logo integrity. When positioning the logo it must remain clear of all type and graphic elements in the layout. Appropriate clear logo space is defined by the letter “c” from the logo’s heart icon portion scaled to the size of the positioned logo.

## Minimum Use Size

The NFCC logo has a minimum size that should be considered for reproduction limitations.

It is recommended to NOT use the logo smaller than 0.5” high for any printed materials and smaller than 50px high in any digital applications.



# Logo

(continued)

## Logo Color Use

The full-color gradient version is preferred when possible. In certain situations, the full-color gradient version will not be appropriate. Therefore, the following use cases are permitted when necessary.

**Note:** Use the correct PMS, CMYK, RGB or hex code, according to the final output. All guidelines also apply to the vertical logo lockup.

## Use of Logo on Colored Backgrounds

NFCC has a variety of brand colors that can be used effectively with the logo. Therefore, specific color combinations have been laid out to ensure maximum clarity.

Medium Green and Dark Blue are the **ONLY** secondary colors that you can place the logo on.

**Note:** Use the correct PMS, CMYK, RGB or hex code, according to the final output. All guidelines also apply to all other logo lockups.



Two-Color



Black



White with green gradient on blue gradient



White on Medium Blue.



White on Light Green.



White on Medium Green.



White on Dark Blue



# Logo

(continued)



## Use of Logo on Photography

It is important that our logo is clearly visible when combined with photographic elements. When placing the logo on photography, only use either knockout white or the full-color gradient logo.

A drop shadow may be used on the knockout white logo as long as it is subtle and sits directly behind the logo.





# Logo Don'ts

(continued)



**DO NOT**  
Reverse symbol direction  
and/or rearrange elements



**DO NOT**  
Resize elements



**DO NOT**  
Use colors out-of-brand

Note: Special non-brand color application may be permitted with permission (for example - seasonal promotion)



**DO NOT**  
Stretch vertically or horizontally



**DO NOT**  
Put the logo on an angle

Note: 90 degree application may be permitted with permission. Upward only - symbol towards top



**DO NOT**  
Change the spacing between elements

**DO NOT** alter the logo in any way. If in doubt, please request clarification from the marketing team.

Altering the logo weakens the brand and introduces unwanted inconsistencies.

# Primary Colors



North Fulton  
Community Charities

**Medium Blue**

**CMYK:** 78.31.16.0

**Pantone®:** 2183 C

**RGB:** 42.144.184

**HEX:** #2A90B8

**Madeira Thread®:** 1096



North Fulton  
Community Charities

**Light Green**

**CMYK:** 50.0.99.0

**Pantone®:** 376 C

**RGB:** 140.197.64

**HEX:** #8CC540

**Madeira Thread®:** 1251

**50%**

**CMYK:** 41.8.9.0

**RGB:** 147.199.219

**HEX:** #93C7DB

**50%**

**CMYK:** 24.0.47.0

**RGB:** 197.226.159

**HEX:** #DFEEF4

**15%**

**CMYK:** 40.14.4.0

**RGB:** 223.238.244

**HEX:** #DFEEF4

**15%**

**CMYK:** 6.0.12.0

**RGB:** 238.246.227

**HEX:** #EEF6E3

# Secondary Colors

Medium Green

CMYK: 84.11.100.1

Pantone®: 2424 C

RGB: 6.159.73

HEX: #069F49

Madeira Thread®: 1248

Dark Blue

CMYK: 88.66.33.14

RGB: 48.85.120

HEX: #305578

Violet

CMYK: 66.86.17.3

RGB: 113.68.132

HEX: #714484

Orange

CMYK: 0.43.71.0

RGB: 248.162.92

HEX: #F8A25C

Ivory Gray

CMYK: 4.4.6.0

RGB: 242.239.233

HEX: #F2EFE9

50%

15%

50%

15%

50%

15%

50%

15%

# Typography

Be creative with the use of typography to create visual interest and to make the document easier to read.

**PT Sans** is the brand's primary typeface. It's a sans serif typeface with friendly and approachable curvature that aligns with NFCC's dedication to supporting all walks of life achieve food security and financial stability. Use it for all headers, sub-headers, and call to actions.

**Lato** is the brand's secondary typeface. It is a neutral, easily legible typeface that still exudes warmth and structure to balance out and supplement the more charismatic elements of PT Sans. Please use Lato for all body copy.

## Header

### PT Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Title Case

## Sub-header

### PT Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Title Case

## Body

### Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Sentence Case

# Typography Don'ts


~~Together, We Can Help~~

 **DO NOT** stretch or distort text.


~~NFCC provides assistance in five program areas including Case Management/Financial Assistance, Food Pantry, Clothing Assistance, Education and Workforce Development, and Seasonal Assistance programs at its two facilities in Roswell, Georgia.~~

 **DO NOT** set type too tightly.


~~North Fulton Community Charities' mission is to help ease hardship and foster financial stability in our community.~~

 **DO NOT** place type on a background that makes it difficult to read.

~~NFCC provides assistance in five program areas including Case Management/Financial Assistance, Food Pantry, Clothing Assistance, Education and Workforce Development, and Seasonal Assistance programs at its two facilities in Roswell, Georgia.~~

 **DO NOT** use the wrong font for the wrong use case.

~~Food pantry services~~

 **DO NOT** use the wrong capitalization for the wrong use case.

~~NFCC provides assistance in five program areas including Case Management/Financial Assistance, Food Pantry, Clothing Assistance, Education and Workforce Development, and Seasonal Assistance programs at its two facilities in Roswell, Georgia.~~

 **DO NOT** justify type.



# Typography and Color

## Header / Sub-header / Body Copy Combinations

These are the brand-approved accessible color combinations for header, sub-header, and body copy text in the PT Sans Bold and Regular fonts.

## Secondary Color Use

Secondary colors may be used *sparingly* to highlight specific words or backdrop specific headers/sub-headers for added emphasis. The primary colors should always make up at least 75% of the color usage in your design.

Header / Sub-header - Medium Blue Background

Together, We Can Help

Together, We Can **Help**

Header / Sub-header - Light Green Background

Together, We Can Help

Together, We Can **Help**

Header / Sub-header - Medium Green Background

Together, We Can Help

Header / Sub-header - Dark Blue Background

Together, We Can Help

Header / Sub-header - White Background

Together, We Can Help

Together, We Can **Help**

Together, We Can Help

Together, We Can **Help**

# Typography and Color

(continued)

Header / Sub-header - White Background

Together, We Can Help

Together, We Can Help

Header / Sub-header - Violet Background

Together, We Can Help

Header / Sub-header - Orange Background

Together, We Can Help

Header / Sub-header - Ivory Gray Background

Together, We Can Help

Together, We Can Help

Together, We Can Help

Together, We Can Help

Together, We Can Help

Together, We Can Help

# Typography and Color

(continued)

## Body Copy - Medium Blue Background

If you are within the food pantry's service area, please come in person to the food pantry. You will be asked to fill out an interest form.

## Body Copy - Light Green Background

If you are within the food pantry's service area, please come in person to the food pantry. You will be asked to fill out an interest form.

## Body Copy - White Background

If you are within the food pantry's service area, please come in person to the food pantry. You will be asked to fill out an interest form.

If you are within the food pantry's service area, please come in person to the food pantry. You will be asked to fill out an interest form.

## Body Copy - Medium Green Background

If you are within the food pantry's service area, please come in person to the food pantry. You will be asked to fill out an interest form.

## Body Copy - Dark Blue Background

If you are within the food pantry's service area, please come in person to the food pantry. You will be asked to fill out an interest form.

## Body Copy - Violet Background

If you are within the food pantry's service area, please come in person to the food pantry. You will be asked to fill out an interest form.

## Body Copy - Orange Background

If you are within the food pantry's service area, please come in person to the food pantry. You will be asked to fill out an interest form.

## Body Copy - Ivory Gray Background

If you are within the food pantry's service area, please come in person to the food pantry. You will be asked to fill out an interest form.

If you are within the food pantry's service area, please come in person to the food pantry. You will be asked to fill out an interest form.

# Color Combination Don'ts



Combining Any of the Primary Colors

Together, We Can Help

Together, We Can Help



Placing Primary Color Type on any Secondary Color other than Ivory Gray

Together, We Can Help

Together, We Can Help

Light Green on Violet

Medium Blue on Orange

Together, We Can Help

Together, We Can Help

Light Green on Medium Green

Medium Blue on Dark Blue

# Gradients

Gradients can enhance designs by adding eye-catching appeal when using our primary and secondary colors.

However, using too many different gradients can dilute the brand and detract from the focus of each design. Therefore, please stick to using only these two brand-approved gradients in your designs.

Gradients can be linear, radial, or freeform.





# Patterns



Heart Pattern



Service Pattern

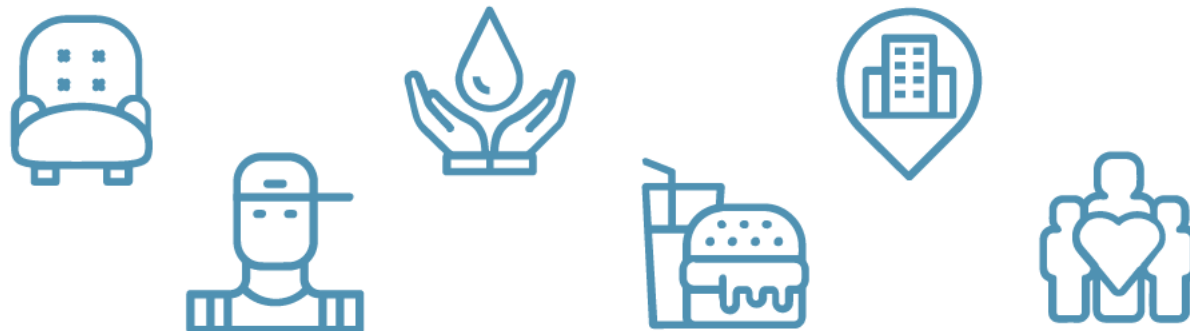
Our brand is about uplifting the community through acts of service, support, and education. We want to communicate our passion and love for aiding our neighbors in need through every piece of design someone may encounter. This includes our patterns.

These patterns are more than colorful, ornamental decorations — they are a reflection of who we are and what we strive to achieve in the work we do every day. A little bit of love can go a long way in fulfilling the needs of those less fortunate, creating a stronger, happier, and healthier community. Our colorful, playful and charismatic patterns help to set this tone.



Community Pattern

# Iconography



To purchase this set of icons, please visit: <https://roundicons.com/native-line-solid-icons-pack/>



Our icons were designed with specific and curated intention. The combination of rounded corners and straight angles work to subtly communicate our mission. The straight angles symbolize the stability and security we bring to the communities we serve. At the same time, rounded corners emphasize our friendly, caring, and approachable nature. Lastly, the use of line icons communicates a modern approach to service that is malleable to the ever-changing needs of our community. All of these elements and considerations come together to create an icon collection that is not only easily digestible and understandable but also resonates with our audience by balancing stability with warmth and comfort.







# Photography

Recommended royalty-free stock agencies:

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

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

When selecting photography for an organization like NFCC, it's essential to choose images that authentically represent the brand and resonate with both those in need of services and those looking to provide service. The photos should feature diverse individuals engaging in authentic, relatable interactions that don't just represent the services we offer, but communicate desired end-goals.

Anyone can encounter hardships, regardless of race, gender, age, or ethnicity, so we want our photography to represent these different groups. We also want to emphasize the joy and security that can be found in the services we offer, so focus on activities and interactions that are positive and genuine.

Photography should be high-quality with warm, professional lighting. Avoid subjects and compositions that appear staged or posed. Ensure that the focus is on the people, because people are at the heart of everything we do at NFCC.





# Bringing Our Brand to Life

## Merch

Brand is more than just images on a page or screen — It's also the physical materials you touch and the spaces you occupy. Everywhere people see and interact with NFCC's brand, they'll know that they are a part of something bigger than themselves. This tangible approach ensures our brand is not just seen, but felt and lived, fostering a deeper connection with our community.





# Bringing Our Brand to Life

(continued)

Merch



