



BRAND GUIDELINE 2.0
JUNE 2019

Logomark

The Zoe Empowers logo, though minimal in execution, represents the core brand values of empowerment.

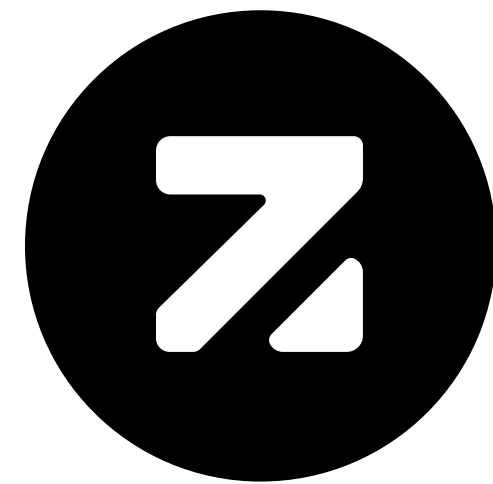
The icon portrays both an arrow facing northeast and a “z” illustrating the impact of empowerment in lifting vulnerable children out of poverty and into self-sufficiency.

The weighting on “empowers” is heavier than “zoe” to emphasize the approach and model of the organization.

MASTER LOGO



WORDMARK



ICON

Color Palette

The Zoe Empowers color palette draws from the different facets within the organization, from its impact of empowerment to its transformation within communities.

Overall, the palette should be implemented in a way that values bold contrast with large fields of primary color to achieve the highest visual impact.

The grayscale values pertain mainly but not exclusively to typographic layout.

PRIMARY PALETTE

MANTIS GREEN RGB: 130, 186, 89 HEX: #82BA59 CMYK: 54, 6, 86, 0	ENERGY YELLOW RGB: 247, 214, 89 HEX: #F7D659 CMYK: 4, 13, 77, 0
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SECONDARY PALETTE

COOL BLACK RGB: 0, 48, 97 HEX: #003061 CMYK: 100, 87, 35, 26	OYSTER BAY RGB: 214, 233, 236 HEX: #D6E9EC CMYK: 15, 2, 5, 0
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GRAYSCALE

GRAY 1 HEX: #666A6D	GRAY 2 HEX: #848789	GRAY 3 HEX: #A2A4A5	GRAY 4 HEX: #C0C3C4	GRAY 5 HEX: #E3E4E5	GRAY 6 HEX: #F2F4F6
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COLOR USE RATIO



Color Palette & Logo Usage

When using the logo in color, always seek to achieve appropriate contrast so as to maximize legibility.

When using the logo in grayscale, always use swatches at least two steps apart in the palette.

The Zoe Empowers icon can be used alone. A plethora of color combinations are attainable as long as appropriate contrast is achieved.

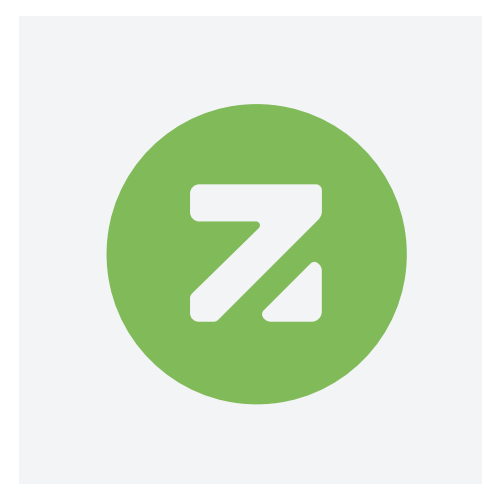
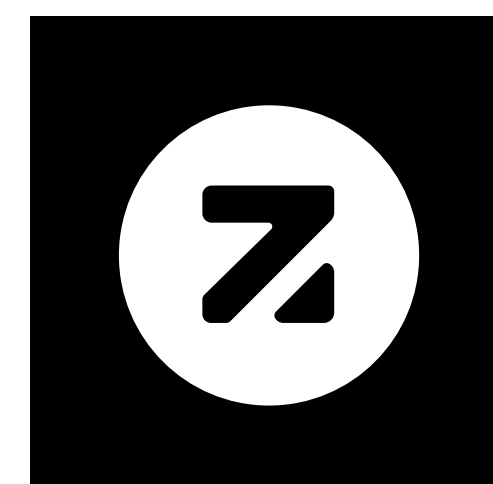
LOGO DONT'S

- Don't combine different colors in logo
- Don't outline logo with a stroke
- Don't fill logo with gradient
- Don't fill logo with unauthorized colors
- Don't stretch or warp logo in any way
- Don't present logo with low contrast

APPROPRIATE COLOR CONTRAST



ISOLATED ICON



Typography

The Zoe Empowers brand font is Sofia Pro available through Adobe Type.

HERO COPY / SOFIA PRO MEDIUM

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HEADLINE / SOFIA PRO SEMIBOLD

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PULL QUITE / SOFIA PRO REGULAR

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zoe empowers