

# Brand Guidelines

October 2024



**now ▶ forward**

# Visual Identity

A brand is one of any organization's most valuable assets. Like all assets, brands must be carefully and consistently managed to retain their value. A brand's visual identity is the constellation of all graphic elements used in visual expression. It is essential to establishing what a brand stands for and how it is perceived.

These guidelines define Now-Forward's visual identity and provide specific instructions to keep it consistent, unified and identifiable. Consistent usage and execution are critical to defending and building Now-Forward's image, message and status in our community.

The Now-Forward logo conveys an image that is dynamic, approachable and both inspirational and aspirational. It is both beautiful and powerful. It will become the cornerstone of our brand and all the experiences people have with us.

<b>Introduction</b>	<b>1</b>
<b>Logo</b>	<b>2</b>
<b>Clear space / minimum size</b>	<b>3</b>
<b>Incorrect logo use</b>	<b>4</b>
<b>Color palette</b>	<b>5</b>
<b>Limited color usage</b>	<b>8</b>
<b>Logo with tagline</b>	<b>9</b>
<b>Service sub-brand logos</b>	<b>10</b>
<b>Typography</b>	<b>11</b>
<b>Graphic applications</b>	<b>13</b>
<b>Services icons</b>	<b>15</b>
<b>Imagery style</b>	<b>16</b>
<b>Stationery suite</b>	<b>18</b>
<b>Email signature</b>	<b>19</b>
<b>Questions / approvals</b>	<b>20</b>

## Introduction



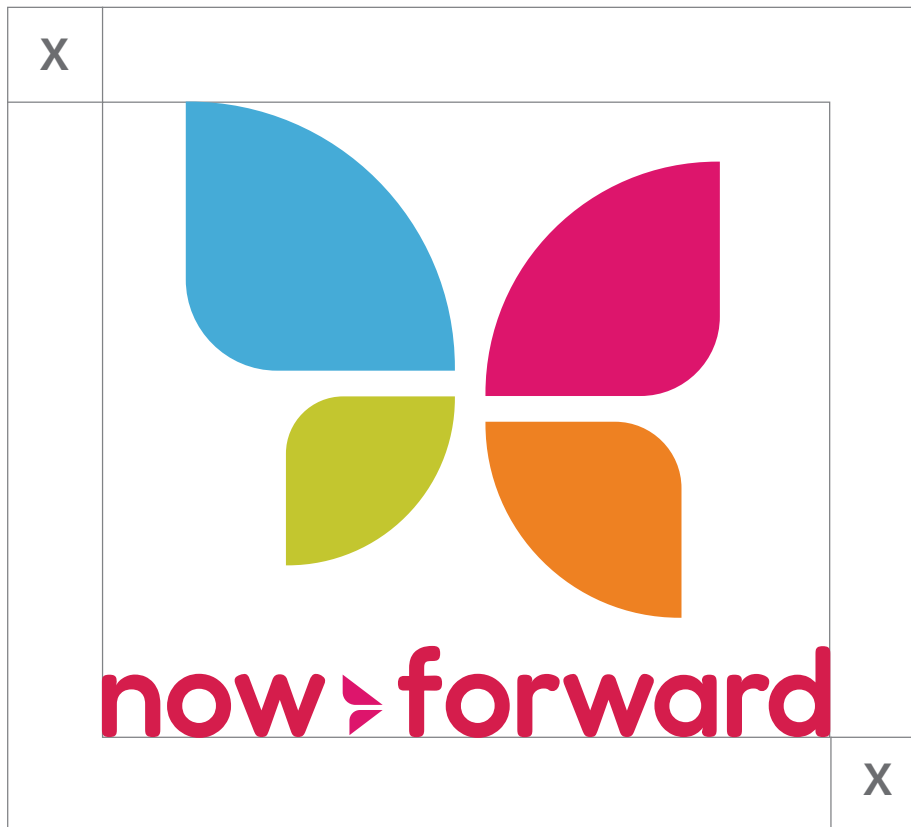
The logo font is Fredoka Medium.

The element that connects NOW and FORWARD is a bright magenta arrow. It functions as a guide taking someone from where they are now to their future.

The Now-Forward logo represents the strength and unity of our purpose and the work we do. It features a large modern butterfly, which is "...a powerful beacon of growth and new beginnings. It signifies the power of transformation and the incredible feats we can achieve when we trust ourselves. We all have the ability to listen to our innate wisdom, guide ourselves through difficult times, and emerge better and stronger than before."

As we work everyday to protect the integrity of Now-Froward and its clients, we also work to protect the integrity of our brand.

## Logo



A minimum clear area around the logo has been developed to prevent any nearby text, illustrations or graphics from interfering or diluting the strength and integrity of the logo. This area is determined by the height of the "d," represented as "X." Use this measurement when placing the logo within all applications.



## Clear space / minimum size



Do not alter the color of the logo. Only use examples shown in this guide.



Do not alter or change the logo font.



Do not add effects to the logo.



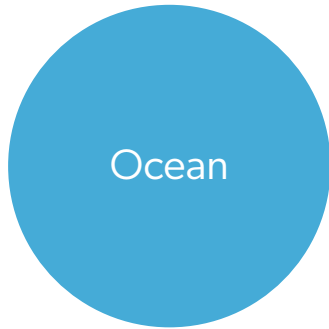
Do not use the logo on a pattern or image that impedes legibility.

Using the logo incorrectly — even what seems like a minor change — will cause confusion among our audiences. Any inconsistency will dilute the Now-Forward brand.

The examples on this page illustrate some, but not all, potential misuses of our logo.

## Incorrect logo use

## Primary colors



Ocean

Pantone 299  
CMYK: 65/16/5/0  
RGB: 77/172/216  
HEX: #4DACD8



Magenta

Pantone 226  
CMYK: 8/100/32/0  
RGB: 221/8/107  
HEX: #DD086B

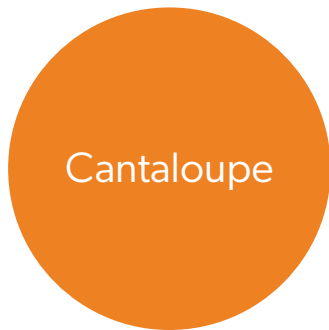


Pear

Pantone 7744  
CMYK: 28/10/100/0  
RGB: 196/199/21  
HEX: #C4C715

Colors from the primary palette should be used most prominently and appear in every communication.

Pantone or CMYK values should be used for all printed materials. RGB or HEX should be used in screen-based applications (PowerPoint, digital, social media, website)



Cantaloupe

Pantone 158  
CMYK: 3/60/100/0  
RGB: 238/129/17  
HEX: #EE8111



Crimson

Pantone Rubine Red  
CMYK: 11/100/65/1  
RGB: 213/1/73  
HEX: #D50149



Charcoal

Pantone Black 3  
CMYK: 66/66/63/63  
RGB: 51/44/44  
HEX: #332C2C

## Color palette

# Secondary colors



Amethyst

Pantone 2613  
CMYK: 58/92/16/2  
RGB: 129/57/129  
HEX: #813981



Teal

Pantone 7712  
CMYK: 84/37/31/2  
RGB: 2/136/159  
HEX: #02889F



Moss

Pantone 370  
CMYK: 55/19/98/2  
RGB: 130/163/66  
HEX: #82A342



Very Peri

Pantone 2725  
CMYK: 69/64/5/0  
RGB: 101/103/168  
HEX: #6567A8



Sunshine

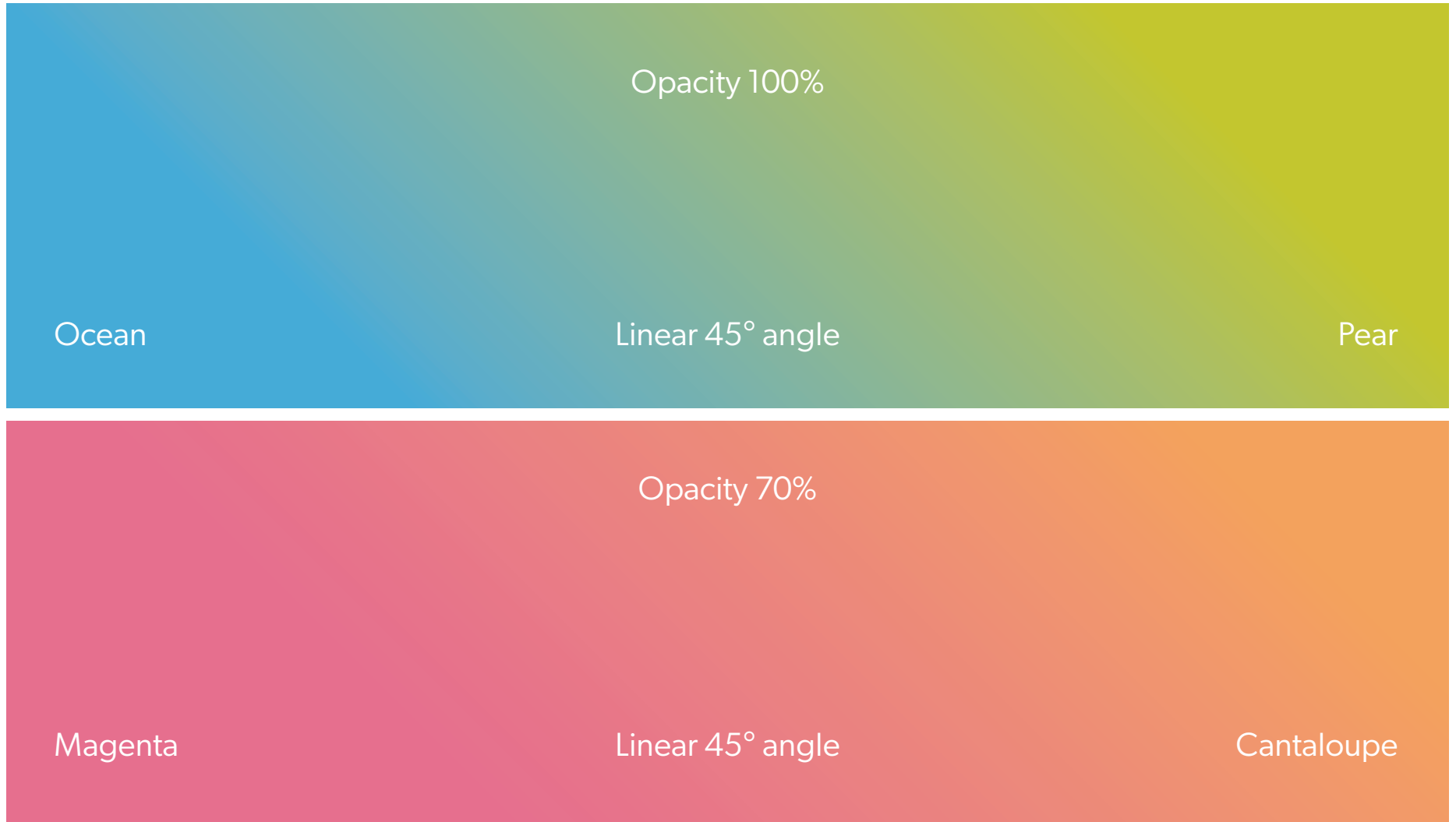
Pantone 7405  
CMYK: 2/8/99/0  
RGB: 255/223/0  
HEX: #FFDF00

Secondary colors should supplement colors from the primary palette.

Pantone or CMYK values should be used for all printed materials. RGB or HEX should be used in screen-based applications (PowerPoint, digital, social media, website)

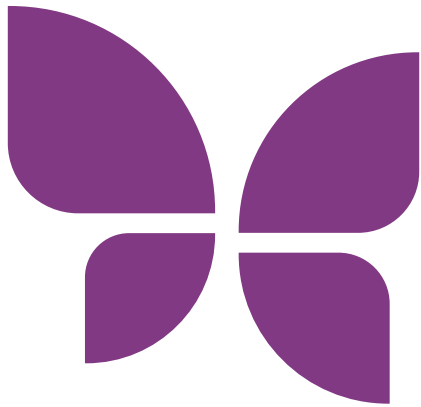
## Color palette

# Color gradients



## Color palette





**now > forward**

1-color (shown here in Amethyst)

Avoid using Ocean, Pear & Sunshine on white background



**now > forward**

Grayscale



1-color reversed (shown here in a circle)

Make sure to allow the required minimum space around logo shown by the dotted line

## Limited color usage



**now > forward**

Real-time help for a brighter tomorrow

Tagline font is Fredoka Regular

## Logo with tagline

Our tagline is the most succinct expression of our identity and promise to our clients and community.

**Real-time help for a brighter tomorrow** — should always be in lower case except for the initial cap on R at the beginning of the phrase. It will always be presented in one color, charcoal. It will not have a period after it.

The same limited color usage, clear space and minimum size apply.



If you add more sub-brands, use this same color palette. Do not vary the colors of the sub-brands.

## Services sub-brand logos

## Primary typeface

# Friendly, warm and clear

Fredoka Light

ABCDEFGHIJKabcdefghijk  
0123456789

**Fredoka Medium**

**ABCDEFGHIJKabcdefghijk  
0123456789**

Fredoka Regular

ABCDEFGHIJKabcdefghijk  
0123456789

**Fredoka SemiBold**

**ABCDEFGHIJKabcdefghijk  
0123456789**

Now-Forward's core typeface is **Fredoka**, and is a common Google font.

Fredoka is ideal for headlines, subheads and pull quotes.

## Typography

## Secondary typeface

# Friendly, warm and clear

Aptos Light

ABCDEFGHIJKabcdefghijk  
0123456789

*Aptos Light Italic*

*ABCDEFGHIJKabcdefghijk  
0123456789*

Aptos Regular

ABCDEFGHIJKabcdefghijk  
0123456789

*Aptos Italic*

*ABCDEFGHIJKabcdefghijk  
0123456789*

**Aptos SemiBold**

**ABCDEFGHIJKabcdefghijk  
0123456789**

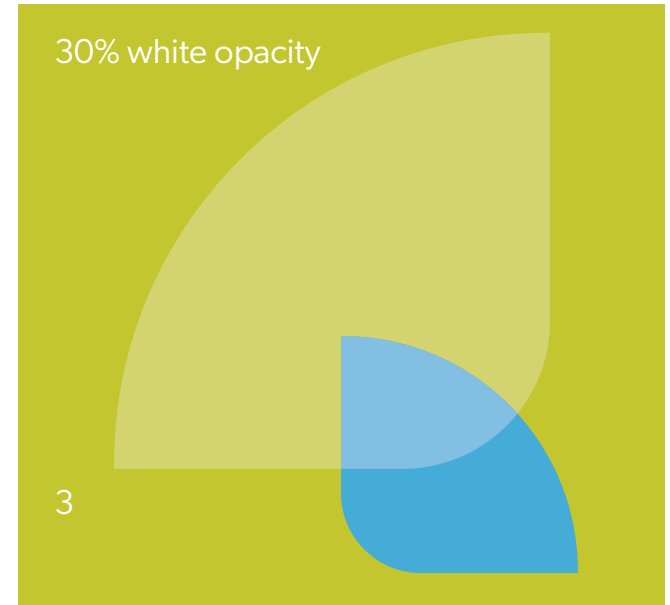
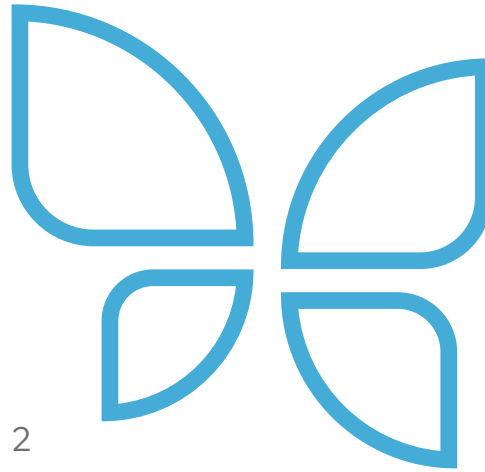
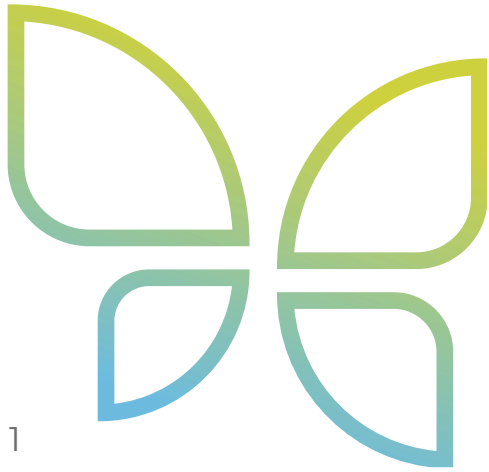
**Aptos Bold**

**ABCDEFGHIJKabcdefghijk  
0123456789**

**Aptos** is the default font for Microsoft Office. Weights are also available including Extra Bold, and Black.

Use Aptos for body copy with programs like Microsoft Word, Excel, PowerPoint, OneNote.

## Typography



The “butterfly wings” can be used as a stand alone graphic element to add visual interest to any design. Use as a solid color outline (2), a tint of a color in combination with another color (3) or as a white tint over a color (4-5). Our two gradients may also appear as the butterfly outlines as shown in number 1.

## Graphic applications



# now > forward

Real-time help for a brighter tomorrow

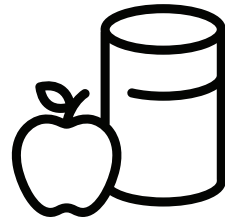


For special circumstances the “butterfly wings” can be filled with photos or patterns. Photos should always be people who represent our clients and should be close up images.

## Graphic applications



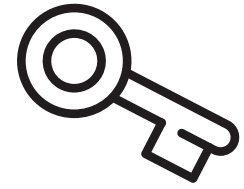
Clothing



Food



Medical



Rent



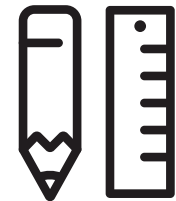
Utilities



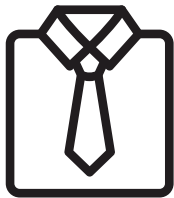
Dental



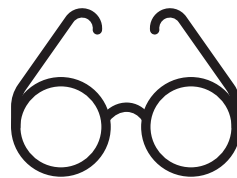
Counseling



School Supplies



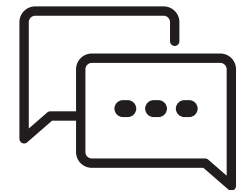
School Uniforms



Vision



Tax Preparation



English as a  
Second Language

## Services icons

The icons should always appear as line drawings. Use only colors from our color palette. The icon can be a solid color or white as shown for the Clothing icon.





Our imagery expresses our clients, and our clients best express our brand. All of our brand images embrace the real world and its complexities, so we don't use fake, over-styled images or apply obvious effects. Our images should feel editorial, meaning you should be able to imagine a story behind them, and they should never feel like a throwaway moment or a snapshot with no purpose.

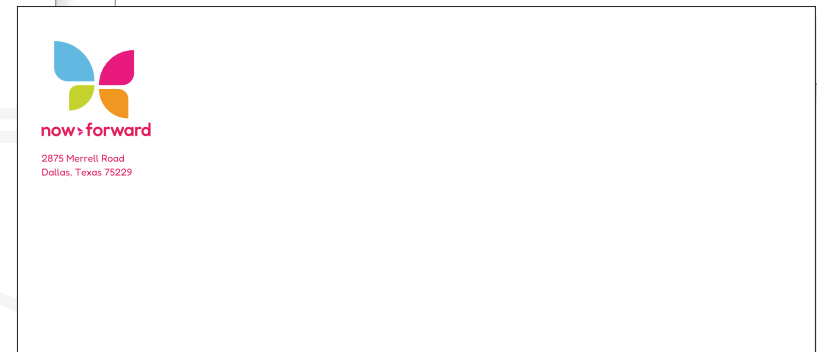
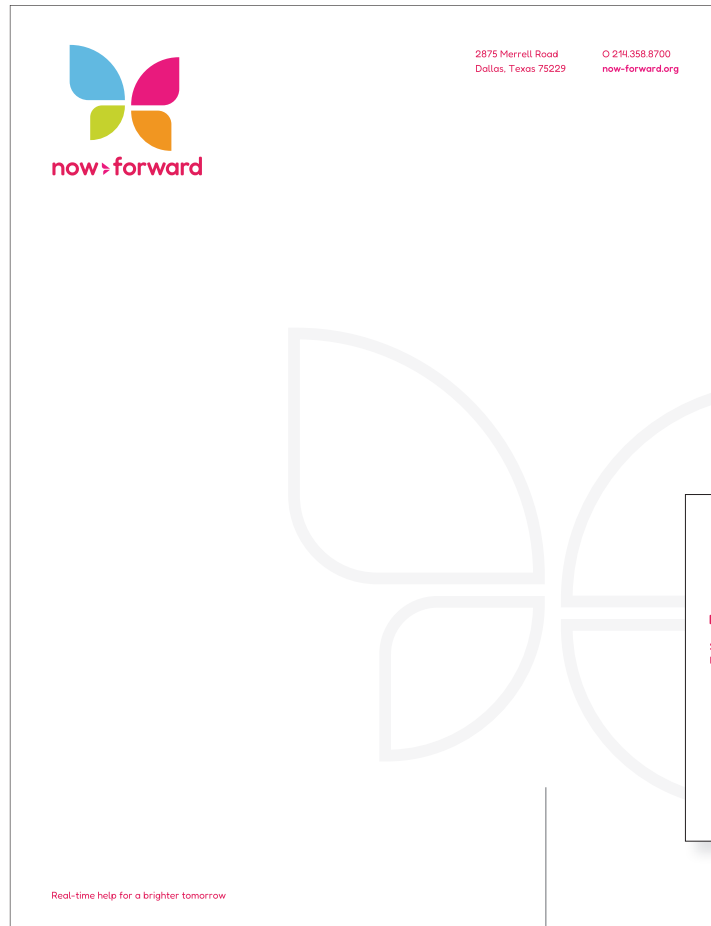
## Imagery style



Avoid using stock photography that feels fake, forced, overused or staged. Avoid illustrative imagery. Avoid very dark or ultra-high contrast images.



## Imagery style



"Butterfly wings" 4% Black tint

Here are examples of the approved stationery layout. As Now-Forward has requirements for new business materials, this can be used as an example and guide.

## Stationery suite

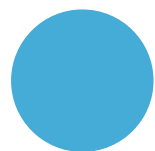
Arial Bold 14 pt.

Arial Bold 10 or 11 pt.

Arial Regular  
10 or 11 pt.

Logo placed below  
signature block

— **Judy Rorrie**  
— **Executive Director**  
— **Now-Forward**  
— **D 214.358.8787**  
— **O 214.358.8700**  
— [judy@now-forward.org](mailto:judy@now-forward.org)



#DD086B



#D50149

This is your email signature. The typeface used is Arial Regular and Arial Bold.

The background of emails should be white and should not include any graphics, watermarks or colors.

Do not add other logos to this email signature or vary the Now-Forward logo from the original identity/brand.

## Email signature

# Questions/approvals

Please contact:

**Judy Rorrie**

Executive Director

D: 214.358.8787

O: 214-358.8700

[judy@now-forward.org](mailto:judy@now-forward.org)

