

# EL Futuro



## Brand Guidelines

THE BRAND MANUAL FOR EL FUTURO

Prepared in 2018 by





# Construyendo Futuros Mejores para Familias

# Inspiration, Position, Voice

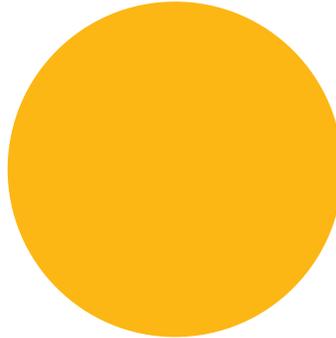
El Futuro brings together a wide array of cultural influences and values, reflecting those influences in the identity of El Futuro's brand. To accomplish this, the identity draws heavily from Latinx architecture, murals, pottery, & urban art.

Additionally, El Futuro's voice is comprised a combination of two distinct personalities: First, an approachable voice to be used when addressing prospective clients, and second, an expert voice for establishing El Futuro's as a thought leader with policy makers and potential donors.



# Colors

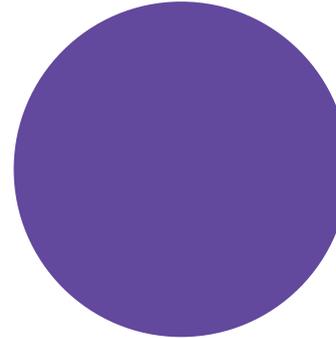
Drawing inspiration from Latinx color palettes, El Futuro's color scheme is a multi-faceted departure from a typical identity hierarchy (Primary, Accent, Base). Using an array of vibrant colors, the El Futuro identity communicates life, hope, happiness, and energy, and does so in a culturally contextualized way.



## SELECTIVE YELLOW

#FFB800  
C0 M31 Y100 K0

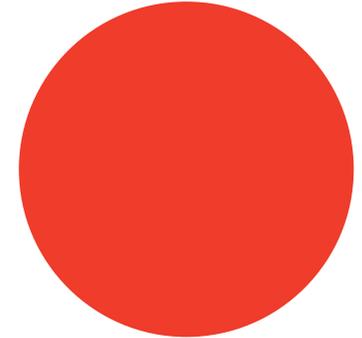
HAPPINESS  
JOY  
OPTIMISM



## PLUMP PURPLE

#6249a3  
C73 M84 Y0 K0

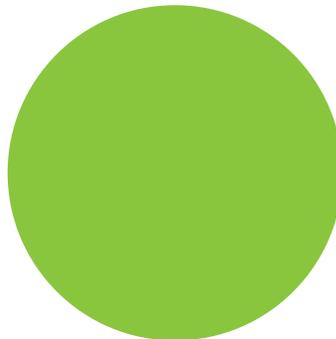
VIRTUE  
ROYAL  
SPIRITUAL



## CG Red

#F13E2C  
C0 M91 Y93 K0

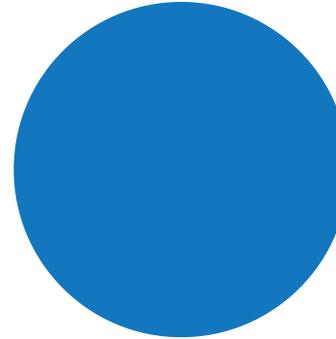
ENERGY  
EXCITEMENT  
PASSION



## YELLOW-GREEN

#8BC731  
C51 M0 Y100 K0

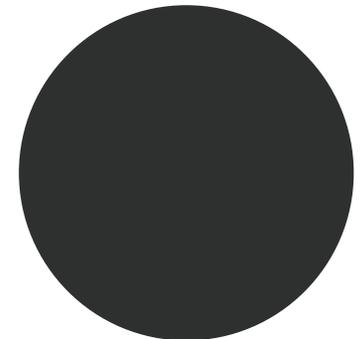
NEW LIFE  
GROWTH  
NATURE



## OCEAN BOAT BLUE

#0078C6  
C85 M48 Y0 K 0

TRUST  
FREEDOM  
SAFETY



## JET

#303030  
C70 M64 Y63 K61

NEUTRAL  
PRACTICAL  
FORMAL

# Typography

As a counterpoint for the vibrant color palettes, the El Futuro identity selected a modern sans-serif type hierarchy with simple and clean lines. By anchoring the typography into a single, multi-purpose font family, the identity reins in the vibrancy of the colors and presents that energy with a professional and expert voice, one that is necessary to engage with policy makers and potential donors.

Headings

## Brother 1816 Medium

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

! @ # \$ % & \* ?

Body Text

## Brother 1816 Book

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

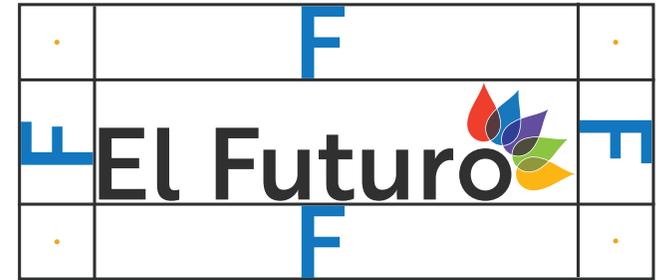
! @ # \$ % & \* ?

## Official Logo

This is the full color official logo that should be used whenever possible. The logo can be sized up and down as needed, but the ratio of dimensions should remain the same in order to keep the consistency and legibility of the individual letters.



The smallest the logo should be represented is 1.5" wide.



To ensure legibility, always keep a minimum clear space around the logo. This space isolates the wordmark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.



Black and White Logo

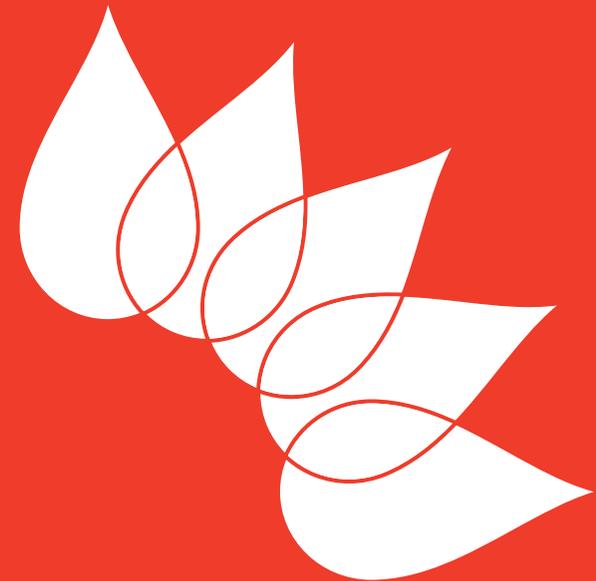
**El Futuro** 

**El Futuro** 

## Logo Mark



This version of the logo can be used in place of the full official wordmark; however, it should never be used on its own without any reference to the El Futuro name attached.



## Logo Family

The El Futuro logo proudly incorporates elements of both its Latinx influences and its professional/expert voice. Moreover, the mark maintains brand inheritance by staying with a plant concept, using a lasting symbol of hope and happiness: the sunflower.

The El Futuro logo can be used at all different sizes. Although the full horizontal logo can be scaled for all use cases, there are often times where different aspect ratio constraints make it easier to use a different identity mark. In those instances, there are other mark options available for use.



# Pattern

A brand is also more than just logos, colors, and typography. In many cases supporting assets are needed to help broaden the reach, expanse, and promise of the original creative identity. To do this, the El Futuro brand also encompasses a pattern inspired by the mark, using multi-colored overlapping shapes to communicate the vibrancy and hope of the overarching El Futuro brand position.



# Unacceptable Usage

There are some rules necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, distorting, or generally changing the logo in any way other than the acceptable uses that have already been described. Here are a few examples of some ways the logo should not be used.

- A. Don't rotate the logo
- B. Don't squash or stretch
- C. Don't place other elements in the logo clear space
- D. Don't resize separate elements of the logo
- E. Don't rearrange or create compositions that were not already provided
- F. Don't use logo variations right next to the primary logo in the same design
- G. Don't change the color of the logo
- H. Don't add drop shadows or other text styles
- I. Don't contain the logo in a box

A.



B.



C.



D.



E.



F.



G.



H.



I.



# Execution

**El Futuro**

30 July 2018

Dear Ms. Johansen,

**EL FUTURO**  
2020 Chapel Hill Road, Suite 21  
Durham, NC 27707  
sofia@elfuturo.org  
919-488-7101 x600  
EFuturo-NC.org

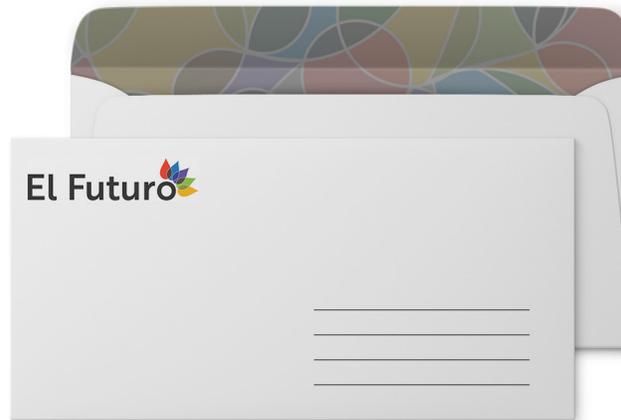
It's my pleasure to provide this letter of recommendation for James as he seeks employment in software sales with Streambase. As James's sole direct manager at Waretech, I've worked closely with him over the past three years, sharing the same open office space the majority of the time. James showed excellent communication skills and consistently exceeded company quotas. On a personal level, he's charismatic and well-spoken, both qualities that have served him well in his role as software sales professional. Due to his wife's cross-country transfer, James is seeking employment out west. All of us at Waretech will be sad to see such a valuable employee go, but our loss is truly your gain. Allow me to point out three examples of James's strengths.

First, James brought great value to Waretech by consistently exceeding quotas and selling in the top 15% of his peers. James has an understanding of market trends and instincts for identifying and pursuing qualified leads. Not only does he provide stellar service to existing clients, but he's established a number of new business-to-business and business-to-customer accounts during his time at Waretech. Last fall, for instance, he added Voxacorp to our client list, a huge acquisition, and has been working closely with its IT department ever since. James has the combination of business acumen and communication skills that makes him an outstanding salesperson.

Second, James has a very strong grasp of technology. He knows our software inside and out and helps relay technical information to customers in an accessible way. He explains our products clearly to customers and makes the most of technological avenues to gain new leads and customize his sales pitch to clients. During an early review, I observed him discuss in detail with a prospective client the specific ways that our software could boost the sales of her online bakery. By monitoring clients' presence across our website and blog, he provides each one with personalized service to meet his/her needs. James makes the most of technology to find new prospects, provide modern solutions, and drive results.

Sincerely yours,

*Sofia Polanco*  
Sofia Polanco  
Therapist



**El Futuro**

Nurturing stronger  
*familias*  
to live out their dreams

A bilingual mental health clinic serving Latino  
immigrant families in a welcoming environment of  
healing and hope

elfuturo-nc.org 136 E Chapel Hill St.  
Durham, NC 27701 @EFuturoNC



El Futuro 

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PATHOS

ETHOS