



BrandGuide

Visual Concepts Part 1

Branded Our: The branded Our shows up throughout the campaign both visually and in written language emphasizing “Our” throughout the messaging– “Our Context,” “Our Momentum,” “Our Vision,” “Our Plan”

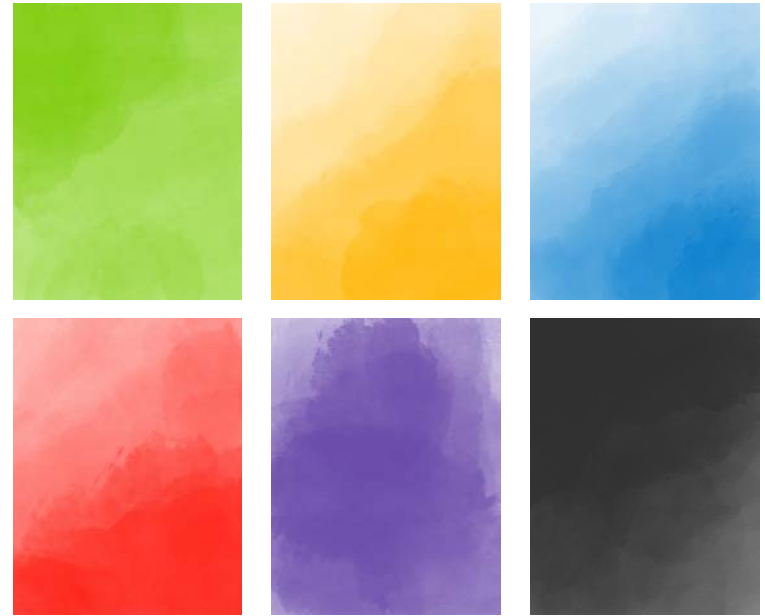
- * Visible in the Our Future logo and subheadings of the Case for Support
- * Developed based on donor feedback that they don’t want to feel separate from the project they are supporting. Donors reported feeling uninspired by messaging that suggests donating charity for “others” but prefer a solidarity framework of supporting OUR collective community, OUR collective future.



Visual Concepts Part 2

Hand-drawn / Painted: The hand-drawn/painted aesthetic throughout the campaign separates this campaign from El Futuro's standard brand style. Metaphorically it is intended to be an invitation – "color the future with us!"

- * Hand drawn style is visible in the greenhouse drawing of the logo, in the botanical elements in margins of the case for support, and in the color boxes which use a textured painted background.
- * Future project ideas:
 - * coloring pages for donors to participate in coloring in "our future"
 - * Hand-drawn interactive garden Zine



Visual Concepts Part 3

Color Blocks: Color blocks were used on the cover art for the folder and case for support, in addition to various locations throughout the interior of the case for support. This was intended to create continuity and connect the design back to previous designs in El Futuro's brand history.

- * Colored block design is presented in the El Futuro Brand Guide
- * Colored block design was used previously on the 2025 Annual Report



Questions?

Please Contact:
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We are deeply grateful for your support!
Contributions are tax deductible
as provided by law.

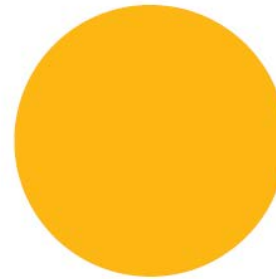
El Futuro is a registered 501(c)(3) nonprofit.
Tax ID # 80-0122334

El Futuro



CampaignColors

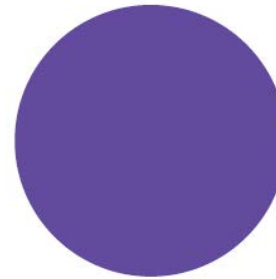
- The Our Future Campaign uses El Futuro's entire color pallet for the campaign – because we want a vibrant "full color" future. When possible, documents should include full color pallet.
- When working with simpler documents, default to black or blue for subheadings. Black and blue give the materials a confident, executive, polished feel.



SELECTIVE YELLOW

#FFB800
C0 M31 Y100 K0

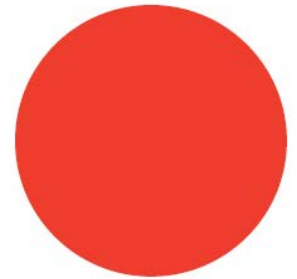
HAPPINESS
JOY
OPTIMISM



PLUMP PURPLE

#6249a3
C73 M84 Y0 K0

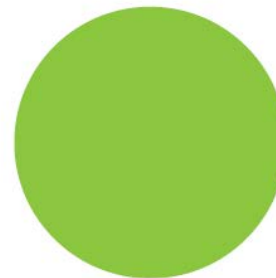
VIRTUE
ROYAL
SPIRITUAL



CG Red

#F13E2C
C0 M91 Y93 K0

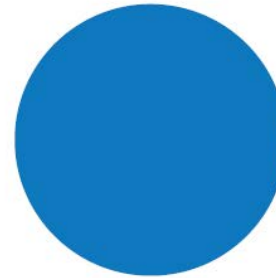
ENERGY
EXCITEMENT
PASSION



YELLOW-GREEN

#8BC731
C51 M0 Y100 K0

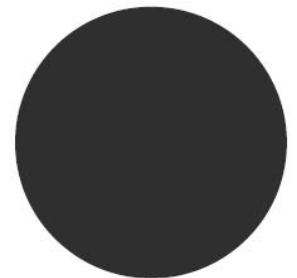
NEW LIFE
GROWTH
NATURE



OCEAN BOAT BLUE

#0078C6
C85 M48 Y0 K0

TRUST
FREEDOM
SAFETY



JET

#303030
C70 M64 Y63 K61

NEUTRAL
PRACTICAL
FORMAL

Campaign**Fonts**

The Our Future campaign uses the Brother 1619 font as prescribed by El Futuro's brand guide, with certain exceptions.

- * Paragraph use Brother 1619 Book (as prescribed by Brand Guide)
- * Headings and Subheadings use Brother 1619 Medium (as prescribed by Brand Guide)
- * The Our Future logo and branded Our uses Brother 1619 ExtraBold (a departure from traditional EF Brand Guide) and headings may use also use Brother 1619 ExtraBold to connect them to the Campaign logo identity
- * Throughout the Case for Support and other longer documents, headings are offset with the first line being slightly above the second, and the second line in Brother 1619 ExtraBold font in rotating colors from the El Futuro color pallet.

Brother 1619 Book
Brother 1619 Medium
Brother 1619 ExtraBold

Our Future Campaign Logo

- **Greenhouse:** The Greenhouse visual metaphor for the Center of Excellence; a space of learning, a place to start “seed projects” new initiatives, studying models in a controlled environment, replicating models across the state and country (like loading seedlings on a truck to planting in new garden spaces).
 - * The greenhouse appears in the logo
 - * The plant/garden motif moves through the Case for Support and future documents developed for the campaign.
 - * Future project ideas: develop a hand-drawn garden “Zine” that expands on the greenhouse visual metaphor for use in the public launch of the campaign
- * **Additional Visual Elements** (elaborated below): Hand-drawn, Branded Our, ExtraBold Brother 1619 Font



Our Future Campaign

Black & White Logo



Unacceptable Logo 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 ways that make it unrecognizable. Here are some examples of 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. While it is fine to have El Futuro's logo on the same page as the Our Future Campaign logo, don't place the two logos or any logo elements exactly next to each other 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.

