



*Because No Senior or Veteran Should Ever Feel Forgotten*

# LOGO & BRAND STANDARDS TOOLKIT

**EXTERNAL USE: FOR MEDIA PARTNERS**



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*\*Our logos are downloadable and are embedded in this guide on pages 8 and 9 in PNG format (full-color + greyscale). Other downloadable formats of our logos (SVG, EPS, JPEG, and AI) are available upon request; please reach out to us directly at (912) 210-4433 if you need different versions of our logo.*

## MEDIA USAGE DISCLAIMER STATEMENT:

**This toolkit is provided for media and external partners for the purpose of accurate representation of Susan's Lowcountry Non-Profit. All materials must be used in accordance with the organization's brand standards and may not be altered or used in a manner that misrepresents the organization, its mission, or its work.**

*\*If you are unsure how to use any brand element, this guide should be your first reference.\**

# OUR BRAND AT A GLANCE



This **Brand Standards Guide** is provided to support accurate and consistent representation of Susan's Lowcountry Non-Profit Organization's brand and content across all media coverage, promotional features, partnerships, and public-facing materials. Our media partners and collaborators are encouraged to reference these guidelines whenever using our name, logo, or messaging to ensure alignment with our mission and visual identity.

Consistent brand usage helps maintain clarity, strengthen recognition, and ensure our organization is represented with professionalism and integrity across all platforms. It also supports cohesive storytelling, allowing our message and impact to be communicated clearly and effectively to the communities we serve.



**Quick Tip: Consistency builds familiarity & familiarity builds trust.**



Our brand reflects the heart of our work—compassion, community, and support. Thoughtful, intentional use of our visual identity and messaging helps build trust, reinforce our mission, and present a unified, credible presence in every interaction.

Using our brand consistently helps us:

- ***Create & optimize social awareness***
- ***Build recognition & continuity***
- ***Present a professional, unified image***

**Our brand should always feel welcoming, trustworthy, and community-centered. Every visual and message should reflect our commitment to service, compassion, and local impact.**

*This anchors every usage decision emotionally and intentionally.*

# LOGO FORMATS & WHEN TO USE THEM:

Our logo is available in two primary formats. Each version is designed for specific uses to ensure clarity and balance.

## Badge-Style Logo

### Best for:

- Square or centered spaces
- Social media posts
- 2D & 3D printed assets, stickers, icons, labels, etc.



**SUSAN'S  
LOWCOUNTRY**

+ NON-PROFIT ORGANIZATION +

*Because No Senior or Veteran Should Ever Feel Forgotten*

## Banner-Style Logo

### Best for:

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Best for horizontal layouts</li> <li>• Website headers</li> <li>• Printed assets with tight spacing</li> </ul> | <ul style="list-style-type: none"> <li>• Outdoor Signage</li> <li>• 3D stretch printing</li> <li>• Linear applications</li> </ul> |
|---|---|

**ALWAYS** use the full-color logo when possible.

**\*Quick Tip:** Choose the logo that fits the space — never stretch, compress or force it into design space and always use the highest resolution possible.





*Please contact us directly if you have difficulties accessing or downloading our logos!*







## LOGO USAGE GUIDELINES:


To help us maintain a strong and recognizable brand, please always use the highest-resolution version of our logo and apply it consistently across all materials. Proper usage ensures maximum visibility, reinforces brand awareness, and keeps the logo clear, legible, and easy to recognize at a glance.

### Logo DO's

-  **Use approved logo files only**
-  **Place the logo on clean, readable backgrounds**
-  **Keep the logo proportional and clear**
-  **Provide appropriate versions of logo when sharing externally**

### Logo DON'Ts

-  **Stretch, skew, distort or compress the logo**
-  **Change logo colors**
-  **Add shadows, outlines, or effects**
-  **Place the logo over busy photos or patterns**

 ***The logo should always be placed on a clean background that allows it to remain clearly visible.***

 ***Avoid placing the logo over busy photos, patterns, or low-contrast colors.***

**QUICK TIP: If logo is hard to read, it's not being used correctly.**



# COLOR PALETTE & USAGE



Our color palette reflects the calm, welcoming, coastal feel of the **Lowcountry** and should be used consistently across all media, assets, and promotional materials. To maintain a cohesive and credible visual identity, blue should remain the dominant color in most applications, while accent hues—such as orange—may be used sparingly to introduce warmth and visual contrast.

## Primary Colors:

- Blue hues are the main brand colors and should be used most often
- Accent colors should be chosen to add subtle contrast + dimension

Medium  
Blue / Gray  
Azure

Indigo  
Blue /  
Dark  
Azure

Darkest  
Blue /  
Darkest  
Azure

Light Blue /  
Light Azure

## Accent Colors:

- Green, salmon, and blush are used to add warmth and emphasis
- Accent colors should support not overpower

Gray  
Turquoise /  
Seafoam  
Green

Autumn  
Blaze /  
Vivid  
Orange

Light  
Turquoise /  
Mint Green

Light  
Orange /  
Blush Khaki

## Visual Consistency Guidelines:

- Use the official logo files provided in their original colors
- Avoid altering logo colors, proportions, or adding effects
- Ensure strong contrast between the logo and background for visibility
- When possible, place the logo on neutral or brand-aligned backgrounds
- Maintain clear space around the logo for readability
- **Quick Tip:** When in doubt, use the full-color logo on a clean, high-contrast background.

## Common Media Applications:

- **Broadcast / TV:** Use full-color or white logo with strong contrast for on-screen visibility (lower-thirds, segments, overlays)
- **Digital Articles:** Place logo on white or neutral backgrounds for clarity and brand consistency
- **Social Media:** Use official logo files without filters; keep colors true to brand standards
- **Video / Interviews:** Ensure logo placement is clean, unobstructed, and easily recognizable on screen

# PHOTOGRAPHY & VIDEO GUIDANCE FOR MEDIA



**Photography, imagery and videography plays a critical role** in how our mission is represented. We ask that all photos and video content reflect Susan's Lowcountry Non-Profit with authenticity, compassion, and respect—accurately portraying the individuals and communities we serve.



## Image + Video Style Preferences

### Preferred Style:

- Natural lighting and warm, true-to-life tones
- Real people and genuine moments of connection
- Community-centered, inclusive, and respectful imagery
- Visuals that reflect a calm, welcoming Lowcountry environment

### Please Avoid:

- Overly staged or generic stock imagery
- Heavy filters or altered color treatments
- Content that feels exploitative, intrusive, or misrepresentative
- Use of images without proper consent or permissions\*
  - **\*We will provide our clients with photo and video waivers**



**Best Practice:** Authentic, respectful storytelling builds trust and ensures our mission is represented with integrity across all media platforms.



# VOICE & MESSAGING FOR OUR MEDIA PARTNERS



**How our story is told matters.** We respectfully request that all coverage reflects a tone that is clear, respectful, and grounded in compassion, accurately representing our mission and the communities we serve. Thoughtful language helps ensure seniors and veterans are portrayed with dignity, while reinforcing the purpose and impact behind our work. Consistent, human-centered messaging strengthens public understanding, trust, and engagement across all media platforms.



## Our Preferred Approach



- **Lead with people, not programs**—focus on impact and community before internal processes or unnecessary industry jargon
- **Be warm, not informal**—friendly and respectful without slang or overly casual language
- **Keep it hopeful and honest**—acknowledge challenges while emphasizing progress, support, and possibility
- **Stay mission-aligned**—showcasing our efforts to restore connection, dignity, and belonging



- **Use clear, inclusive, people-first language**
- **Center dignity, respect, and human impact**
- **Highlight real stories, connection, and community outcomes**



- **Acronyms or internal/industry jargon**
- **Pity-based or guilt-driven framing**
- **Overly technical or impersonal language**

### Language & Tone Guidelines:

- **Instead of framing individuals as recipients of services** → Highlight them as active members of the community experiencing connection and support
- **Instead of focusing primarily on programs or operations** → Focus on human impact, shared experiences, and community outcomes
- **Instead of using statistics alone** → Pair data with real stories that reflect dignity, resilience, and connection



# Logo Use Across Media & Digital Platforms



**Consistent, accurate use of our logo** across media and digital platforms helps ensure clear recognition and reinforces trust. When featuring Susan's Lowcountry Non-Profit, please use official logo files as provided and maintain their integrity across all placements.

## Digital & Social Use

- Use official logo files in their original colors
- Ensure the logo remains clear and legible at all sizes
- Avoid adding filters, shadows, outlines, or visual effects
- Do not stretch, crop, or alter the logo

**Best used for:** Instagram, Facebook, LinkedIn, digital campaigns

## On-Screen & Content Integration

- Maintain clear space around the logo for visibility
- Place the logo on clean, high-contrast backgrounds
- Ensure the logo is not obstructed by text, graphics, or overlays
- Use high-resolution files for all digital, video, or broadcast applications

**Best Practice:** Always use the provided high-resolution logo files to ensure a professional, consistent, and recognizable brand presence across all media formats.

*Quick Tip: For broadcast, digital, or published content, always use official high-resolution logo files—never screenshots or low-quality images—to ensure clarity, professionalism, and consistent brand representation across all media.*

# DOWNLOADABLE LOGO's

## Badge-Style Logo, Full-Color

*(to be used in full-color when and where possible)*



## PNG Format

*\*If another version of our logo is needed, please contact us directly to access*

## Badge-Style Logo, Greyscale

## PNG Format



# DOWNLOADABLE LOGO's

## Banner-Style Logo, Full-Color *(to be used when vertical space is preferred)*

**PNG Format**



## Banner-Style Logo, Greyscale

**PNG Format**



# Org & Logo Color Palette



## DARK BLUE

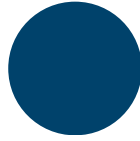
C = 95  
M = 45  
Y = 0  
K = 70

## DARK BLUE

R = 0  
G = 46  
B = 86

## HEX Code:

#002E56



## INDIGO BLUE

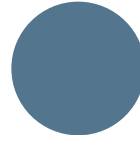
C = 89  
M = 38  
Y = 0  
K = 59

## INDIGO BLUE

R = 0  
G = 66  
B = 107

## HEX Code:

#00426B



## MEDIUM BLUE

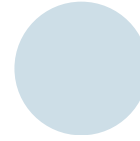
C = 41  
M = 9  
Y = 0  
K = 50

## MEDIUM BLUE

R = 83  
G = 118  
B = 142

## HEX Code:

#53768E



## LIGHT BLUE

C = 10  
M = 0  
Y = 0  
K = 10

## LIGHT BLUE

R = 205  
G = 222  
B = 231

## HEX Code:

#CDDEE7



## SEAFOAM GREEN

C = 30  
M = 0  
Y = 20  
K = 15

## SEAFOAM GREEN

R = 154  
G = 194  
B = 185

## HEX Code:

#9AC2B9



## MINT GREEN

C = 19  
M = 0  
Y = 10  
K = 18

## MINT GREEN

R = 205  
G = 222  
B = 231

## HEX Code:

#D2E4E1



## VIVID ORANGE

C = 0  
M = 37  
Y = 52  
K = 0

## SALMON ORANGE

R = 242  
G = 105  
B = 40

## HEX Code:

#F26928



## BLUSH KHAKI

C = 0  
M = 5  
Y = 15  
K = 0

## BLUSH KHAKI

R = 255  
G = 240  
B = 216

## HEX Code:

#FFF0D8

## SUGGESTED FONTS & USAGE

### SUSAN'S LOWCOUNTRY

**FONT:** BEBAS NEUE BOLD

*\*Use for digital headers and special items where a word or phrase needs to stand out*

### NON-PROFIT ORGANIZATION

**CANVA & ADOBE FONT:** BEBAS NEUE BOOK

*\*Use for Main Body Copy*

### SUBHEADER

**CANVA & ADOBE FONT:** BEBAS NEUE REGULAR

*\*Use occasionally for subheaders or when a slight differentiation is needed*

### Organization Tagline

*Because No Senior or Veteran Should Ever Feel Forgotten*

**Canva Font:** IBM Sans Condensed

**Adobe Font:** Minion Pro Font Family

*\*Use when appropriate for Serif Font*

**CONTACT US FOR SUPPORT!**

**SUSAN'S LOWCOUNTRY  
NON-PROFIT ORGANIZATION**

**CALL US AT (912) 210-4433**

**EMAIL US AT:**  
**[SUPPORT@SUSANSLOWCOUNTRY.ORG](mailto:SUPPORT@SUSANSLOWCOUNTRY.ORG)**

**MEDIA INQUIRIES:**

Click **[HERE](#)** to submit your online media partner inquiry and a member of our team will follow back up with you promptly!

Thank you for your interest in covering Susan's Lowcountry Non-Profit and helping share our story! Your partnership plays a vital role in bringing social awareness to the realities of senior and veteran isolation while highlighting the power of connection, community, and compassionate support.

*Through your coverage, you help ensure these stories are seen, these voices are heard, and our collective impact continues to grow across the Lowcountry communities we serve!*