Brand & Style Guide

v.10.09.2026

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Our **Mission**

At **Hope Connection Community**, we believe every family deserves support, dignity, and the opportunity to thrive. Through compassionate outreach programs, family-centered services, and community partnerships, we help children and families access essential resources, encouragement, and opportunities that create lasting impact.

Hope Connection Community is more than a nonprofit — we are a growing network of neighbors helping neighbors. From food programs and youth support initiatives to seasonal outreach and volunteer opportunities, our mission is rooted in compassion, connection, and hope.

We proudly serve families through practical support, uplifting programs, and meaningful community engagement that helps individuals feel seen, valued, and supported.

Logo

Brand Integrity

To maintain brand integrity, use only the versions on of the **Hope Connection Community** logos and icons shown on this page. Do not disproportionately scale logos and icons nor use off-brand or substituted colors.

Primary

The three-toned love home icon combined with the word mark is **Hope Connection Community**'s primary logo. Other approved versions include a white or "knocked-out" version for usage on dark background.



Word Mark

The two (2) appropriate usages for the word mark include versions with **Hope Connection Community** stacked horizontally and the interlocking abbreviated **HCC**.





Iconography

The logo can be simplified to **HCC** when lack of space or design call for it. **HCC** should either be contained within the love home or have the footnote heart displayed after the last "C" in **HCC**.





Color

Primary

Safe **Haven**

CMYK
89.73.48.45

RGB
33.52.72

HEX
#213448

Common **Ground**

CMYK
72.47.29.5

RGB
84.119.146

HEX
#547792

Kindred **Glow**

CMYK
12.15.27.0

RGB
223.208.184

HEX
#DFD0B8

Secondary

Thrive **Blue**

CMYK
27.14.11.0

RGB
186.200.211

HEX
#BAC8D3

Welcome **Light**

CMYK
4.5.10.0

RGB
242.236.225

HEX
#F2ECE2

Typography

Urbanist

ABCEDEFGHIJKLMNOPQRSTUVWXYZ
abcedefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

Download for Use

Alexandria

ABCEDEFGHIJKLMNOPQRSTUVWXYZ
abcedefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

Download for Use

Title

phasellus **ornare neque**

Lead

In non quam ullamcorper, accumsan massa in, ullamcorper elit. Suspendisse tristique at eros tempor aliquam.

Paragraph

Aenean convallis iaculis urna, et iaculis metus pulvinar at. Cras efficitur ultrices lectus, sed vestibulum nisl condimentum a. Praesent tristique laoreet iaculis. Maecenas ac scelerisque velit. Praesent non mauris a magna tempor condimentum. Aliquam maximus quam eget sem vestibulum, in molestie nulla eleifend. Sed condimentum sapien varius erat hendrerit congue. Ut ac lacinia leo, placerat scelerisque nisi.

Buttons

Click Here Click Here Click Here

Links

Click Here Click Here

Visual **Identity**

The **Hope Connection Community** visual identity should be used with intention—to build trust, strengthen relationships, and foster a sense of belonging.
The use of proper branding invokes meaningful experiences that reflect the organization's commitment to supporting children, empowering families, and strengthening communities.

Internally, the identity reinforces a shared purpose and a culture of compassion, dignity, and collaboration.

Externally, it communicates a clear message: Hope Connection Community is an organization rooted in care, built on trust, and dedicated to creating safer, stronger, and more connected communities where every family has the opportunity to thrive.

Adherence to the established visual identity includes utilizing clean, minimal graphics using the approved color palette, logo variations, and typography.










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Branding by Broz