

2023

BRANDING STYLE GUIDE

THE GUIDE FOR EXTERNAL USE



Restoring Hope | Supporting Change | Improving Lives

OUR MISSION



The Growth Works mission is to help individuals restore hope, support change, and improve their lives.



OUR VALUES



WE...

practice with accountability and believe in what we do.



WE...

act with honesty, openness, willingness and compassion to joyfully support clients and each other.



WE...

seek to create a healthy, inclusive culture that supports growth and connectivity.



WE...

are teachable and always seeking improvement.

OUR LOGOS



Restoring Hope | Supporting Change | Improving Lives

PRIMARY LOGO | Full Color

The Full Color logo should be used only on a white background.



Restoring Hope | Supporting Change | Improving Lives

PRIMARY LOGO | Monochrome | 90% Black

The Dark Gray (90% black) logo should be used only on a white background.



Restoring Hope | Supporting Change | Improving Lives

PRIMARY LOGO | Monochrome | White

The White logo can be used on all Growth Works colors, including all of the primary colors and some of the accent color backgrounds.



ICON ONLY | Full Color

The Full Color icon should be used only on a white background.



ICON ONLY | Monochrome | 90% Black

The Dark Gray (90% black) icon should be used only on a white background.



ICON ONLY | One Color | Green

A 1-Color icon is usually used for printing on promotional items.



ICON ONLY | Monochrome | White

The White icon can be used on all Growth Works colors. Most commonly used on promotional items and in social media.

NOTE:

Our Primary logo, Secondary logos and our Icon can be used (with or without the tagline) in Full Color, Monochrome, or in Growth Works Green.

See page 4 for color values and code charts.

Icon exceptions can be made for printing, digital, or promotional materials.

SECONDARY LOGOS



Horizontal



Wide



Vertical

IMPROPER LOGO USAGE

Please do not crop our logo or use it without the proper graphic element.



Please do not place other logos, text or images near or on top of our logo.



Please do not place our logo on an unapproved background color.



Please do not enclose or surround our logo with a shape.



Please do not rotate, skew, stretch or squash our logo out of proportion.



NOTE:

These “rules” apply to all of our logos and icons, even if not shown here.

Please do not modify a logo or icon without express permission.



OUR COLORS



PRIMARY PALETTE



GROWTH

GREEN is a color of balance, health, trust, family, and harmony. It is most seen in nature reflecting life, rest, peace, and a sign of growth.

GREEN SPECS:

CMYK C75 / M25 / Y73 / K8
PANTONE P 144-12 C
RGB R69 / G139 / B100
HEX #485b64



CHANGE

ORANGE represents determination, success, encouragement, motivation, and an enthusiasm for life. Orange can represent transformation.

ORANGE SPECS:

CMYK C5 / M75 / Y94 / K0
PANTONE P 27-7 C
RGB R231 / G100 / B45
HEX #e7642d



IMPROVE

PURPLE is a symbol for wisdom, bravery, courage, redemption, and respect.

PURPLE SPECS:

CMYK C72 / M72 / Y15 / K2
PANTONE P 100-14 C
RGB R97 / G90 / B147
HEX #615a93



HOPE

BLUE represents a feeling of trust, peace, healing, security, and hope. The color is one of the most calming colors.

BLUE SPECS:

CMYK C61 / M31 / Y3 / K0
PANTONE P 106-5 C
RGB R101 / G152 / B203
HEX #6598cb

SECONDARY PALETTE



CHANGE

YELLOW ORANGE is made of up of bringing two hues together that convey happiness, excitement, warmth, and transformation.

YELLOW ORANGE SPECS:

CMYK C0 / M23 / Y74 / K7
PANTONE P 10-14 C
RGB R237 / G186 / B87
HEX #edba57



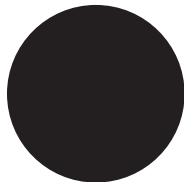
IMPROVE

YELLOW is the color of happiness, optimism, creativity, and intellect. It can inspire communication, bring joy, and sharpen memory.

YELLOW SPECS:

CMYK C5 / M5 / Y96 / K0
PANTONE P 1-15 C
RGB R237 / G186 / B87
HEX #edba57

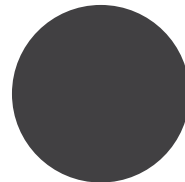
MONOCHROME PALETTE



BLACK SPECS:

CMYK C0 / M0 / Y0 / K100
PANTONE Process Black C
RGB R0 / G0 / B0
HEX #000000

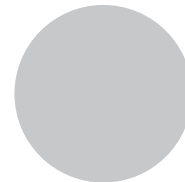
Black is often used for text in Growth Works documents and materials as the information must be easily readable and printed. It should not be used as a background.



DARK GRAY SPECS:

CMYK C0 / M0 / Y0 / K90
PANTONE P 179-14 C
RGB R65 / G64 / B66
HEX #414042

Dark Gray is a modern color and is used for text and is less harsh on the eyes for specific materials and high contrast for readability.



LIGHT GRAY SPECS:

CMYK C0 / M0 / Y0 / K25
PANTONE P 179-4 C
RGB R199 / G200 / B202
HEX #c7c8ca

Light Gray should only be used as an accent color and background color.



WHITE SPECS:

CMYK C0 / M0 / Y0 / K0
PANTONE P 1-1-4 C
RGB R255 / G255 / B255
HEX #ffffff

White is often used as a background to highlight the brand primary colors, secondary colors and text. Can also be used for type on a darker background.

OUR FONTS



PRIMARY FONT: **GOTHAM** (in 90% black)

Bold | Header/Title Text | ALL CAPS or Upper/Lower Case 1234567890

Medium | Subhead Text | ALL CAPS or Upper/Lower Case 1234567890

Book | Body Text | Upper/Lower Case 1234567890

Italic | Body Text | Upper/Lower Case 1234567890

Accent Font: **Bitter** (in 90% black)

Regular | Subhead/Accent Text | Upper/Lower Case 1234567890

Italic | Subhead/Accent Text | Upper/Lower Case 1234567890

ALTERNATE FONTS



SECONDARY FONT: **MONTSERRAT** (in 90% black)

Black | Header Text | ALL CAPS or Upper/Lower Case **1234567890**

Bold | Header/Title Text | ALL CAPS or Upper/Lower Case **1234567890**

Semi Bold | Subhead Text | ALL CAPS or Upper/Lower Case **1234567890**

Regular | Body Text | Upper/Lower Case 1234567890

Italic | Body Text | Upper/Lower Case 1234567890

Light | Body Text | Upper/Lower Case 1234567890

Script Font: *Style Script* (in 90% black)

Casual | Header/Accent Text | Upper/Lower Case 1234567890

Formal | Header/Accent Text | Upper/Lower Case



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**A LEADING SOCIAL SERVICES NONPROFIT
SERVING SOUTHEAST MICHIGAN
FOR OVER 50 YEARS.**

CONTACT US



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