



## Unsheltered Promotional Guidelines

Thank you for sharing and supporting the ministry of Unsheltered. We appreciate any opportunity to represent our vision and mission through visual media. The following are promotional guidelines to help create a consistent message and proper representation of Unsheltered's mission across all forms of visual media. (promotional items, logos, printed material, social media, etc.)

### FONTS

The fonts we use are as follows:

Georgia

**Avenir Next (Bold)**

### COLORS

The hex codes for our colors are as follows:

BLUE# 486c88

CREAM# f4f1ea

BROWN# 707067

### LOGOS

Vertically aligned logo: Can be used in center alignment, in top margins

Horizontally aligned logo: Can be used in center alignment, left alignment, in top and/or bottom margins

Logo colors are to be used in accordance with the following background colors:

Logo: BLUE# 486c88 - Background: CREAM# f4f1ea OR WHITE

Logo: BLUE# 486c88 - Background: Light photo or image

Logo: BROWN# 707067 - Background: Light photo or image

Logo: CREAM# f4f1ea - Background: BLUE# 486c88 OR BROWN# 707067

Logo: CREAM# f4f1ea - Background: Dark photo or image



### Online

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### Cullman, AL Office

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### Mailing Address

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### Warehouse

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