



# **HOPE** Ignites

Brand and Style Guide



## Every member of our network-wide team, in every city helps to define our brand.

Hope fuels our journey. It sparks possibility in every scholar finding their voice, every team member and volunteer turning passion into impact, and every supporter standing with us to transform lives. **Hope ignites us all, creating a ripple effect that reaches beyond individuals—strengthening families, communities, and futures.**

Since 1977, Hope Ignites has stood beside young people at life's pivotal moments, helping them rise above adversity, unlock their full potential, and achieve dreams once thought impossible. Our scholars bring grit, resilience, and boundless ambition. **The Hope Ignites brand is a declaration of our unwavering commitment to the young people we serve.**

*To truly make an impact, we must stand together—One Team, One Mission. Our brand isn't just a logo, a tagline, or a program. It's how people experience and remember us. It's what they say about us, how they feel when they interact with us, and the lasting impression we leave.*

**This guide is your roadmap to being a bold, passionate ambassador of Hope Ignites.** Let's make sure that whenever someone sees, hears, or engages with us, they feel the power of our mission.

**The spark starts with you—let's ignite hope together!**

# Introduction





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hopeful  
accessible  
strong  
aspirational  
excellent  
positive  
encouraging  
enduring  
spiritual  
responsible  
warm  
generous  
celebratory  
nurturing  
stable  
grateful

**Our Brand is...**



# Purpose

## Mission

To nurture and guide motivated young people in need to become well-educated, career-ready men and women for others.

## Philanthropic Value Statement

Hope Ignites is the catalyst that empowers youth to achieve their full potential!

- *Through our voluntary, application-based program, we support motivated young people in need through middle to high school, post-secondary education, and career launch.*
- *We meet young people where they are; offering out-of-school-time programs, providing physical, emotional, spiritual, and academic support; and, for those who need it, a safe, structured place to live through our residential homes. To ensure the future success of the youth that we serve, we also join forces with their families and educational partners to guide our youth towards future success.*
- *Hope Ignites provides the greatest impact by changing the long-term trajectory for young people, connecting them to opportunities for economic and social mobility they may not otherwise have.*
- *Join us and contribute your time, energy, and resources to fuel this transformative work, creating a ripple effect that touches the lives of scholars, families, and communities.*



# Program

We meet young people's needs as they evolve.



## RESIDENTIAL

Round-the-clock care in a dynamic, nurturing environment, and college and career-preparatory experiences for children in need who benefit most from out-of-home placement.



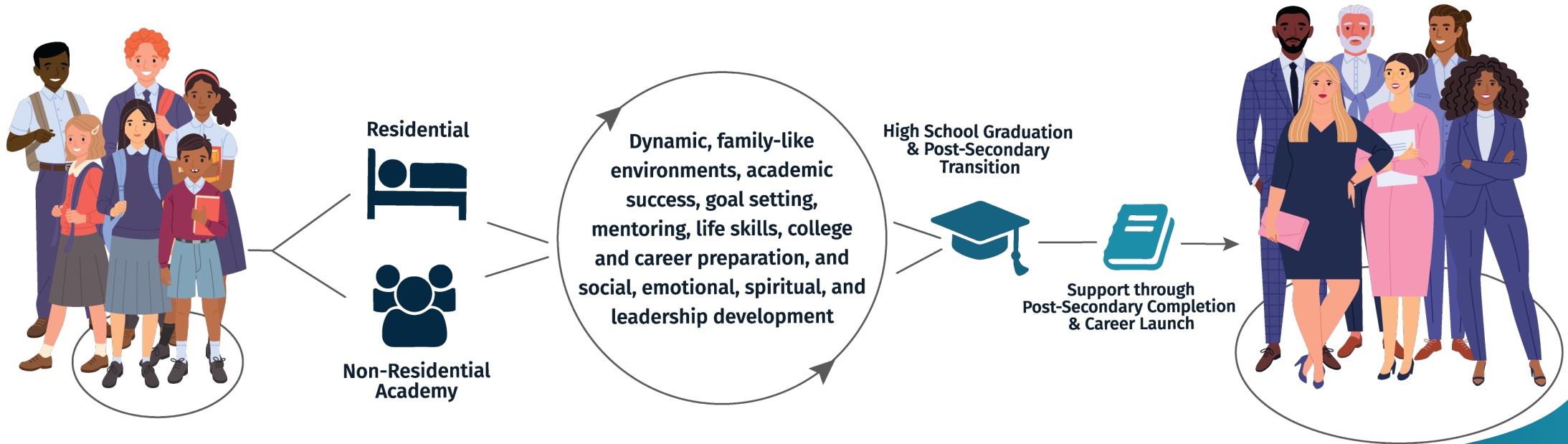
## ACADEMY

Year-round, out-of-school care, mentoring, and college and career-preparatory experiences for children in need who can live at home, but require additional resources.

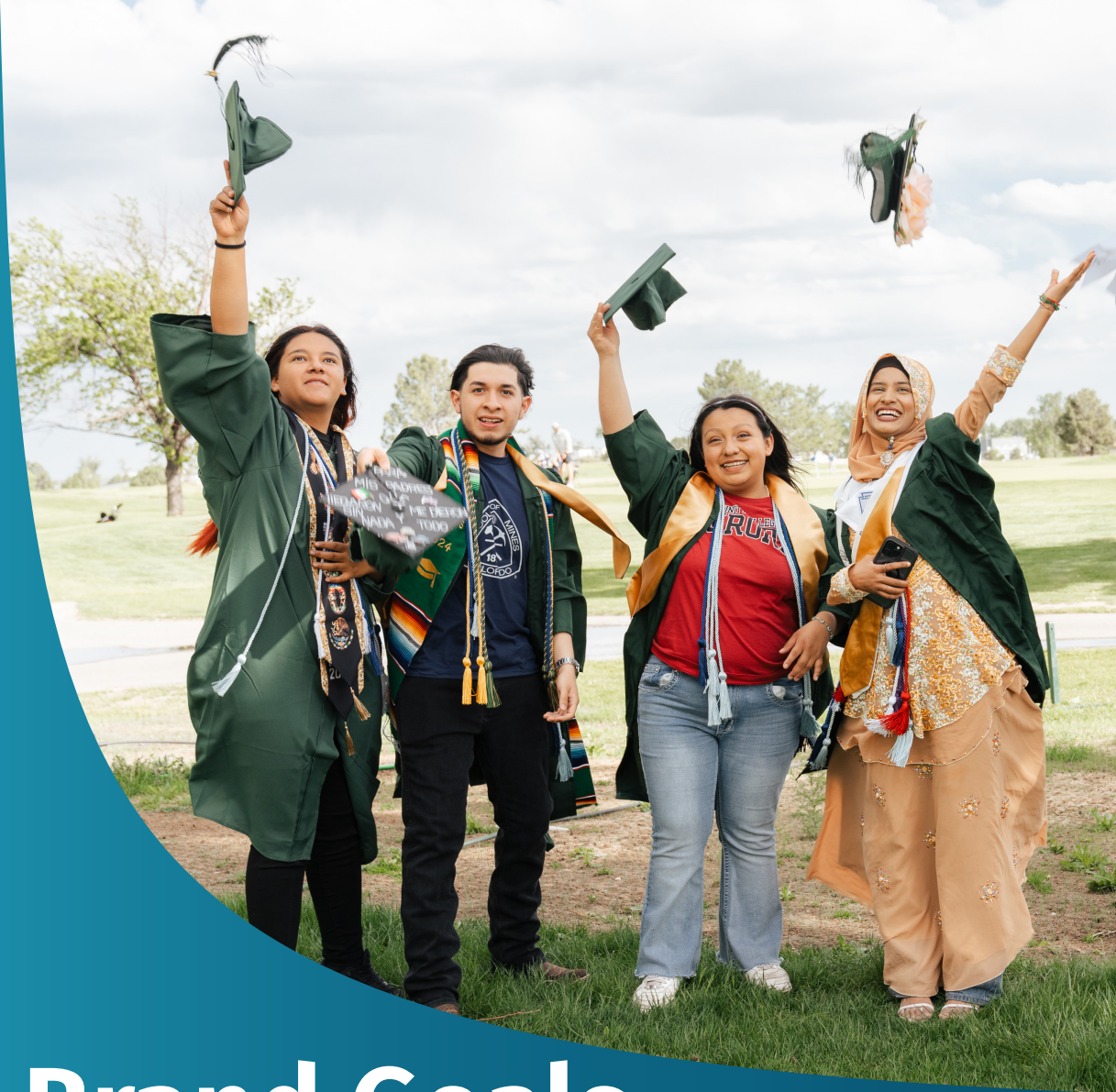


## POST SECONDARY SUPPORT

Continuing emotional, financial, independent living, and educational support for program high school graduates matriculating to and through college or other career preparation program.







**1. Simplify and clarify**  
the Hope Ignites message

**2. Raise awareness**  
of Hope Ignites

**3. Differentiate**  
Hope Ignites from other organizations

**4. Build trust**  
in Hope Ignites

**5. Demonstrate relevance and value**  
of Hope Ignites in today's world

**6. Build relationships**  
that lead to engagement with and investment  
in Hope Ignites and our scholars' futures

# Brand Goals





# Audiences

Hope Ignites has these key audiences:





# Our Brand

The *outcomes* we commit to delivering.

The *experiences* people have with us.

The *promises* we make and keep.

The *follow-up* after we've delivered.

## Our Brand Tone

- Nurturing & Family-Like
- Hopeful, Resilient, & Hard-working
- Committed & Transformative
- Professional & Relevant to the Times

## How we look

- **AUTHENTIC** – We are genuine in expressing who we are and what we do, using speech that is transparent, informative, clear, and comfortable.
- **DYNAMIC** – Our communications are active, forward-thinking, energetic, vibrant, and demonstrate our innovation and diversity.
- **FOCUSED** – Our message reveals our commitment, professionalism, motivation, and determination to our mission and those we serve.

## How we act

- **WELCOMING & REAL**  
genuine, kind, honest, and open
- **CULTURALLY FLUENT**  
eager to learn, grow, and relate to others
- **PROFESSIONAL & EXCELLENT**  
courteous, competent, and with integrity
- **HOPEFUL**  
fun, joyful, and expectant

## How we speak about our work

- **HOPEFUL** – Our mission is big, but it exists because we aspire to impart a hopeful future to young people who have disadvantage or have been marginalized. We are positive, encouraging, optimistic, and expectant of who our scholars can become, and what our organization can accomplish.
- **SENSITIVE** – We are thoughtful about how we present and portray our scholars, collegians, children-in-need generally, and their families. We understand that poverty and hopelessness are not solely outcomes of family dynamics, situations, and decisions, but of larger systemic social issues. We also practice cultural fluency, taking care to dialogue about and celebrate the unique perspectives and differences each life's background and experiences reveal. We always respect the dignity and privacy of others. It's up to each individual to decide what part of their story and their experience at Hope Ignites they are willing to share.
- **CLEAR AND ENGAGING** – We do our best to effectively express ourselves in a way that is concise, informative, and interesting.

# Identity

## We are Hope Ignites.

We use our full name in external written and verbal communications.

### USING AN ACRONYM

We understand that using acronyms can be tempting, especially in longer documents or when character limits are a factor, such as in grant proposals. While acronyms were occasionally used with our previous organization name, Hope Ignites is already concise and does not require abbreviation. Additionally, the acronym “HI” could lead to confusion. For the sake of clarity and strong brand recognition, we kindly ask that you always use the full name, Hope Ignites, in all communications and documents.

### AFFILIATE LOCATION NAME

Hope Ignites affiliates are differentiated by their official business name (city or state name added to the organization’s full name), for example Hope Ignites St. Louis. Please do not use an acronym for affiliate names.

To differentiate one affiliate from others, and from Network Headquarters, affiliates always use their location name and not “Hope Ignites” alone.

Our Latin American affiliates use their translated names in their home countries with “Hope Ignites” as above in official communications.

*Let’s let our lights shine brightly across the US and Latin America!*





# Messaging Philosophy

**Over the years, our messaging has evolved to better reflect our commitment to dignity, transparency, diversity, collaboration, and partnership—especially in our relationships with our scholars and their families.**

From how we discuss our scholars and their unique needs to how we deliver programs and address diversity, our messaging has grown to embrace a deeper understanding of the societal challenges affecting young people's lives.

## **Stories are powerful.**

We believe the most powerful stories come directly from those we serve. Hearing their voices is far more impactful than speaking about them. Everyone has a unique purpose and experience to share, and we honor their choices about what and how to share. By listening to their voices and valuing their feedback, we not only amplify their stories but also gain valuable insights to guide our work.

## **We focus on potential.**

We are committed to highlighting our scholars' abilities, talents, and determination to succeed. Our messaging aims to dismantle stereotypes, avoid generalizations, and reject narratives of victimization or exploitation. Whether a scholar's challenges stem from an individual circumstance or a systemic issue, we focus on their agency and their collaboration with us to build a brighter future.

## **There is no "us" and "them."**

We all have needs, and navigating life's challenges together creates growth and fulfillment for everyone involved. We foster opportunities for meaningful connection and mutual benefit through shared experiences, rooted in respect and empathy—not pity, guilt, or shame. At our core, we recognize the universal desire to contribute, grow, and make a positive impact, striving to embody the values of being "persons for others."

*continued...*



# Messaging Philosophy

continued

## **Donors want to understand our challenges and how we are overcoming them.**

Every organization faces challenges to achieving its mission, and our donors, as investors in our work, want to understand the obstacles we encounter and how we overcome them. They value seeing how we learn from past experiences, adapt to changes in our field, and refine our strategies, approaches, and programs to maximize our impact.

## **We are a learning and growing organization.**

Accountability is at the heart of what we do—not just because it's expected, but because we are committed to excellence. We use data combined with personal stories to provide context and evidence for our decisions. Through rigorous evaluation, thoughtful initiatives, constructive feedback, and collaborative decision-making, we continually improve and evolve.

## **Diversity drives strength and innovation.**

We believe diversity in all its forms—backgrounds, experiences, cultural practices, disciplines, and skills—makes us stronger and more effective. A range of perspectives enhances our ability to proactively address challenges and develop innovative solutions. Beyond assembling a diverse team, we strive for cultural fluency, fostering deeper connections and learning from others' unique experiences.

## **Technology fuels our mission.**

To achieve our mission, we actively seek out and embrace new technologies that enhance our efficiency and ability to connect, collaborate, and share knowledge. This commitment extends to equipping our scholars with the technological tools and access they need to thrive in college and beyond.

## **We speak clearly and thoughtfully.**

We avoid jargon and stand out by avoiding industry buzzwords and focusing on communication that is hopeful, sensitive, clear, and engaging.

## **We are One Team One Mission.**

Hope Ignites is dedicated to maximizing positive impact on our scholars. By sharing best practices and addressing challenges together, we ensure our collective efforts benefit those we serve and advance our mission.



# Key Words and Phrases

The following pages provide a deeper understanding of our program, scholars, alumni, and what it means to support children in need. They include examples of key words and phrases that reflect our mission and values.

## Our DNA:

WE ARE:

### Academically Focused

We believe in the transformative power of education to develop lifelong learners.

### Service Oriented

Inspired by Jesuit values, we cultivate “persons for others” who lead with compassion and purpose.

### Family-like

We nurture youth in caring environments that provide energy, support, and a sense of belonging.

### Long Term and Comprehensive

We build enduring relationships with youth to help them achieve positive, lasting outcomes.

### Faith Inspired

We believe that a loving God cares about the life of every individual.

### Voluntary in Nature

We empower self-selection into the Hope Ignites program, harnessing the motivational strength of personal choice.

## Our program offers:

- Life, college and career preparation
- Nurturing environments
- Strong academic foundation
- Leadership development
- Mentoring and counseling
- Spirituality and service
- Supportive network and relationships
- Health and well being
- Holistic intervention
- Deep investment in each scholar's life
- Development of strengths
- Help overcoming obstacles
- Long-term, comprehensive care
- Opportunities and enriching experiences

## Family need may include:

- Lack of necessary support structures
- Poverty and its side-effects
- Living in underserved communities
- Experiencing family stress
- Lack of educational resources
- Attending underperforming or unaccredited schools
- Circumstances beyond a child's control



**Short, impactful marketing phrases—brandlines—help reinforce our identity and mission. They communicate the essence of Hope Ignites in a compelling and memorable way. Use these brandlines in print materials as headlines or within copy to engage different audiences effectively.**

### General

- Our mission shines bright
- Fueling the future with every spark
- The impact is real
- Ignite hope. Illuminate potential
- Opening doors. Igniting futures.
- The future shines bright with hope
- We're brighter than ever!

### For Donors

- Spark Potential. Change Lives.
- Spark the Journey
- Ignite hope for the next generation.
- Become a Partner. Make a Lasting Impact.
- Partner with us. Change lives.
- Empower change. Illuminate futures

### For Careers

- Passion fuels our mission
- Ignite your purpose. Fuel the future.
- Join our team and help fuel our mission.
- Fuel Potential. Find Your Purpose.
- Ignite hope and fuel your passion!
- Forward together: One team, one mission

# Brandlines





# Scholar

**The Hope Ignites Scholar is integral to our brand story. We highlight our scholars' need, potential, and the growing demand for educated, quality people to lead and positively impact industry, government, and the social sector into the future.**

## **Serving Children in Need**

While every scholar's journey is unique, they share common traits: grit, determination, and a strong drive to succeed. These qualities, paired with their desire to be part of Hope Ignites, exemplify the transformative power of our program.

## **Closing the Opportunity Gap**

By investing in each scholar's talent and promise, Hope Ignites helps bridge the divide between a growing demand for skilled professionals, ensuring a brighter future for all.

## **Empowering Future Leaders**

Hope Ignites equips scholars with the tools to emerge as leaders in business, government, and their communities. In doing so, they not only create opportunities for themselves but also lay the foundation for success for the next generation in their families.

## **Our Scholar is:**

- Hopeful
- A passion for learning
- Highly motivated
- In need
- Resilient
- Curious
- Persistent
- Full of potential
- Determined
- Adaptive
- Thriving
- An emerging leader
- Inspiring
- Hard-working
- Voluntarily in the program
- Making personal sacrifices for a better future

# Alumni

**The Hope Ignites Alumni community is made up of a vast number of program graduates whose achievements underscore the power of our mission. They serve as living examples of “persons for others” in action.**

## **Returning to Make a Difference**

Armed with a first-class education and a drive to help others, Hope Ignites alumni return to their communities ready to overcome challenges and inspire change.

## **Leaders, Role Models, and Change-Makers**

Our alumni are responsible spouses, dedicated parents, and active volunteers. Many give back by mentoring the next generation through their local Hope Ignites affiliates. As leaders in their chosen fields, they model integrity and success.

## **Inspiring Lifelong Potential**

Hope Ignites alumni remain committed to realizing their full potential while uplifting those around them. They are celebrated as integral members of the Hope Ignites family and as beacons of hope for future generations.

## **Our Alumni are:**

- Well-educated
- Career-ready
- Community-minded
- Persons for others
- Productive citizens
- People of integrity
- Responsible
- Conscientious
- Compassionate
- Generous
- Healthy and well-adjusted
- Lifelong learners
- Positive role models
- Reaching their full potential
- Helping change generational cycles in their families



# Photography

## Photography is an important part of the Hope Ignites visual identity.

Every photo we capture and share should reflect the transformative impact of our work and the authentic experiences of our scholars and team members. Photos have the power to forge emotional connections with our audiences, making them a vital tool in conveying our brand's personality and values.

Use images that include:

- Hopeful faces full of genuine joy
- People looking at the camera, not posed or stylized
- Real, candid situations within our scholars' lives and programs
- Personality, character and authentic expressions
- Collaboration of scholars and team members or volunteers
- Mission themes (education, mentoring, service, leadership)
- Empowered, confident people
- Diversity of every kind
- High quality and color
- Individual and group shots

Photographs should always respect our scholars' privacy and dignity and portray them in the most positive light.







## Photography Selection Tips

1. Consider where/how the photographs will be used.
2. Landscape or portrait? Photos in landscape orientation often provide the most flexibility when cropped.
3. If a photo will be printed or used as a feature image on our websites, it must be high resolution (at least 4x6 at 300dpi).
4. Some of today's smart phones take great photos, if professional photos are not available. Consult the information on your phone's camera for guidance.
5. Subject matter should be chosen carefully – what will it tell people about our organization, activity or event?
6. Consider the best composition for the photograph and choose a single point of focus.
7. Natural light tends to look better than artificial lighting. Position the natural light behind the camera to enhance the features of the subject photographed.
8. Whether your photo is of something specific (such as an event) or it conveys an emotion (such as the excitement of a new graduate), it should clearly tell this story.
9. Crop images to show the most important part of the photo.
10. Stock photography should only be used if it looks authentic to Hope Ignites, and if it is properly licensed.



# Social Media

**Our social media presence helps us to connect and engage with our stakeholders, express gratitude, and celebrate excellence in real time.**



We use Hope Ignites hashtags as well as trending hashtags when appropriate and mission-related to expand awareness among new audiences.



## **SOME HASHTAG EXAMPLES:**

#HopeIgnites

#OneTeamOneMission

#forOthers

#HopeIgnitesPartner

#HopeIgnitesAlumni

#ScholarSuccess

#College

#WeAreHopeIgnites

#SparktheJourney

#SparkPotential



We use social media engagement and strategy as a tool to share our activities and relevance in these areas:

### **EVENTS**

- Milestones
- Event promotion
- Event engagement
- Post-event recaps

### **THOUGHT LEADERSHIP**

- Research and shared articles/trending topics
- Quotes (industry, leaders, alumni, team)
- Inspiration
- Blog

### **PROGRAM**

- Program and Scholar Achievements:
  - Academic awards and scholarships
  - College and graduate school admissions
  - Internships and new jobs
- Mentorship
- Volunteer appreciation

### **SERVICE**

- Community service highlights
- National Day of Service
- Team member milestones
- Long-term service opportunities and partnerships

### **STRATEGIC PARTNERSHIP**

- Highlight partnerships
- Highlight supporters
- Highlight volunteer organizations
- Gratitude

Scholar or family last names are never to be used in publications, media or marketing materials. Refer to the Hope Ignites program policies for additional guidance on the handling of scholar images and identity on social media.

# Websites

## Our websites play a crucial role in building trust, guiding visitors to learn more about our organization, and inspiring them to invest in our mission.

By showcasing our history and core values, our websites effectively communicate who we are and what we stand for. They serve as a powerful tool to engage and motivate our audiences to take meaningful action.

Each website should:

- present our mission, successes, and calls to action
- represent and align with the Hope Ignites brand, building greater brand awareness
- provide information about our programs
- open doors to paths of engagement for current stakeholders and newcomers
- connect our autonomous organizations into one powerful network
- offer shared news, relevant content, and thought leadership from across our network
- link to and utilize social media strategy more effectively
- celebrate our amazing people, impact, and stories of success, including most recent data
- be kept current with accurate and up-to-date information

Each Hope Ignites affiliate uses Wordpress, top-level navigation, and our basic website design elements, while tailoring the website pages, imagery and content to best serve the needs of the local affiliate and its community.

For more information for website administrators, reach out to the Network Headquarters Marketing and Communications team.



# Primary Logo

**The Hope Ignites logo mark consists of two combined elements: the logo icon and the wordmark.**

The primary version of our logo is preferred for most applications.

The following pages outline the symbolism of our logo, as well as how to maintain its integrity during use.

The logo can and should be localized with the name of the affiliate as seen on page 25.

Because of the bold nature of our logo, and the playfulness, there can be variations of this setup not outlined in the guide, depending on background colors and specific purposes. If provided logo variations do not meet your needs, contact the Network Marketing and Communications team for further collaboration.



# Logo Variations

Primary-Colored Logos

PRIMARY  
LOGO



SECONDARY  
LOGO



WHITE  
LOGOS



Light Logos for Dark Backgrounds





# Logo Icon



Our logo icon includes four different colored quadrants which surround the central human figure representing the scholar. Each quadrant uses an official Hope Ignites brand color. Our logo icon is a perfect circle. The quadrants come together to embody deep meaning about our organization.

The Hope Ignites logo icon may be used as a design element apart from the wordmark. When using the icon alone in any application, such as on a t-shirt, sign, or as any design element, there are variations that can be used to suit the application: full color, with or without a solid or transparent halo, as well as fully white with various transparencies as a landmark. (see page 21)

## Our icon represents our:

### **SCHOLAR**

as the central element

### **HOPE**

in the bright horizon

### **COMMUNITY**

enveloping the scholar to help him or her reach his or her full potential

### **DIVERSITY**

of those coming together to achieve our mission

### **JOURNEY OF TRANSFORMATION**

with scholars over a long relationship spanning middle school into their futures

### **EDUCATIONAL FOCUS**

in the blue quadrants coming together to form a book

### **NURTURE & WARMTH**

in its shape, bold color, and subject matter.

# Icon Variations

PRIMARY  
ICON



*In addition to our logo icon, we have the spark that can also be used as a design element. The spark is to be used more minimally than the icon.*

SECONDARY  
ICONS



*The secondary icons should be used in situations when layering icon over dark and brand colors to help it pop not bleed into design*

TRANSPARENT  
ICON  
(one-color)



*The white transparent icon is the only single-color icon version brand approved*



# Affiliate Logos

Each affiliate has its own distinctive logo which includes its location name.

For each affiliate logo, the affiliate location name is placed under the word mark in the font Summer Loving in Hope Ignites Orange Spark. The size and placement of the affiliate location name is preset and included in the official logo files for all affiliates. **The affiliate location name should never be added to the word mark with live type fonts. When an affiliate logo is required, the official logo files should always be used.**

For Latin American affiliates, to ensure the translated name is recognizable as an affiliate of Hope Ignites, the organization name is placed under the word mark in Summer Loving, Orange Spark, and the Icon is placed next to the word mark. The size and placement is preset and should never be added to the word mark with live type fonts.

EXAMPLE  
U.S. AFFILIATE  
LOGO



EXAMPLE  
LATIN AMERICAN  
AFFILIATE LOGO



# Logo Usage

To protect the integrity of our logo, follow these basic guidelines on space, size, and relationship to other logos.

## SAFE AREA

Maintain clear area around the logo equivalent to the height of the “H” in “Hope” on all sides.



## SIZING GUIDELINES

To ensure legibility and consistency, the width of the horizontal logo should never be reduced to less than 2 inches wide. The stacked logo should be used when smaller than 2 inches, but at a minimum of 1 inch.



Minimum 2"



Minimum 1"

## COMBINING LOGOS

When our logo is used in conjunction with other logos, there should be at least enough space between them to allow for the width of the icon from the Hope Ignites logo.



Other Organization's Logo

At least 1 icon in between



# Logo Don'ts

In order to maintain a strong, consistent brand, please don't add or change anything about our logo. That is for the Network Marketing Team alone.

*These guidelines on incorrect usage apply to all variations of the logo.*

NOTE: Prior versions of the Boys Hope Girls Hope logo have been retired, and therefore should no longer be used in any application. Be mindful of NOT sharing images with people wearing the old logos, as well.



Boys Hope Girls Hope



Boys Hope  
Girls Hope

*Don't use any prior version of a Boys Hope Girls Hope logo or colors*



*Don't add shadows, strokes, or other effects.*



*Don't change the aspect ratio or stretch the logo*



*Don't make the logo into an outline*



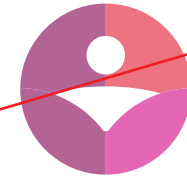
*Don't rotate, flip, make vertical, or reshape the logo or any element of the logo*



*Don't alter the proportions of the icon, wordmark, and tagline/location*



*Don't alter the letters or spacing in any way*



*Don't change any color or the order of the four colors of the icon or logo. All color changes must be handled by Network Marketing Team.*



*Don't put the logo on a background of the same color as any logo element, unless using a halo around the icon*



## Signage and Merch

To maintain the integrity of our brand, it is essential that **all printed materials**, including building signage, vehicle wraps and stickers, t-shirts, and otherwise **receive approval** from the Network Marketing and Communications team prior to ordering. This ensures consistency in design, messaging, and overall brand representation across all platforms. By following this approval process, we can uphold the high standards of our brand and present a unified, professional image to the public. The Marketing Team's collaboration will also be useful in making color adjustments to the logo, and otherwise, if necessary for legibility.

**Thank you for your cooperation and attention to this important matter.**



# Color Palette

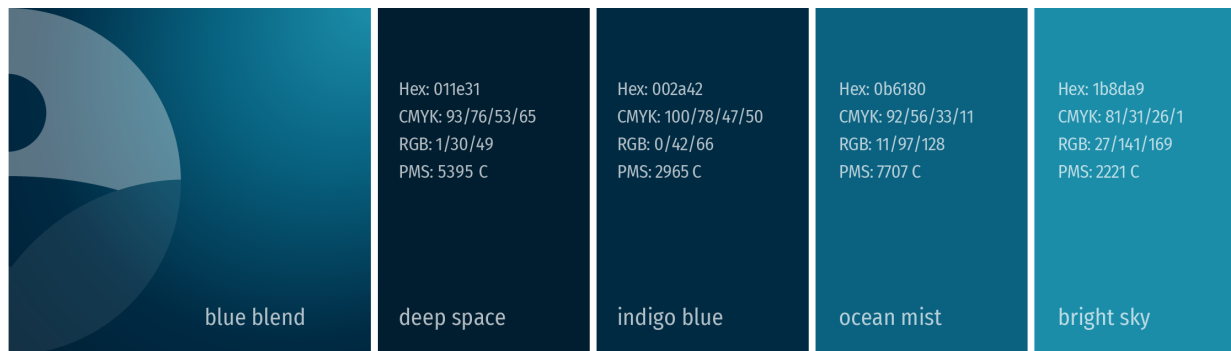
Our colors are crisp, modern, vibrant, professional, and hopeful.

PMS colors are used for offset and screen printing.

CMYK color values are used for digital printing.

HEX color values are used for digital/web applications.

\*When printing professionally, we use a CMYK formulation for Rich Black, which results in deeper, more saturated coverage. For fine lines, we use standard black.



Blue: Dependable, trustworthy, open communication and intuition →



Orange: Passionate, dynamic, uplifting and warmhearted →



Gray: Perseverance, resilience, discipline, and experience →



# Color Usage

## PRIMARY

ocean mist

## SECONDARY

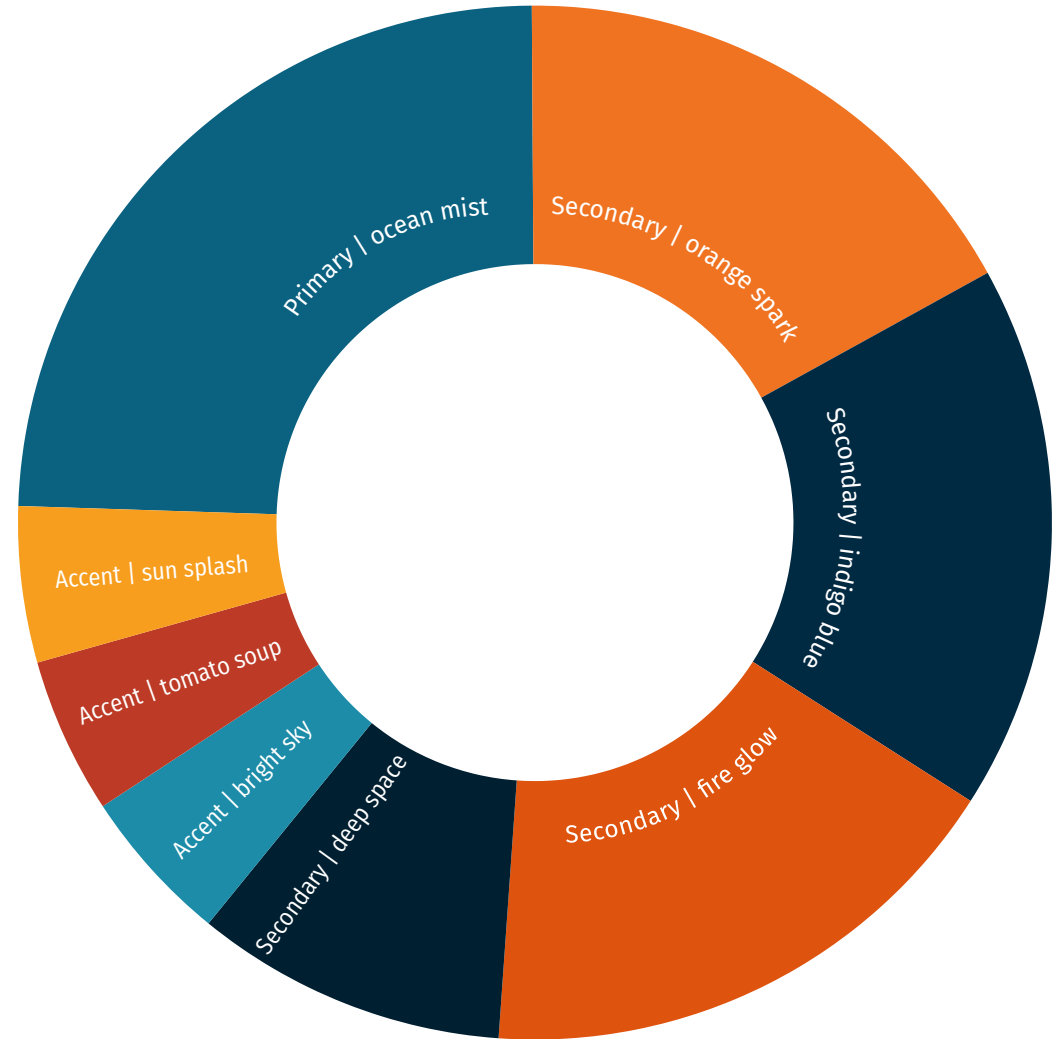
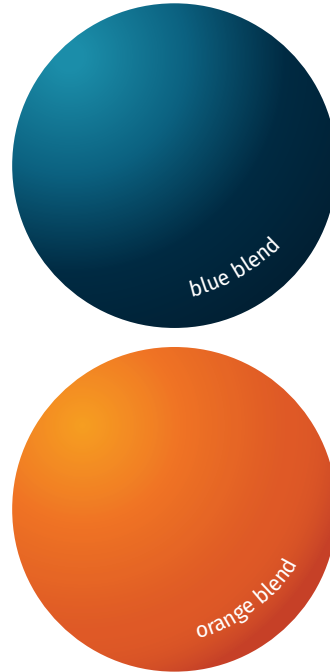
indigo blue  
orange spark  
fire glow  
deep space

## ACCENT

bright sky  
tomato soup  
sun splash

## GRADIENTS

blue blends and orange blends bring vibrance and depth, so use gradients as backgrounds and graphic elements to enhance designs, **but do not mix blues and oranges in the same gradient.**



Accents are used to emphasize headlines, when coloration of background creates a need, or calls to action. They are used very sparingly for accents and pops of color. A range of grays round out our palette. We use asphalt and grit to create a softer, more legible copy, and 100% black as an accent in printed collateral pieces.

# Logo Coloration

Our primary, bold logo utilizes this specific setup of colors from our palette, and the full color icon logo is always shown in this exact order and color setup.



Because of the bold nature of our logo, and the playfulness, there certainly can be variations of this setup depending on background colors and specific purposes. If provided logo variations do not meet your needs, contact the Network Marketing and Communications team for further collaboration.

## orange spark

Hex: ef7322  
CMYK: 2/68/99/0  
RGB: 239/115/34  
PMS: 158C

## sun splash

Hex: f79d1e  
CMYK: 1/44/99/0  
RGB: 247/157/30  
PMS: 1375C

## ocean mist

Hex: 0b6180  
CMYK: 92/56/33/1  
RGB: 11/97/128  
PMS: 7707C

## indigo blue

Hex: 002a42  
CMYK: 100/78/47/50  
RGB: 0/42/66  
PMS: 2965C



# Typography

## We use Fira Sans Condensed and Fira Sans as our headline and body copy fonts.

Fira Sans Condensed should be used for headlines and callouts. Fira Sans should be used as body copy.

Substitute fonts when Fira Sans is not available:

Aptos Narrow: Headlines  
Aptos Display: body copy

## We use Summer Loving as a specialty font.

Summer Loving is used for design-driven headlines, designations, affiliate branding and taglines. It is a premium font, to which the Network Headquarters Marketing & Communications team has access to. If you'd like an item designed using this font, please reach out directly to the Marketing & Communications team.

### HEADLINE FONT / FIRA SANS CONDENSED

Fira Sans Condensed is a licensed Adobe Typekit font, found here: [fonts.adobe.com/fonts/fira-sans-condensed](https://fonts.adobe.com/fonts/fira-sans-condensed)  
also available on Google for company-wide distribution: [fonts.google.com/specimen/Fira+Sans+Condensed](https://fonts.google.com/specimen/Fira+Sans+Condensed)

Fira Sans Condensed Light

Fira Sans Condensed Regular

Fira Sans Condensed Medium

Fira Sans Condensed Semibold

Fira Sans Condensed Bold

### BODY COPY FONT / FIRA SANS

Fira Sans is a licensed Adobe Typekit font, found here: [fonts.adobe.com/fonts/fira-sans](https://fonts.adobe.com/fonts/fira-sans)  
also available on Google for company-wide distribution: [fonts.google.com/specimen/Fira+Sans](https://fonts.google.com/specimen/Fira+Sans)

Fira Sans Light

Fira Sans Regular

Fira Sans Medium

Fira Sans Semibold

### SPECIALTY FONT / SUMMER LOVING

Used for design-driven headlines, designations, affiliates and taglines.

Summer Loving is a premium font and the Network Headquarters Marketing & Communications team has access to.

SUMMER LOVING REGULAR





# Contact

Please feel free to contact us  
with questions about our brand  
or the information provided in  
this guide.

**EMAIL US**

HOPE@bhgh.org

**CALL US**

In the United States:  
314.298.1250

**VISIT US IN ST. LOUIS**

Hope Ignites  
Network Headquarters  
5257 Shaw Ave., Ste. 202  
St. Louis, MO 63110

[www.hopeignites.org](http://www.hopeignites.org)

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