STYLE GUIDE
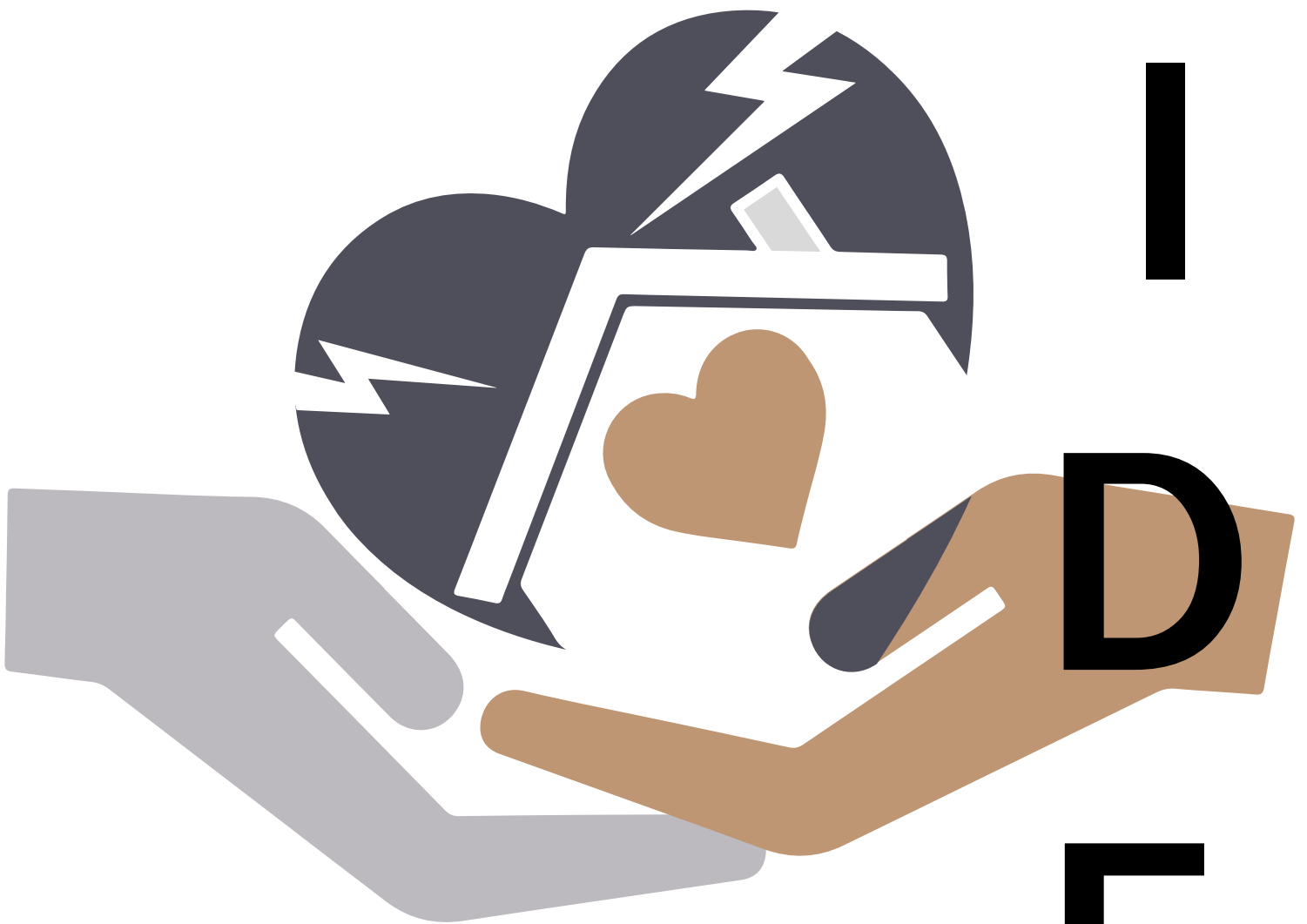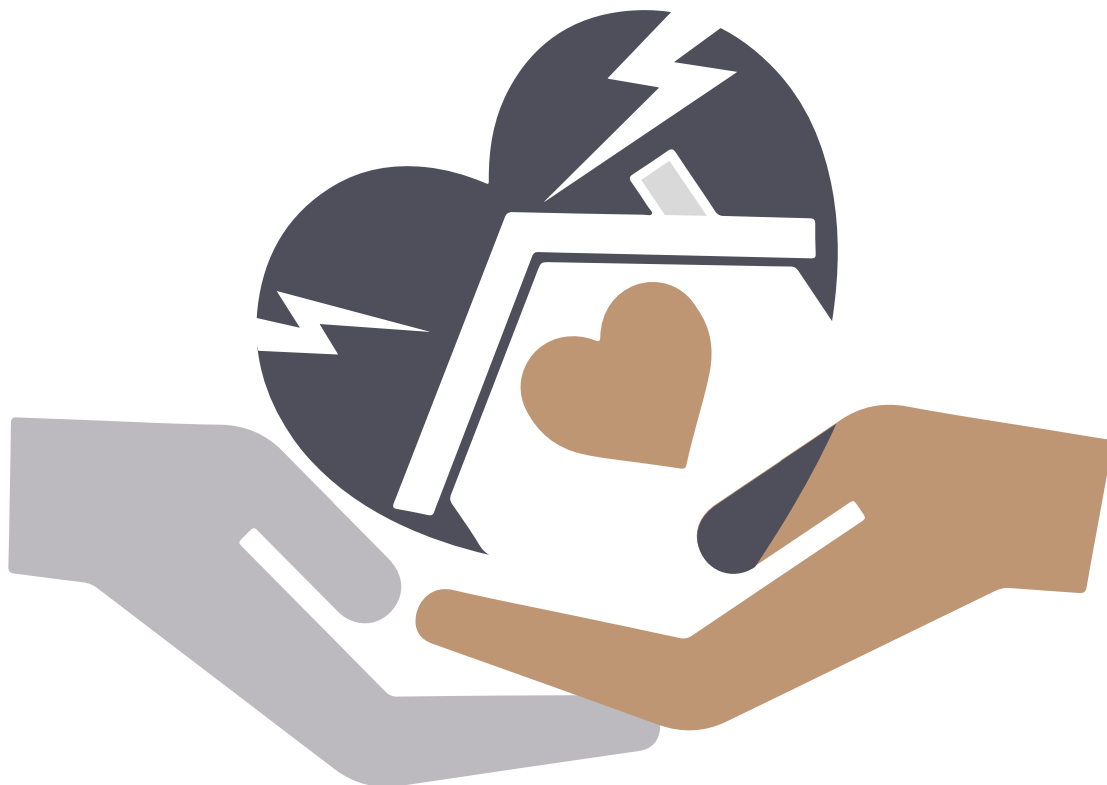

Last Hope

Logo

The logo represents the main point, which was how society mistreats and misunderstands the homeless and how they might receive help. Even a small act of compassion might inspire a homeless person to reevaluate their circumstances and possibly even alter their life, as it takes mental drive to act physically. The homeless person is therefore given the heart. Their hand is coloured a light shade of grey, whilst the giving person's hand is coloured a warm shade of brown.

Stereotypes are represented by the dark grey colour broken heart. Since everyone deserves to always have hope, there is a home filled with warmth that lies within this heart. The name "Last Hope" was chosen since those who are homeless would receive assistance if they wish to entirely transform their lives. The typeface used for this organization is a hand-drawn Segoe Script.

The condensed version of our logo is considered an icon. Use the icon alone only if there isn't enough space for the whole logo or when the Last Hope brand is well-established. Even while the wordmark can exist without the icon, it should never do so.

In order for the organization and web developers to add other design components while following to the defined style guide colors, the primary colors are listed on the right side along with their hex, cmyk, and pantone numbers. Since reds, blues, and greens are frequently used in other programs like PowerPoint, more information has been included to the color circles to ensure uniformity throughout the project.
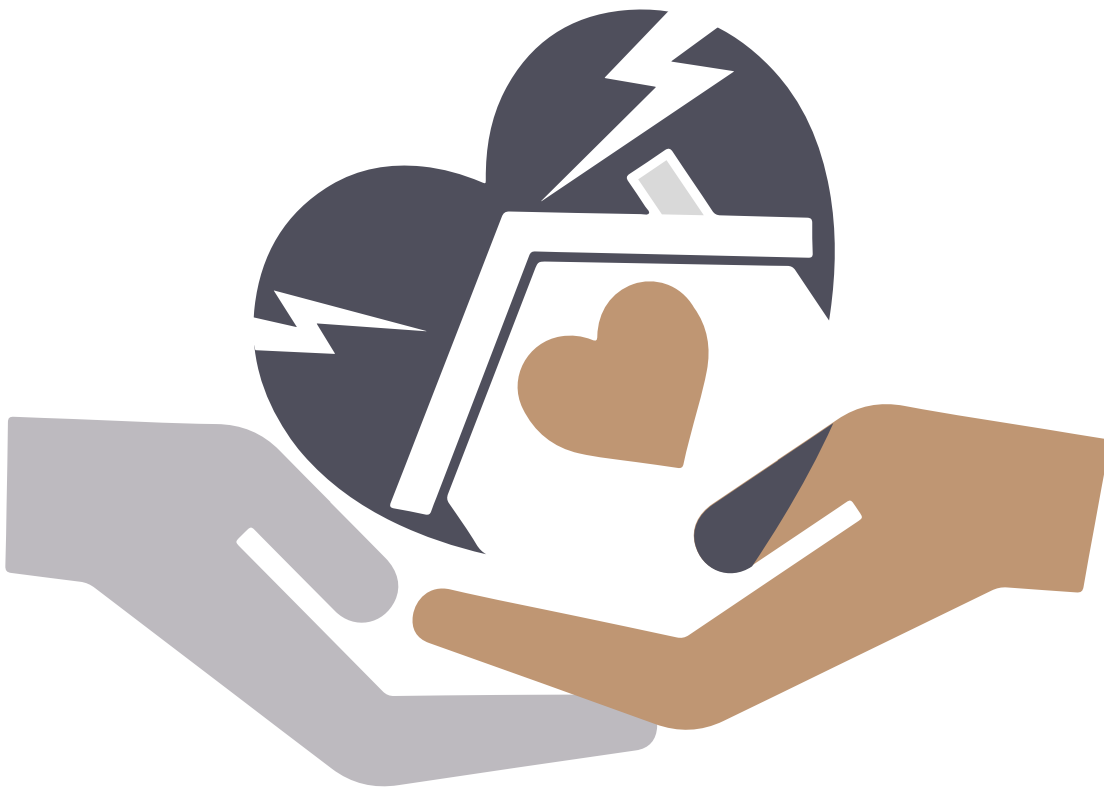
Last Hope

HEX: #8C797C
CMYK: C 0% M 7%
Y 6% K 45%
PANTONE: 409
R:140
B:124
G:121

HEX: #D9D9D9
CMYK: C 0% M 0%
Y 0% K 15%
PANTONE: 420
R:217
B:217
G:217

HEX: #BCBABF
CMYK: C 1% M 2%
Y 0% K 25%
PANTONE: 419
R:188
B:191
G:186

HEX: #50505D
CMYK: C 5% M 5%
Y 0% K 64%
PANTONE: 431
R:80
B:93
G:80

HEX: #BF9673
CMYK: C 0% M 16%
Y 30% K 25%
PANTONE: 4655
R:191
B:115
G:150

Last Hope

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