



# BRAND GUIDELINES

**Version 1.0   April 2025**

**When people see our brand,  
we want them to be reminded we are:**

caring  
responsive  
community-building  
faithful  
welcoming



# Logos

# Logo

The primary logo has a vertical orientation, and should be used when possible. Full color is preferred, but single color can be used on appropriate backgrounds.



Neighbors Helping Neighbors



Neighbors Helping Neighbors



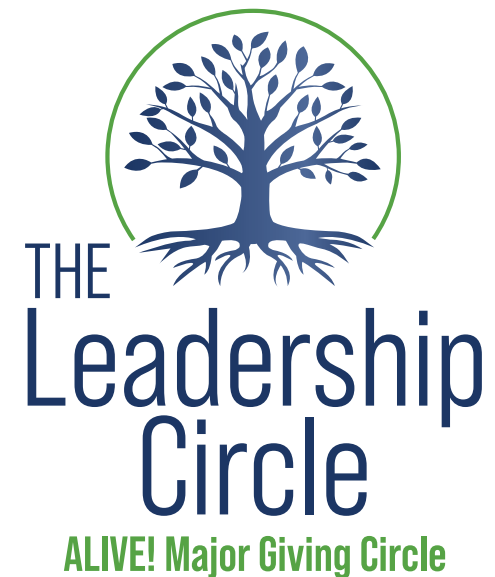
# Brandmark

The brandmark as shown below should only be used in small digital spaces and/or special use projects. Often, it will be seen as a profile image or avatar for social media channels.



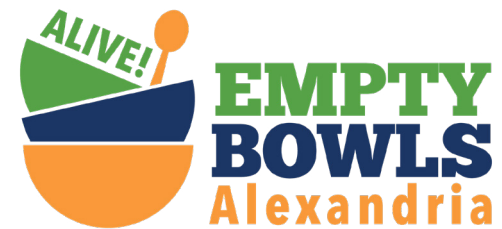
# Giving Circle Logos

The three logos developed for ALIVE!'s giving circles should be used when a circle is mentioned in text, as long as space allows.



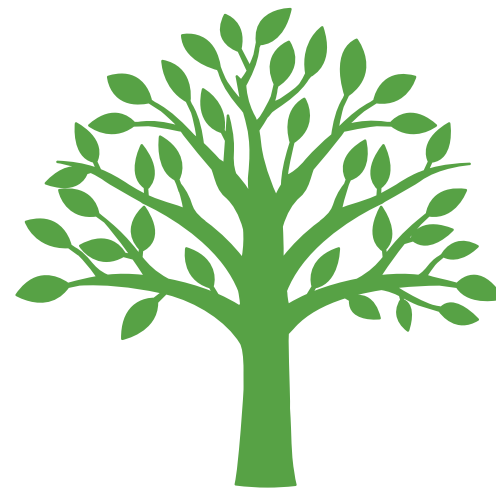
# Event Logos

Event logos are an important part of the ALIVE! brand. They should always include the “ALIVE!” text in green.



# Modernized Logo Element

In some spaces, ALIVE! has started to use a more modernized version of the tree iconography. (To date it has been used in print ad designs, subbrand logos, and other development pieces.) This should continue to be introduced in subtle ways across printed collateral and digital spaces.





# Our Name



# Our Name

The official name of our organization, which should be used on first reference in all projects, is:

**ALIVE!**

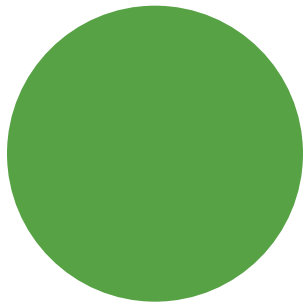
ALIVE! should always be written in all capital letters and never have spaces or periods between the letters. The exclamation point in ALIVE! should always be included.



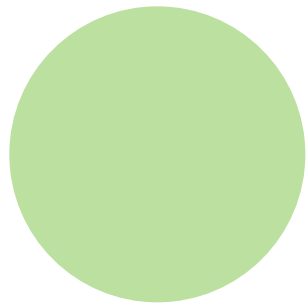
A photograph of a food pantry with people shopping, overlaid with a blue tint and the text "Color Palette". The scene shows three people in a well-stocked aisle. A woman in a white shirt is crouching to look at canned goods on a lower shelf. Another woman in a dark shirt is standing further down the aisle, also looking at the shelves. A third person, seen from the back, is reaching up to a high shelf. The shelves are filled with various food items, including bags of rice, boxes of pasta, and cans of soups and beans. The background wall features a large mural of corn cobs and a purple origami bird. A blue bird-shaped decoration is mounted on the wall to the right. An "EXIT" sign is visible above a doorway on the left. The floor is tiled, and there are dark mats at the entrance.

# Color Palette

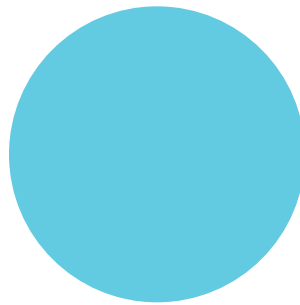
# Color Palette



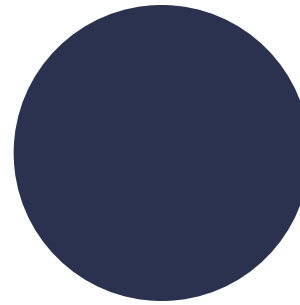
ALIVE! Green  
71.14.100.0  
#57a245



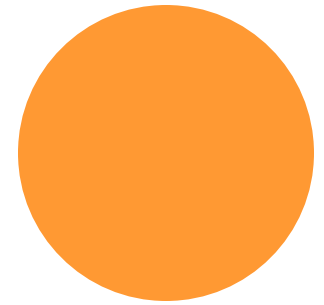
Pistachio  
28.0.47.0  
#bce0a0



Sky Blue  
55.0.10.0  
#62cae1



Navy  
88.80.43.39  
#2b324f



Tangerine  
0.48.88.0  
#ff9933



A group of eight diverse people are posing in front of a storage unit. The group includes four men and four women of various ages and ethnicities. They are dressed in casual winter clothing like hoodies, jackets, and jeans. One man on the left wears a red jacket and a name tag that says 'Luis'. A woman in the front row wears a black hoodie with 'ON MY GRIND' and a name tag that says 'Bobbi'. The storage unit behind them is filled with items like a mattress and boxes. The entire image has a warm orange tint, and the text 'Font Library' is overlaid in large white letters.

# Font Library

# Our Name

Use the Avenir Next font family for titles, subtitles, and taglines. Avenir Next Condensed Bold is present in the logo itself. Avenir Next Bold should be used as a feature to draw attention to headlines, calls to action, and other taglines. Baskerville should be used for most body copy, especially in print spaces.

## **Avenir Next Condensed Bold**

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789**

## **Avenir Next Bold**

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789**

## Avenir Next Condensed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## Baskerville

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789



ALIVE!

*Helping Neighbors*

IN ALEXANDRIA, VA

[www.alive-inc.org](http://www.alive-inc.org)



@alive4alexandria



@ALIVE4AlexVA

703-837-9300

UNITED WAY #8352

ÇFC #4461

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THE  
JESU  
OF LAT

# Digital Media

# Digital Media

## ✈ Website

The official website of ALIVE! is **www.ALIVE-inc.org**.

Please use the capitalization noted here when possible for ease of reading.

## f Facebook

Facebook and Instagram are the primary channels for ALIVE! to communicate with audiences on social media. Our profile is at **fb.com/alive4alexandria**.

## 📷 Instagram

Our handle on Instagram is **@alive4alexandria**.



**Questions about the brand? Need to request a logo?**

Please contact Karl Bach, Communications Manager  
[commsmgr@alive-inc.org](mailto:commsmgr@alive-inc.org)

