BRANDING GUIDELINES
2020

ABOUT

MISSION

We are organizing and developing the leadership of Black and Brown youth and Black women in South Florida so that they may help lead the struggle to liberate all oppressed people.

VISION

We envision a society free from all forms of oppression in which decisions are made democratically and resources are utilized for the collective benefit of everyone.

LOGO

Our current logo holds elements of Power U's history and core values, each color representing a key area of focus. Each color in the logo; red, green, and yellow representing community, the land, and empowerment.

POWER U }

FONT COMPOSTION:
– MADE OUTER SANS – BLACK

LOGO

LOGO VARIATIONS

POWER U LOGO WITH ICONS
Icons representing land, power and people.

POWER U LOGO WITH TAGLINE

POWER U LOGO WITH ICONS & TAGLINE

EACH LOGO VARIATIONS HAS AN KNOCK OUT ALTERNATE FOR DARK BACKGROUNDS ONLY.

LOGO

USAGE

The logo's should never be smaller than 90px in digital or 24mm in print.

The Power U logo listed first is our primary logo and should only be used on non-black or dark-colored backgrounds. This logo can alternate with the knock-out version on white or light backgrounds.

Variations of the Power U logo with the icons and tagline should be used when creating any media or by external users.

The Power U logo with the icons is the preferred for web/digital use.

LOGO

LOGO MISUSE

POWER U NO

POWER U NO

POWER U NO

POWER U NO

POWER U NO

POWER U NO

- The logo should never be warped or distorted.
- The colors of the logo should never be manipulated or used underneath a filter.
- Do not rotate the logo.

*These guidelines apply to all logo variations.

BRAND COLORS

Our brand colors represent a core value and area of importance.

ACTION YELLOW
HEX: #DFBF45
RGB: 223, 191, 69
HSL: 48, 69%, 57%

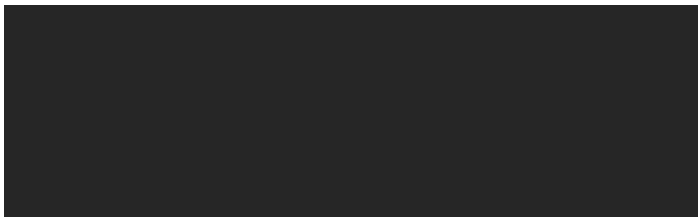## LAND GREEN
HEX: #63A96E
RGB: 99, 169, 110
HSL: 129, 41%, 53%

EMPOWER RED
HEX: #C91830
RGB: 201, 24, 48
HSL: 352, 88%, 44%

CONTRAST
HEX: #262626
RGB: 38, 38, 38
HSL: 0, 0%, 15%

BRAND TYPOGRAPHY

PRIMARY

Poppins

ABCDEFGHIJKLIMNOPQRSTUSWXYZ

abcdefghijklmnopqrstuv

1234567890

!@#$%^&*()_+-~`,./;':"<>/?

Poppins Light

Poppins Regular

Poppins Bold

Poppins Black

SECONDARY
Roboto

ABCDEFGHIJKLIMNOPQRSTUSWXYZ

abcdefghijklmnopqrstuv

1234567890

!@#$%^&*()_+-~`,./;':"<>/?

Roboto Light

Roboto Regular

Roboto Bold

Roboto Black

BRAND TYPOGRAPHY

EXAMPLE

Semper feugiat nibh sed pulvinar proin gravida hendrerit lectus a.

} Poppins

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

} Roboto