SCARAB RELIEF PROGRAM

Branding Guidelines

Who we are

Our Mission:

Our mission is to aid victims of environmental disasters and help them in rebuild their communities after the disaster.

Our Vision:

The Scarab Relief Program aims to become an international resource for disaster aid. Through aiding victims of disaster, we will build a better world.

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Brand colors



Deep space blue #12263A



Porcelain #F9F9F6



Amber glow #FF9F1C



Strong cyan #06BCC1

Brand fonts and rules

Logo font

Connemara Old Style
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
. , / ? ! ; : ’ ” ( )

This font should only be used for major, attention-grabbing titles, headlines, and the logo. Use it sparingly. No other font can be used for the logo or alternative graphics stating the title of the organization.

Title font

Optima
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
. , / ? ! ; : ’ ” ( )

Use this font for titles and headlines. Never use it for main text as it could lead to legibility issues. Never use it for the logo or alternative graphics stating the title of the organization.

Main body font

Mukta Mahee (light)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
. , / ? ! ; : ’ ” ( )

This font is for main body text only. Not titles or attention-grabbing headlines. Never use it for the logo or alternative graphics stating the title of the organization.

Logo and spacing



A single scarab shell graphic equal in size to the one in the logo should fit between the logo closest tip of the logo and the rest of the design.

Logo color options







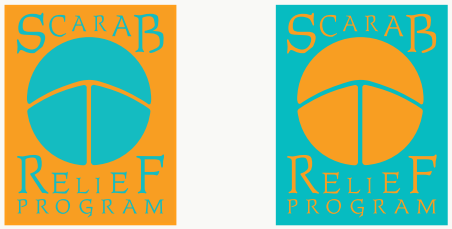


Logo and color legibility

Do



Do not



Color choice should never limit the legibility of the logo or text. Only leave swatches 06BCC1 and FF9F1C touching outside situations regarding text and graphics.

Alternative graphics

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MEDICAL SERVICE

The Scarab Relief Program Medical Service logo should only be used in the context of the medical service branch. It should never be used nor worn by anyone in the medical branch. Never separate the logo graphic from the logo text.

The ma'at feather is a secondary graphic meant to be used in more complicated designs. It should never be used in replacement of the logo. The feather must always be facing up. The feathers do not need to be put in groups.



Alternative graphics

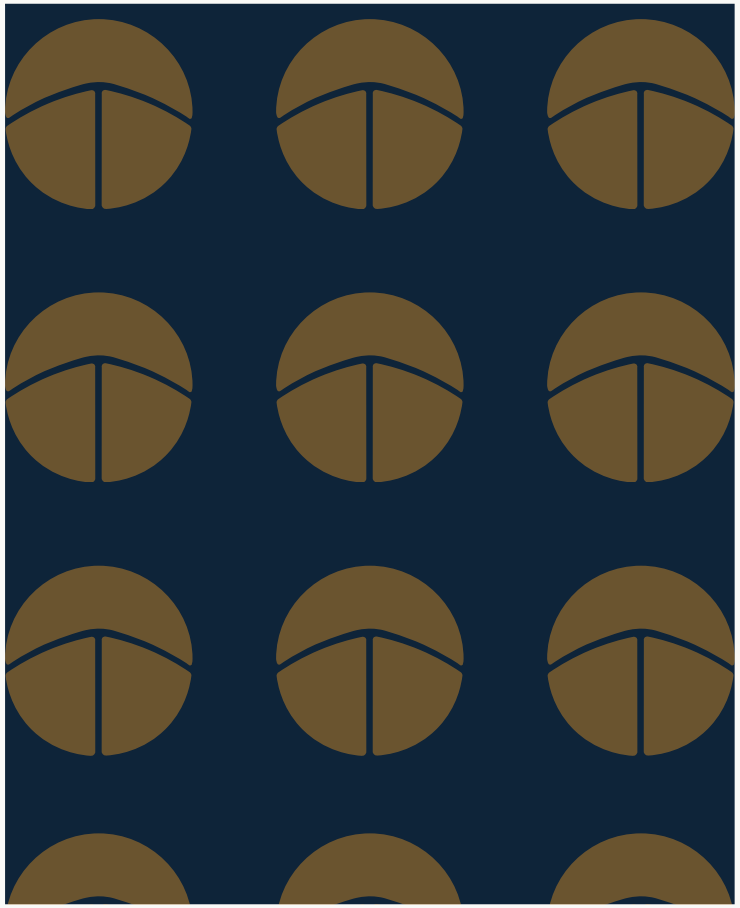


This graphic's main purpose is meant to compliment and work alongside the logo, not replace the logo. When the logo has already been nused multiple times in a design, that is when this graphic should be considered for use.

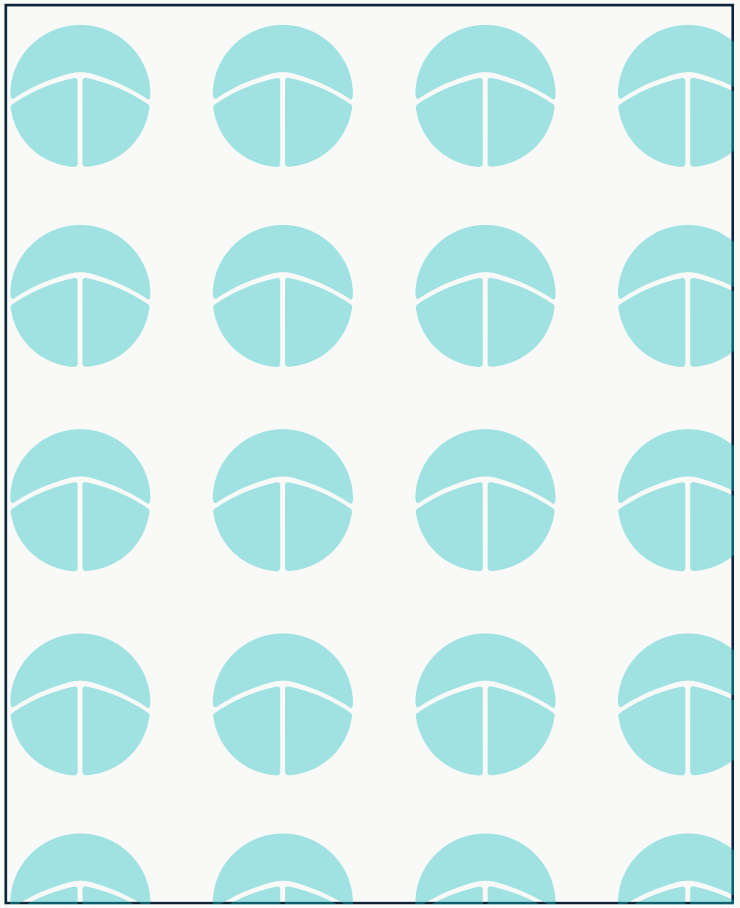


More often than not, this graphic should be displayed without the additional text. The additional text should only be used when the logo is not explicitly close to it.

Patterns



Graphic patterns should be set to 40% opacity.



Both dark and light backgrounds are acceptible. However, swatches 06BCC1 and FF9F1C should not be the background color while the other is color of the graphic.

Patterns

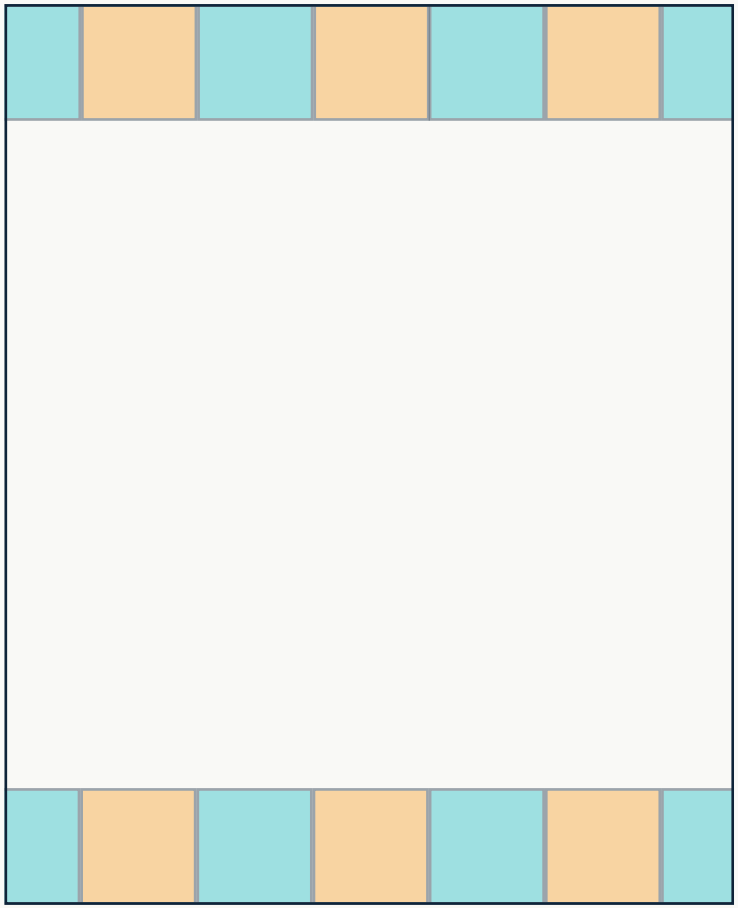


Several colors can be used in pattern graphics, but it should never overwhelm the rest of the content of the design.

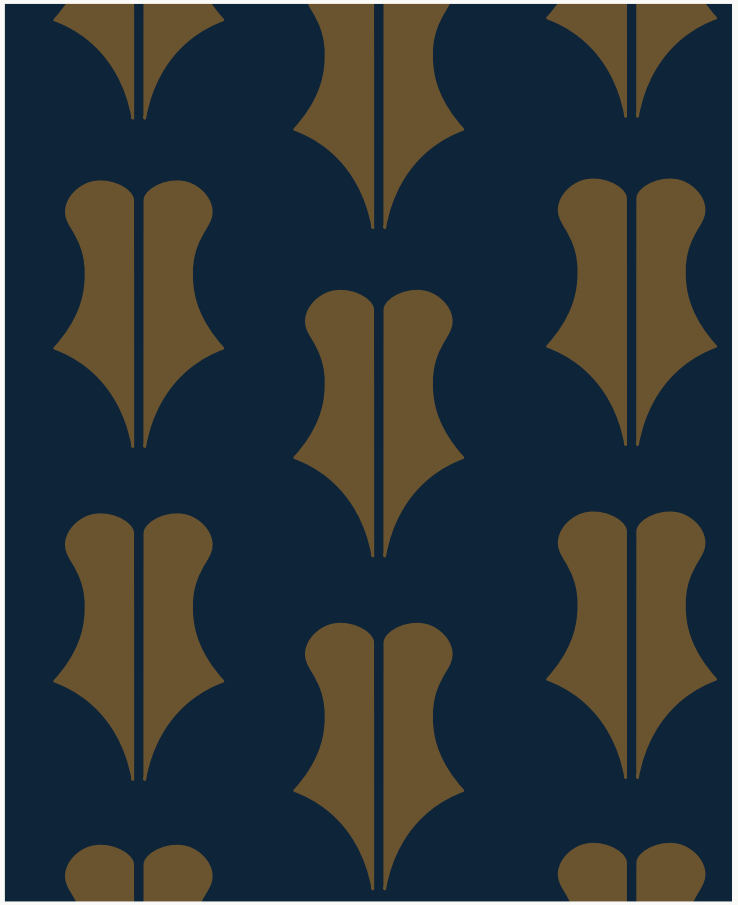


Swatches 12263A and F9F9F1C should not be used for graphic colors in patterns other than for framing.

Patterns



Framing can help bring attention and help create a cohesive design. Do not overuse it.



Though patterns are useful, be careful not to overuse them. This organization is still a relief program and has to be seen as serious.

Imagery Style



Due to the nature of the shooting of these photos, brands belonging to different brands may be captured within the shot. Unless specified otherwise, they should be edited out.





The photography used in the program's branding should be neither overdramatized or undermining what the Scarab Relief Program does. Photos should show the volunteers and staff aiding the injured communities. There should be no photos that show only the victims of a disaster without any volunteers or staff.

All faces used in photos belong to people. The people must consent to being shown.

Email and Socials

Mobile



Worker Name
Worker Title

(***) ***-***
fillinemail@scarabreliefprogram.org

All emails coming from the Scarab Relief Program should be signed with this signature. It should be used only by members of the program that have a organization email. Under no circumstances should it be used in any other context.

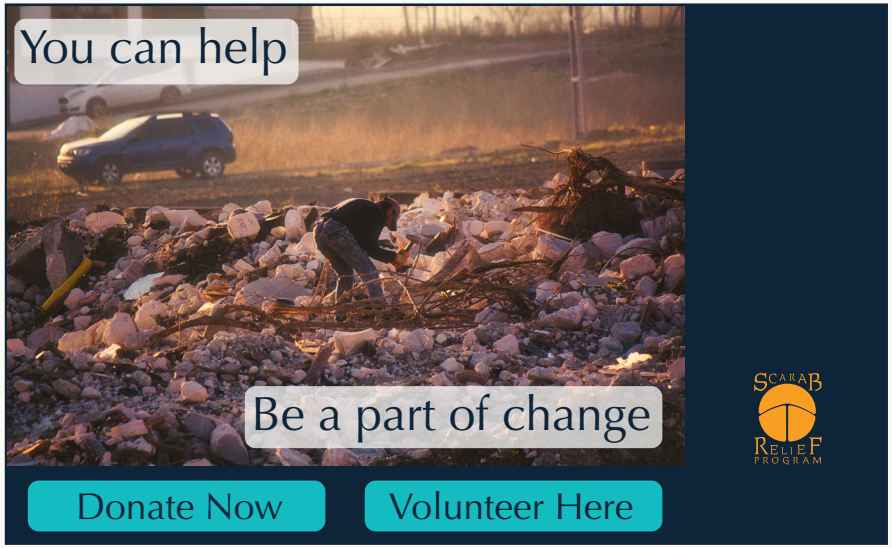
Computer



Worker Name
Worker Title

(***) ***-***
fillinemail@scarabreliefprogram.org

Ad Examples and Rules



Just like the photography, ads should reflect reality and not an over or under dramatized story. Ads should be photo or typogrophy based rather than illustrated. When illustrations are used, they should never replace images of people.

Typography ads should use color and size to pull attention to the main subject. Designs should repeat to make it more memorable. The goal is for the viewer to retain the vital information.



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