



# 111 project

## BRAND GUIDELINES

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# **ABOUT** **111PROJECT**

# 111Project's Mission, Vision, and Goal

## MISSION

111Project exists to mobilize the local church **so every child has family.**

## VISION

To see families waiting on children **instead of children waiting on families.**

## GOAL

To mobilize a statewide network of **1,000+ churches** committed to recruiting and supporting **one foster family a year** and serving **one family every month.**

## The Name

The name 111Project stands for “1 Church, 1 Family, for 1 Purpose”. The name is meant to encapsulate what we as organization envision - that if 1 church commits to recruiting 1 foster family each year and supporting 1 family each year through CarePortal, then there would be a reality where children and families in need across the state have more than enough support.

1.1.1

**BRAND**  
**VALUES/GUIDELINES**

# 111Project's Brand Values

Our brand values are the pillars that our brand identity and communication efforts stand on.

- 1 Protecting the dignity and stories of families.
- 2 Telling stories honestly.
- 3 Celebrating the local Church.

# Storytelling Guidelines

- Use real photos as best as we can that show who we are and what we do. Real image stock photography if real photos aren't available.
  - Shows inside of 111Project culture and mission
  - Celebrates the local Church, families, volunteers, and agency partners
  - Free resources: 111Project's Brand Kit on Canva, [www.unsplash.com](http://www.unsplash.com)
- Maintain a positive, honoring posture.
  - Highlights assets of the clients
  - Obstacles they have overcome
  - How the story or event is associated with the movement
- Overall, communication should be:
  - Consistent
  - Clear
  - Concise
  - Correct (grammatically well-written)
- **Lato is our preferred font.** Please use it as a primary font for branded documents when possible. If you want to use an alternative font, please do not use more than two different types in any publication or marketing materials as well as limit the amount of differently sized fonts being used. **If the Lato typeface is unavailable, Source Sans Pro is a great alternative.**



**LOGO**

## Official Logos

111Project has both a horizontal and vertical version of the logo, either of which may be used as the situation calls for.

The organization's name should be written out as **111Project**, not 111project, 111 project, 111 Project, or One One One Project.

### Horizontal Logo

**1·1·1 project**

### Vertical Logo

**1·1·1  
project**

## Primary Logo Color

The 111Project logo primarily uses the 111Project blue, specifically called “Scuba Blue”.

An all-black and all-white version of the logo are also acceptable. *Note: this may include slight variations of pure black or pure white, such as off-white or charcoal black. These hexadecimal codes can be found in the 111Project color palette.*



### 111Project Blue (Scuba Blue)

Pantone: 632 C

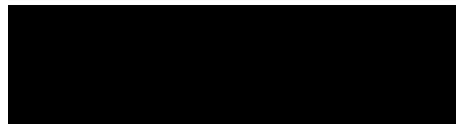
C:70, M:0, Y:0, K:30

R:0, G:172, B:200

Hex code: #00acc8

### Alternate Logo Colors

**111 project**



### Black

Pantone Black

C:0, M:0, Y:0, K:100

R:0, G:0, B:0

**111 project**



### White

C:0, M:0, Y:0, K:0

R:255, G:255, B:255

## Logo Do's and Don't's



DO ensure that there is ample space around the logo, using the space between “1·1·1” and “Project” as a guide.

# 1·1·1 project

DO ensure that the correct brand color is used for the logo.

# 1·1·1 project

# 1·1·1 project

DON'T stretch or warp the logo.

# 1·1·1 project

DON'T use any colors for the logo other than the 111Project Blue, black, or white.

# 1·1·1 project

DON'T use any other font for the logo.



# **COLOR PALETTE**

# Color Palette

Our color palette sets the visual tone for our brand. These colors were specifically chosen to give our brand identity that is characterized by:

- HOPEFULNESS
- FAMILY
- JOY
- LIGHT
- VIBRANCY

**111PROJECT BLUE**

HEX: 00ACC8  
CMYK: 70, 0, 0, 30  
RGB: 0, 172, 200

**CAREPORTAL ORANGE**

HEX: F56600  
CMYK: 0, 58, 100, 4  
RGB: 245, 102, 0

**DARK GREEN**

HEX: 306E74  
CMYK: 59, 5, 0, 55  
RGB: 48, 110, 116

**YELLOW**

HEX: FFC507  
CMYK: 0, 23, 97, 0  
RGB: 255, 197, 7

**BRIGHT GREEN**

HEX: 03C69F  
CMYK: 98, 0, 20, 22  
RGB: 3, 198, 159

## Alternate Neutrals

**CHARCOAL**

HEX: 060308  
CMYK: 25, 63, 0, 97  
RGB: 6, 3, 8

**OFF-WHITE**

HEX: FDF9F6  
CMYK: 0, 2, 3, 1  
RGB: 253, 249, 246

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# TYPOGRAPHY/ FONTS

# Brand Fonts

Lato is our primary, preferred font. Please use it as the typeface font for branded documents when possible.

If Lato is unavailable on a specific medium of communication, please use Source Sans Pro.

Our title and headline typeface, Anton, is only available in certain formats and is only to be used for emphasizing organizational language in a more visual, engaging way to appeal to our audience.

## Primary

Aa

Lato

ABCDFEGHIJKLM  
abcdefghijklmnopqrz  
0123456789

## Secondary

Aa

**Source Sans Pro**

ABCDFEGHIJKLM  
abcdefghijklmnopqrz  
0123456789

## Title Blocks

**Aa**

**Anton**

**ABCDFEGHIJKLM  
abcdefghijklmnopqrz  
0123456789**

# Typography Applied

Provided here are general guidelines for using 111Project branded typography throughout communication and marketing materials. Please refer to our Team Orientation page on our website for more resources concerning our branded marketing materials and template usage.

[111project.org/team-orientation](http://111project.org/team-orientation)

**Title 24pt \_\_\_\_\_ Lato Black**

**Heading 18pt \_\_\_\_\_ Lato Bold**

***Subheading 16pt \_\_\_\_\_ Lato Bold Italic***

Body 12pt \_\_\_\_\_ Lato Regular



# 111 project

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