

# BRIDGE Rural Brand Style Guide

## 1. ✨ Brand Essence

- Mission: To bridge gaps in education, health, and opportunity for rural and underserved communities.
- Tone: Empowering, inclusive, community-driven, hopeful.
- Voice: Clear, compassionate, and action-oriented. Speaks with empathy and purpose.

## 2. 🎨 Logo Usage

- Primary Logo: Circular emblem with bold text and symbolic imagery (e.g., bridge, heart, or community figures).
- Variations: Horizontal lockup, icon-only, and monochrome versions.
- Clear Space: Maintain at least 1x the height of the logo around all sides.
- Don'ts:
  - Don't stretch or distort the logo
  - Don't change colors outside approved palette
  - Don't overlay on busy backgrounds without contrast

## 3. 🌈 Color Palette

Color Name	Hex	Usage
BRIDGE Blue	#2A4D9B	Primary brand color, headers
Community Gold	#F4B942	Highlights, buttons
Rural Green	#6BAE75	Backgrounds, accents
Kindness Coral	#F26D6D	Callouts, emotional emphasis
Neutral Sand	#F5F1E7	Backgrounds, body text

## 4. 🖋️ Typography

- Headlines: Montserrat Bold
- Subheadings: Montserrat Medium
- Body Text: Open Sans Regular
- Callouts/Quotes: Open Sans Italic

Accessibility Tip: Ensure minimum 4.5:1 contrast ratio for text over backgrounds.

## 5. 🖼️ Imagery Guidelines

- Style: Candid, warm, community-focused. Emphasize real people and rural settings.
- Subjects: Families, youth, elders, local leaders, events in action.
- Alt Text: Always include descriptive alt text for accessibility (e.g., “Two children reading together at Community Literacy Day”).

## 6. 🗣️ Voice & Messaging

- Do say:
  - “We’re building bridges to opportunity.”
  - “Together, we create lasting change.”
  - “Rooted in community, growing with care.”
- Don’t say:
  - “Fixing rural problems” (too negative)
  - “Helping the helpless” (disempowering)

### Messaging Pillars:

- Empowerment through knowledge
- Equity and inclusion
- Local leadership and collaboration
- Mental health and literacy as foundations

## 7. 📱 Social Media Style

- Tone: Uplifting, informative, and community-centered.
- Hashtags: #BridgeRural #CommunityLiteracy #MentalHealthMatters #SecondChanceEmporium
- Visuals: Use branded templates with logo, consistent fonts, and color overlays.

## 8. 📄 Document & Presentation Templates

- Letterhead: Includes logo, contact info, and tagline.
- Slide Decks: Use BRIDGE Blue for titles, Community Gold for highlights.
- Reports: Include branded cover page, consistent headers, and accessible formatting.

## 9. 📎 Brand Assets

- Download Logo Pack
- Access Brand Guidelines PDF
- Press & Media Kit