LIGHTHOUSE FOUNDATION

BRAND GUIDE
OVERVIEW

MISSION STATEMENT

Lighthouse Foundation is a Black LGBTQ+ led, multiracial social justice organization that advances justice for Black LGBTQ+ people across Chicagoland through empowerment, education, and entertainment. We envision a Chicagoland in which Black LGBTQ+ people are safe, resourced, empowered, liberated, and flourishing.

PROMISE

Lighthouse Foundation promises that we will continually work to create spaces where Black LGBTQ+ individuals are safe, resourced, empowered, liberated, and flourishing. We do this by creating programming tailored to the wants and needs of Black LGBTQ+ folks, as well as fighting to address systemic inequities nationwide.
OVERVIEW

VALUES

- **Diverse Representation:** We celebrate diversity inside and out. Marketing should reflect a diverse array of gender, skin darkneses, and different body types.

- **Empowerment:** We invest in developing the leadership of community members in order to build collective empowerment for the Black LGBTQ+ community as a whole. We do this by prioritizing the hiring of Black LGBTQ+ employees, vendors, and talent whenever possible. We also support the programs and campaigns of fellow Black LGBTQ+-serving organizations on social media.

- **Sex-Positivity:** As a sex-positivite organization, LF celebrates the bodies, joy, and laughter of Black LGBTQ+ individuals.
VOICE

HUMAN
Copy should be written in a personable, casually-professional manner. Avoid overly formal language. Slang and references to Black Queer culture are welcome.

ACCESSIBLE
For general marketing, copy should be written for an 8th-grade reading level. Avoid technical and business jargon, or define it if essential.

FIRST-PERSON
Messages from LF should be written from the first-person, using “we,” “us,” and “our.”
PHRASES TO EMBRACE

- **Economics** - Equity, employment gap, wage gap, economic empowerment, uncompensated labor, fair wage, build healthy communities

- **Research** - Shifting from objects to subjects, from the researched to researchers, academic/community partnership, participatory action research

- **Racism** - Racial uprising, Give us the money to meet the moment, building racial solidarity across a segregated city, structural racism, racial justice, emotional tax

- **Health** - Healing justice, mental health, community-based intervention, health inequity, racial disparity

- **Arts/Culture** - Cultural Equity, Cultural organizing, Thriving, Resiliency, Black Queer Joy

- **Racial Justice Organizing** - Building power, Transparency, Accountability, sustainability, Building racial solidarity across a segregated city
Primary White Logo - Our primary white logo is used in most situations. It can be used over dark backgrounds and photographs. When other organizations ask for our logo, this is the one that should be sent.

Primary Black Logo - Our primary black logo is used for white backgrounds and documents. This includes letterheads, invoices, and more. It should never be used over photos. This can be sent to other organizations for use, but with a note that the white version is preferred if possible.
SECONDARY HORIZONTAL LOGO USAGE

**Secondary Horizontal White Logo** - Our horizontal logo used when there is not enough room for the full logo. This includes photo watermarks, social media images, and document page headers.

**Secondary Horizontal Black Logo** - Our horizontal logo used when there is not enough room for the full logo on a document page header. It should never be used over images.
SECONDARY HORIZONTAL LOGO USAGE

Watermark

Space-Saver

Document Header
TERTIARY “LF” LOGO USAGE

Tertiary “LF” White Logo - Our “LF” logo is the shortest and smallest version of the logo. It should be used rarely. It should be used as an icon, when there is not enough space for the full logos, or when the Lighthouse Foundation brand has already been established. It should never be used on marketing distributed outside of Lighthouse, like images for partner organizations.

Tertiary “LF” Black Logo - Our “LF” logo is the shortest and smallest version of the logo. It should be used when there is not enough space for the full logos or the Lighthouse Foundation brand has already been established on a document. It should never be used on marketing distributed outside of Lighthouse, like images for partner organizations.
When working with partners, the “LF” logo should never be used, as people would not know what it stands for out of context.
**INCORRECT LOGO USAGE**

1. Do not reverse the logo
2. Do not apply colors to the logo
3. Do not stretch or alter proportions of the logo
4. Do not use “LF” logo when working with other organizations
5. Do not use the retired “color palette” version of the logo, only the updated “gradient” version
<table>
<thead>
<tr>
<th>Color</th>
<th>HEX</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>FF5757</td>
<td>255, 87, 87</td>
<td>0, 81, 61, 0</td>
</tr>
<tr>
<td>Orange</td>
<td>FF9649</td>
<td>255, 150, 73</td>
<td>0, 50, 78, 0</td>
</tr>
<tr>
<td>Yellow</td>
<td>F4D733</td>
<td>244, 215, 51</td>
<td>6, 11, 91, 0</td>
</tr>
<tr>
<td>Green</td>
<td>62C273</td>
<td>98, 194, 115</td>
<td>62, 0, 74, 0</td>
</tr>
<tr>
<td>Blue</td>
<td>3EA8DD</td>
<td>62, 168, 221</td>
<td>68, 18, 1, 0</td>
</tr>
<tr>
<td>Purple</td>
<td>8C52FF</td>
<td>140, 82, 255</td>
<td>63, 71, 0, 0</td>
</tr>
<tr>
<td>Black</td>
<td>181B1F</td>
<td>24, 27, 31</td>
<td>172, 102, 62</td>
</tr>
<tr>
<td>Brown</td>
<td>AC663E</td>
<td>26, 64, 83, 12</td>
<td></td>
</tr>
</tbody>
</table>
FONTS

Main Font Family: Helvetica Neue

Use for body text, headings, and/or images. Use negative letter spacing when possible.

GSuite: Helvetica Neue
- Bolded for headings, titles, unbolded for body text
- Uppercase transform for headings

Canva: Helvetica Now Display
- Bolded, -50 Letter Spacing

Squarespace: Helvetica Neue
- -0.05 em Letter Spacing
- Uppercase transform for headings

Secondary Font Family: League Spartan, Bold

Use exclusively for headings and titles, never body text.

Canva: League Spartan
- -39 Letter Spacing
Lighthouse Foundation

Lighthouse Foundation is a Black LGBTQ+ led, multiracial social justice organization.

This text features bolded Helvetica Neue as the header and normal weight as the body text.

LIGHTHOUSE FOUNDATION

Lighthouse Foundation is a Black LGBTQ+ led, multiracial social justice organization.

This text features bolded, uppercased Helvetica Neue as the header and normal weight as the body text.

LIGHTHOUSE FOUNDATION

Lighthouse Foundation is a Black LGBTQ+ led, multiracial social justice organization.

This text features bolded uppercase League Spartan as the header and normal bold as the body text.
Lighthouse Foundation is a Black LGBTQ+ led, multiracial social justice organization.

Ever since our founding in 2019...

Lighthouse Foundation

Lighthouse Foundation is a Black LGBTQ+ led, multiracial social justice organization.

This text features bolded, uppercase Helvetica Neue as the title, a bolded header, and a normal weight as the body text.

This text incorrectly uses League Spartan as the body text. League Spartan is only to be used for titles and headers.

This text incorrectly uses uppercase letters for the body text. Uppercase letters should only be used for titles and headings.