Brand Bible

Vision

To see the manifestation of the innate potential of young people to flourish

Mission

To inspire hope and empower underserved youth with economic opportunities, while building resiliency and social-emotional competencies.

Brand development

Our brand pillars are:

- Restorative Practice
- Brain-Based Strategies
- Practical skills and competency development

Brand Values - Love Unity and Values (safety, dignity, optimism, gratefulness, trust)

We believe that all youth, regardless of background deserve the opportunity 1) live without the devastating effects of ongoing violence and 2) to break the cycles of poverty. We believe with the right support, provided in an environment of love, they can persevere through adversities, thrive and be positive and productive contributors to building stronger, healthier communities and a better world.

Our Positioning Statement

The LUV institute is a community-based organization committed to leveraging, brain-based strategies and restorative practice combined with practical skill and competency development to prepare at-risk youth, ages 11-24, for academic success, sustained employment, social-emotional well-being and productive citizenry.

Our Brand Personality - Caregiver

The Caregiver brands are most successful at providing consistent, high-quality service or care; creating stable and nurturing environments; and advocating for others at a very high level.

- Believes all have gifts and capacity for more
- Caring isn't about them it is about the people they can help and the people who help them help
- Is always audience-centric. Everything is done and decisions are made with those who they care for and about in mind.
- The caring spirit always shines and can be felt in word and deed.
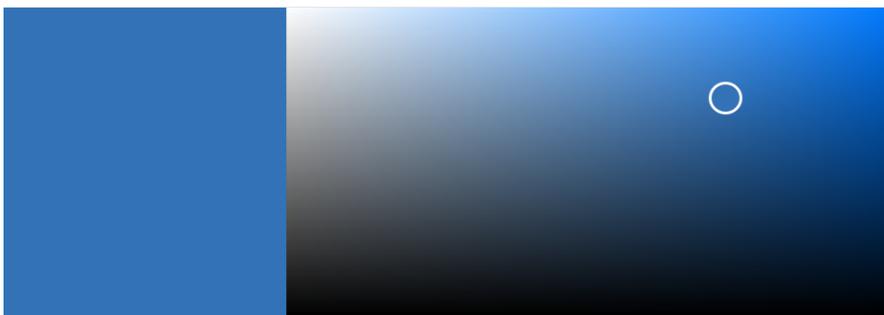
Color Palette

This was the original color palette I took inspiration from

#FCF7F8	#C00000	#CED3DC	#4E8098	#90C2E7
SNOW	BOSTON UNIVERSITY RED	LIGHT GRAY	CYAN AZURE	LIGHT CORNFLOWER BLUE

I primarily used Boston University Red (text, footers) and Cyan Azure (for some links)

The updated design (v2.home) contains BU red (#C00000 (RGB 192, 0, 0) and #3372B7 (RGB 51,114,183)
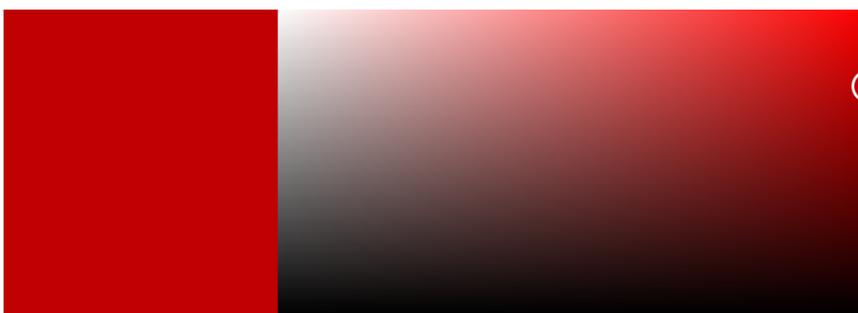
In particular, the blue was used for a lot of the icons for various

HEX
#3372b7

RGB	CMYK	HSV	HSL
51,114,183	72%, 38%, 0%, 28%	211°, 72%, 72%	211°, 56%, 46%

HEX
#c00000

RGB	CMYK	HSV	HSL
192,0,0	0%, 100%, 100%, 25%	0°, 100%, 75%	0°, 100%, 38%