



Urban League of
Metropolitan Seattle

STYLE GUIDE

UPDATED 03.2021

The Urban League of Metropolitan Seattle (ULMS) ...

- Strives to empower African Americans, as well as other diverse underserved communities, to thrive by securing educational and economic opportunities.
- Utilizes a staff of hardworking, talented professionals that directly represent the communities we serve.
- Serves as a trusted community ally and friend while providing resources and services in housing, education, and workforce development that impact more than 5,000 individuals and families a year.
- Speaks to youth, parents, policy makers, and community members with authority informed by comprehensive research, metrics, and by ensuring the voices of those we serve are heard.
- Bridges the gap between economic hardship and improved quality of life by mixing 'on the ground' in-person outreach with corporate level advocacy.
- Works hard and has fun doing it. Is engaging and friendly while maintaining the seriousness of our goals. 'We got us' attitude.
- Leverages a proven track record of establishing long-term sponsor/donor relationships to highlight ULMS programs, initiatives, and messaging.
- Uses bold headlines, concise language, and clear calls-to-action when speaking to audiences as opposed to large blocks of copy and minimal imagery.

Logo Usage | Do's

Use only approved logo assets. There are 3 interchangeable ULMS logos. However, here are a few guidelines for each logo's use:

STANDARD LOGO



Best Use:

- Internal Documents
- Flyers/ Event Promo
- Marketing (general)
- Email/Digital Content

SECONDARY LOGO



Best Use:

- External Documents
- Presentations/ Press Releases
- Marketing (sponsors)
- Mailed Materials

TERTIARY LOGO



Best Use:

- Social Media Posts
- Videos (bottom left corner)
- Images
- Favicon/Profile Images

When using the all white versions, the letters within the logo should be transparent to show background color:



When using an image or video clip behind the logo, ensure the logo reads clearly and has sufficient contrast with background:



Logo Usage | Don'ts

The following uses are **not** acceptable for any of the ULMS logo variations and **should not be used**:

- ❑ Modified logo color
- ❑ Modified logo formatting
- ❑ Added effects (including: drop shadows, bevels, gradients, or stroke/font weight adjustments)
- ❑ Logo outlines or distortion
- ❑ Incorrect font accompanied with tertiary logo



Brand Colors

Use only approved brand colors. General rule of thumb is to use any combination of the primary colors with **one** secondary color per asset. **Do not** use more than one secondary color per asset. If opacity needs to be adjusted, it should not be lower than 70% to maintain color authenticity:

PRIMARY



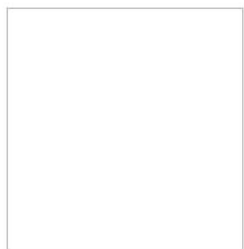
ULMS Red

CMYK: 11 100 100 9
RGB: 189 11 30
HEX: BD0B1E



Panther Black

CMYK: 75 68 67 90
RGB: 0 0 0
HEX: 000000



White

CMYK: 0 0 0 0
RGB: 255 255 255
HEX: FFFFFFFF

SECONDARY



Champagne

CMYK: 11 100 100 9
RGB: 189 11 30
HEX: EBDDBD



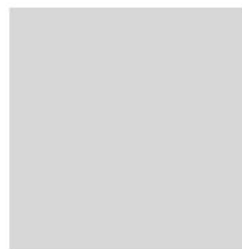
Mid Blue

CMYK: 71 6 7 0
RGB: 8 182 222
HEX: 08B6DE



Honey

CMYK: 0 22 76 0
RGB: 255 200 87
HEX: FFC857



Feather Grey

CMYK: 15 11 11 0
RGB: 215 215 215
HEX: D7D7D7

Keep secondary color use to a minimum both in space and frequency. Secondary options are meant for adding a "splash" or "pop" of color.

Brand Fonts

Use only approved brand fonts. For body text, use only 10 - 12pt font. Headers and subheader size can vary.

ATHELAS

Used for headlines and subheaders in upper case only.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Snell Roundhand

For special occasion text, as a header. Capitalize 1st letter only.

Abcdefghijklmnopqrstuvwxyz

Avenir Next

Body font available in various font weights to be used for text, headlines, and subheaders in upper and/or lower cases.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890?!&@,"*()%#

1234567890?!&@,"()%#*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890?!&@,"*()%#

1234567890?!&@,"()%#*

Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890?!&@,"*()%#

1234567890?!&@,"()%#*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890?!&@,"*()%#

1234567890?!&@,"()%#*

Typography + Formatting

Headlines and subheaders should be written in all caps (with the exception of the Snell Roundhand font - see page 6).

Body text copy should be in standard type.

Center or left align all support copy.

Logo and social media alignment should match Header alignment.

Center align all footer text.

Leading on all headlines, subheaders, and support copy should be 2pts larger than the font sizing (ex: 10pt font = 12 pt leading).

Include social media handles on all promotional materials.

Logo
(Aligned w/
Header)



HEADLINE
(ATHELAS or
Avenir Next
Bold)

**THIS IS A
HEADLINE**

SUBHEADER
(Avenir Next
Medium Italic)

THIS IS A SUBHEADER

BODY TEXT
(Avenir Next
Regular)

This is support copy and body paragraph text. This is support copy and body paragraph text. This is support copy and body paragraph text. This is support copy and body paragraph text. This is support copy and body paragraph text. This is support copy and body paragraph text.

Social Media
(Aligned w/
Header)



Footer

(Centered, Demi
Bold, includes address,
phone, and website URL)

105 14th Ave., Suite 200, Seattle, WA 98122 | 206.461.3792 | www.UrbanLeague.org

Brand Elements

The following elements are approved for use to accompany format and add stylistic uniqueness.

Symbols

Symbols can be scaled or combined for bolder imagery. Can be in primary or secondary colors.



Textures

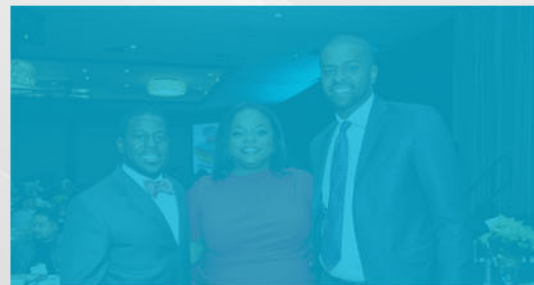
Abstract vector images paired with a low opacity overlay can be used to add texture to backgrounds.



Backgrounds

Primary colors can be used as overlays on photos or videos. It's acceptable to use the Seattle Skyline as a standard. Here are additional overlay guidelines:

- Must not have an opacity of lower than 70% (65% for black)
- Overlay color can only be a primary or secondary color
- Used only for headers, title/cover pages, and presentations
- Original ULMS photos and videos preferred



Examples

Here are some example of overall brand presentation.

Participants have access to basic needs and more!

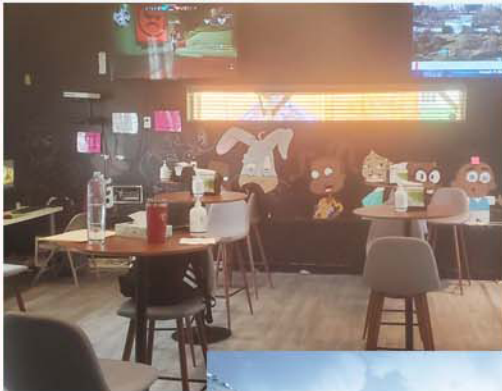
- Hygiene Kits
- Private Shower/Dress Space
- Breakfast & Dinner
- Laundry Service
- Storage Lockers
- Safe Sleeping Space
- Case Management
- Job/ Mental Health Referrals
- Housing Resources

Drop-In Center

- Computer Station
- Barista Training
- Gaming Station
- Education Program Access
- +more!



Urban League of Metropolitan Seattle



OPERATES 24

Young Shelter Drop-Center

Serves young adults
All genders welcome

Eligibility: Homeless

QUESTIONS
Nikita Smith | (206) 63




Urban League of Metropolitan Seattle

DREAM BIG

19TH ANNUAL BREAKFAST

2019



Urban League of Metropolitan Seattle

HOME BUYER EDUCATION

*Tired of renting? There is money available for **Down Payment Assistance** on your next home! Join our next Homebuyer Education workshop to learn more:*

options as a homebuyer: low interest rate and loan programs for low to moderate income borrowers.

the WA State Housing Finance Commission's House Key program.

test HUD programs.

about current programs for first-time homebuyers - you may not have to sell your current home!

and no down payment

programs: House Key program, Down Payment Assistance, and

REGISTRATION REQUIRED

Call (206) 461.3792
Seating is limited!





WHEN?
(every 3rd Saturday)

- 2/20: 10:00AM - 3:30PM
- 3/20: 10:00AM - 3:30PM
- 4/17: 10:00AM - 3:30PM
- 5/15: 10:00AM - 3:30PM
- 6/19: 10:00AM - 3:30PM
- 7/17: 10:00AM - 3:30PM
- 8/21: 10:00AM - 3:30PM
- 9/18: 10:00AM - 3:30PM
- 10/16: 10:00AM - 3:30PM
- 11/20: 10:00AM - 3:30PM

WHERE?
Join us virtually!
Zoom link provided upon registration.

This is a **free** five-hour workshop to help meet the WA State Housing Finance Commission's Education requirements for Down Payment assistance.



2021 SCHEDULE

CONTACT **US**

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Seattle, WA 98122
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@SeaUrbanLeague