



just futures

Style Guide  
Immigrant-Run Orgs

Stephanie Choi

# Logo Design



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C 71	R 72
M 0	G 183
Y 84	B 93
K 0	

C 1	R 236
M 9	G 56
Y 95	B 41
K 0	

C 89	R 14
M 34	G 102
Y 100	B 52
K 28	

C 34	R 101
M 93	G 25
Y 96	B 16
K 51	

The **Just Futures** logo consists of a circle with tree branches depicted in the negative space. The branches are arranged to look like a J and an F, the initials of the organization. Green is the primary color used in this logo and it symbolizes peace and grassroots. A secondary palette was selected complementary to the main palette. The reds in this secondary palette give Just Futures an option to grow with their message, as well as a logo that can reflect any changes in their tone to be more active. This logo is constructed to emphasize simplicity through its geometry, outreach through its branching paths, and new horizons through the round shape. The logo addresses the key mission of Just Futures as a hub of support for immigrants and refugees.

# Typefaces

**Avenir** was chosen for the logotype and headers because it is a rounder sans-serif typeface. The roundness and sans-serif nature of Avenir was welcoming and it seemed to be a good fit with Just Futures's mission to connect various refugee and minority groups through one common effort. **Baskerville** was chosen for body text because it was a classic, professional serif typeface that would fit well with Just Futures's core services in providing refugee groups with the support they need.

Avenir - light **black** *oblique*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0 1 2 3 4 5 6 7 8 9**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

Baskerville - regular **bold** *italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0 1 2 3 4 5 6 7 8 9**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

# Scalability



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we build them together



# Mandatory Space



# Color Variants



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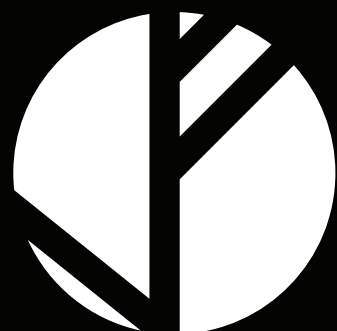
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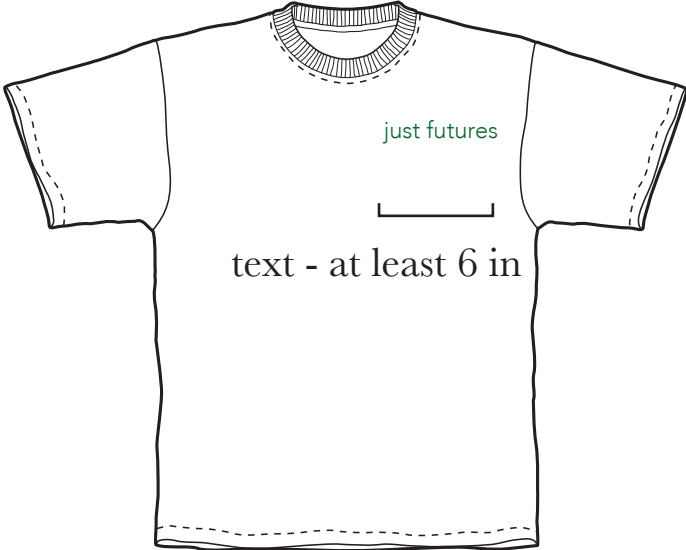
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# Photographic Identity

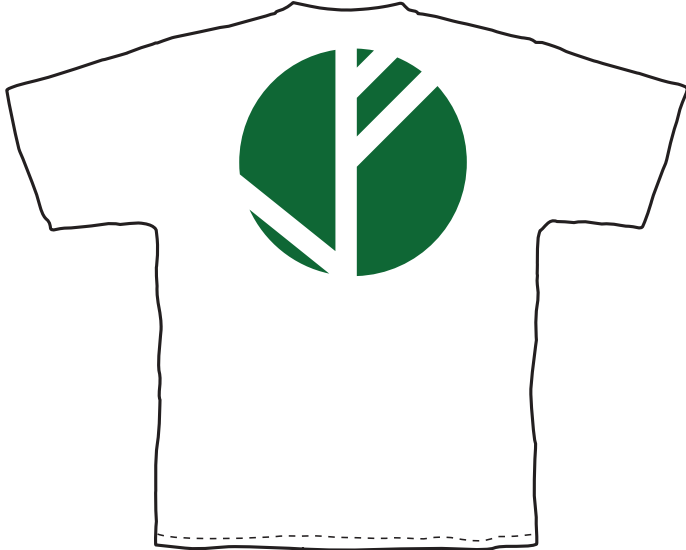


These images were chosen to represent the diversity of people collaborating in the Just Futures project. The prime services Just Futures aims to offer include providing immigrant and refugee-run organizations with infrastructure and/or support as is needed most by each community. The project will collect the necessary forms and information and create a platform for immigrant and refugee-run organizations as well as a space in which others can learn more about the organizations.

# Apparel



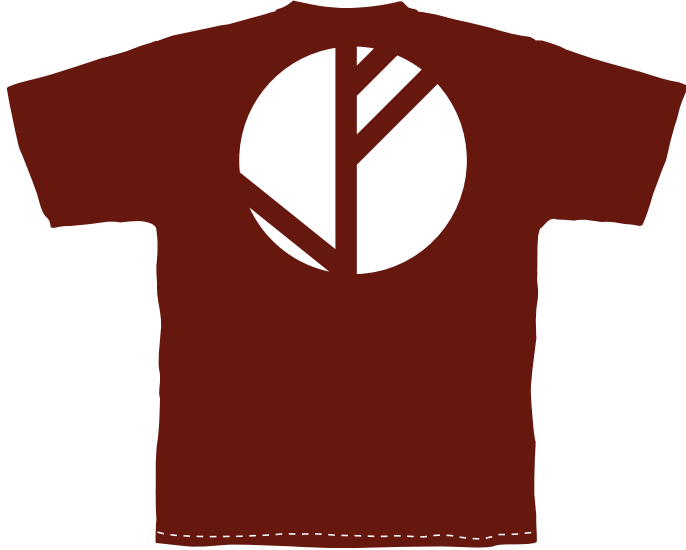
text - at least 6 in



logo - at least 12 in



alternate palette: #651910



logo - at least 12 in