

# BRAND GUIDELINES

HOAN

#LIGHTTHEHOAN

[WWW.LIGHTTHEHOAN.COM](http://WWW.LIGHTTHEHOAN.COM)

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UPDATED JUNE 2018

# VISION+MISSION

**WE BELIEVE MILWAUKEE HAS NEVER HAD A BRIGHTER FUTURE.  
AND WE WANT TO PROVE IT.**

Our mission is to illuminate the Hoan Bridge in recognition of the countless unseen or under-celebrated acts of kindness, generosity and service that give our city hope.

# LOGO USAGE

## KEEP IT CLEAN AND SIMPLE

- Never stray from the color palette
- Never use the design on similar colored backgrounds
- Never rearrange elements
- Never stretch or distort the logo
- Never switch the colors
- Never add other elements
- Never crop or cut off any parts of the logo
- Never use on overly detailed background

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# OUR COLORS

## PRIMARY



PANTONE 299 C

CMYK      HEX  
80/18/0/0    00A8E1

## SECONDARY



PANTONE 289 C

CMYK      HEX  
100/84/45/50    00A8E1

## HIGHLIGHT



PANTONE 130 C

CMYK      HEX  
3/38/100/0    00A8E1

# TONE + VOICE

**"WE'RE HERE TO ANSWER YOUR QUESTIONS AND ULTIMATELY TELL YOUR STORIES."**

## TONE

- Professional but light (business casual)
- Encouraging
- Informative
- Feeling of inclusion ("everyone can participate!")
- Friendly and outgoing (ex: timely and friendly responses to comments/questions, thank you to mentions/dedications, etc...)

## VOICE

- Avoid overly trendy or exclusionary verbiage (don't make someone feel uncool or not smart--the feeling of "that's not for me")
- Keep it short & sweet yet comprehensive (eg: don't use two sentences when one would suffice)



An aerial photograph of a city skyline, likely St. Louis, featuring a large river, a prominent bridge with a curved arch, and various skyscrapers in the background. The image is overlaid with a dark blue semi-transparent layer.

# THANK YOU

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