



Inspired Generosity

Branding Guidelines

Version 1—Mar 2024

About



Inspired Generosity, brought to you by the WF Fund, is a national platform that showcases powerful stories from the Muslim American community, highlighting how faith inspires selflessness, values manifest into action, and generosity springs from unexpected places.

It invites people to share their own stories and artistic expressions, engaging in a collective experience that affirms how faith nurtures care for all people and reveals the compassion that arises when faith takes action.

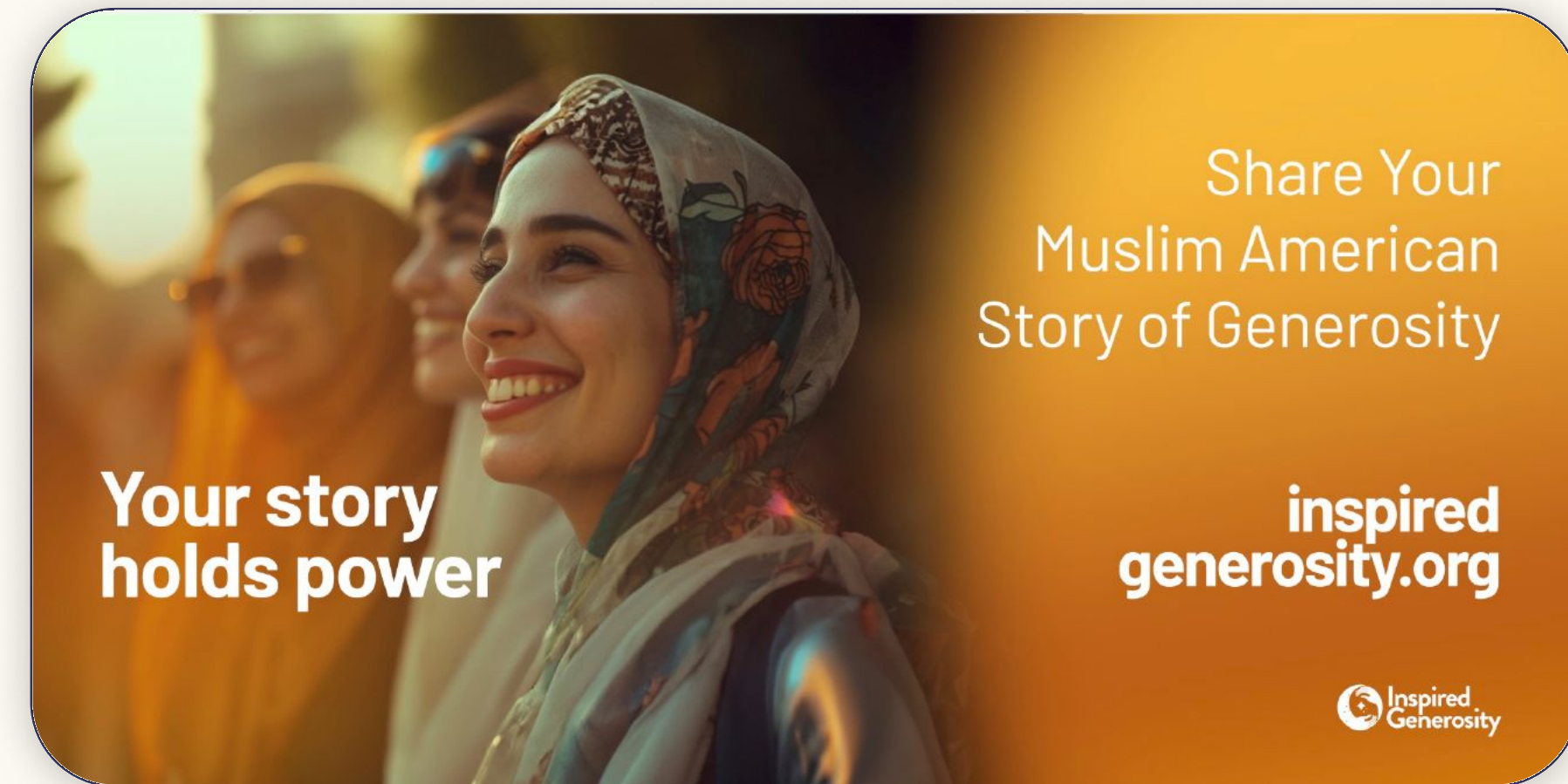


Brand Personality

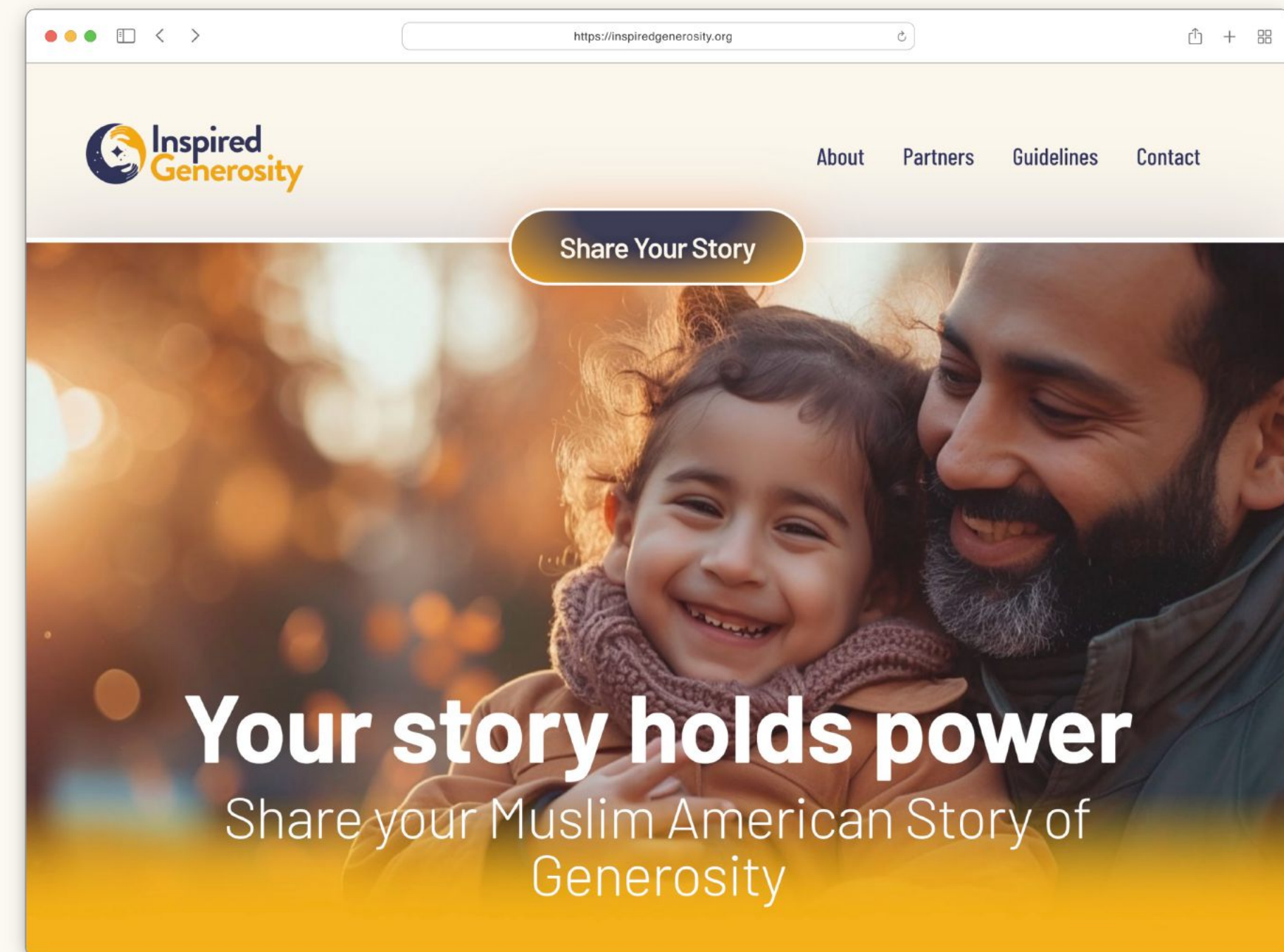
Inspired Generosity radiates hope, compassion, and the power of collective good. Its personality is warm, uplifting, and authentic, showcasing genuine stories of faith-driven generosity within the Muslim American community.

Rooted in tradition yet vibrantly contemporary, the brand blends modern style with organic warmth. Optimism permeates the brand, expressing the conviction that through everyday acts of giving, we can build a more compassionate world.

SOCIAL



WEBSITE



Logo

The Inspired Generosity logo is a harmonious blend of symbolism and typography, reflecting the brand's ethos. The logo features a crescent moon and a hand in a caring gesture, enclosed within a circular motif that suggests global unity and continuous giving. The typeface, set in Brandon Grotesque, offers a friendly and inviting appeal.

- **Usage:** The logo must be used as provided without alteration.
- **Clear Space:** Maintain a minimum clear space around the logo equivalent to the height of the 'l' in 'Inspired'.
- **Minimum Size:** The logo should never be displayed smaller than 1 inch in diameter.



Moon and Hand Mark

The moon and hand emblem of Inspired Generosity stands for the guiding light of faith and the human touch of generosity.

This mark may be used independently in contexts where the full logo is not required but brand recognition needs to be maintained. It can also be used as a framing device or background element to brand assets including social media posts, letterheads, and other collateral.

EXAMPLES IN USE

**Your story
holds power.**

Share it with Inspired Generosity.



Compassion is
born when faith
takes action.

John Doe

Color Palette

Inspired Generosity's color palette is promotes a sense of calm, trust, and optimism.

The primary color, Inspired Amber, is a vibrant, friendly yellow-orange that draws the eye and evokes feelings of energy and optimism. This is balanced by Generous Navy, a deep blue accent color that provides contrast and communicates trust and professionalism.

Secondary and background colors were selected for establishing subtle tones to help highlight the brand.

PRIMARY

Inspired Amber

HEX #FEAC00
RGB 254, 172, 0
CMYK 0, 32, 100, 0
PMS 2010 C

ACCENT

Generous Navy

HEX #32345F
RGB 50, 52, 95
CMYK 100, 94, 37, 35
PMS 103-16 C

SECONDARY

Ivory

HEX #FDF7EA
RGB 253, 247, 234
CMYK 0, 2, 7, 1
PMS 1-3 C

Cream

HEX #FFE3AD
RGB 255, 255, 253
CMYK 0, 11, 32, 0
PMS 1-3 C

BACKGROUND

White

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS N/A

Silver

HEX #E8E8E8
RGB 232, 232, 232
CMYK 0, 0, 0, 9
PMS 663 C

Charcoal

HEX #585858
RGB 88, 88, 88
CMYK 0, 0, 0, 65
PMS 425 C

Typography

Headlines and body copy are set in varying weights of Barlow. Headlines can also be set in Brandon Grotesque.

Here are some expressions of the typography in execution:

HEADING
BARLOW 700

SUB HEADING
BRANDON
GROTESQUE

SUB TITLE
BARLOW

BODY TEXT
BARLOW

Heading 1

Heading 2

Heading 3

This paragraph is a sample of body text that is used to express the use of Barlow for Inspired Generosity's brand.

Illustrations & Photography

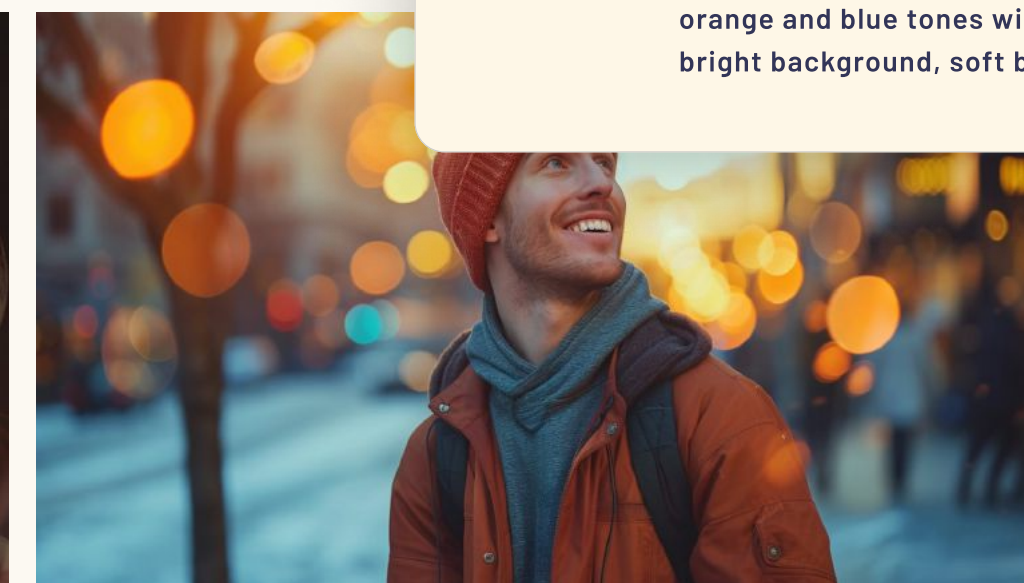
Inspired Generosity's illustrations blend modern digital art with organic textures, creating a fresh yet familiar style. Candid photos capture heartfelt moments of connection and giving in the Muslim American community.

Together, the expressive visuals tell powerful stories of how faith-inspired generosity uplifts lives and strengthens communities, encouraging viewers to embrace generosity as a mindset and way of life that brings people together and increases communal resilience.



GENERATE PHOTOS USING MIDJOURNEY (V6 MODEL)

PROMPT [Subject description], in the style of bokeh, colors are light orange and blue tones with a bright background, soft bokeh



Inquiries

Additional questions or materials? Visit inspiredgenerosity.org to learn more.



Inspired
Generosity

