

Brand Guidelines



Guidelines Include:

- Who We Are
- Logos
- Colors
- Typography
- Imagery
- Illustrations
- Names
- Tagline
- Boilerplate
- Contact





Together SC
ALLIES FOR GOOD

What our brand stands for



MORE THAN JUST A LOGO

Our brand is our most valuable resource
and must be protected so we can make
the greatest impact fulfilling our mission
to those we serve.

MADELEINE MCGEE



Together SC
ALLIES FOR GOOD

HOME
Together SC
FOR GOOD
unite, strengthen
state's nonprofit
we may enrich the
life for all.
TogetherSC
C.org

Who We Are

OUR MISSION

We strengthen, unite, and advance South Carolina's nonprofit and philanthropic community.

OUR VISION

We envision a future in which SC's nonprofits and their allies are integral players in successfully building vibrant, equitable communities.

OUR BELIEF

We believe that well-managed and responsibly governed nonprofits result in stronger, healthier communities.

OUR TAGLINE

We are Allies for Good.

Our Values

Inspiring all that we do



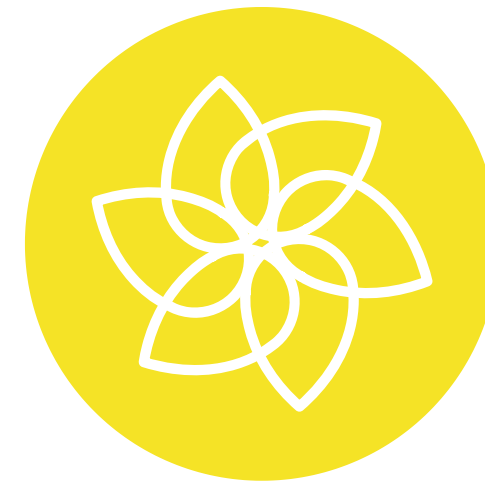
Partnering



Excellence



Equity



Reimagining



Social Impact

Our Main Logo

Together SC's primary logo includes a symbol representing the diverse communities woven throughout the state of South Carolina and reflects the reality that when we come together, the sum is greater than its parts.



Logo Variations

Logomark



Horizontal



Together SC
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Vertical



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Reversed



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Complementary Logos

Supporting our initiatives & programs



Member E-Cals



Nonprofit Excellence Award



Nonprofit Summit

Logo Dos and Don'ts



DO: Keep at least .25 in. white space around the parameter of the logo.

Logo Dos and Don'ts



DO: Use the reversed version of the logo on solid color backgrounds.

Logo Dos and Don'ts



DO: When using a transparent logo only go to 50% transparency. Only use on the main blue and green color.

Logo Dos and Don'ts



DON'T: Obstruct the logo or logomark with another design element.

Logo Dos and Don'ts



DON'T: Alter the color of the logo in any way.



SHARING OUR STORY

Your brand is a story unfolding across
all customer touch points.

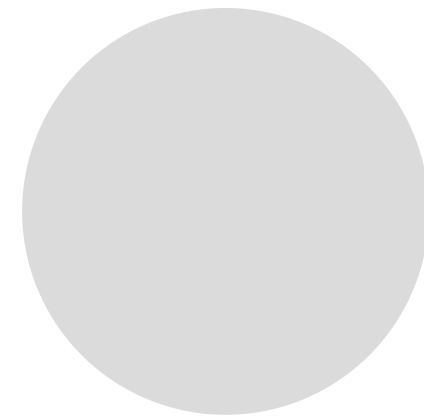
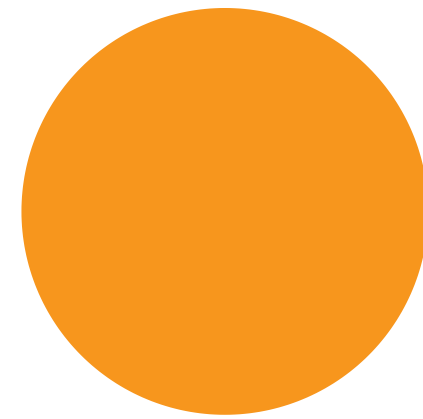
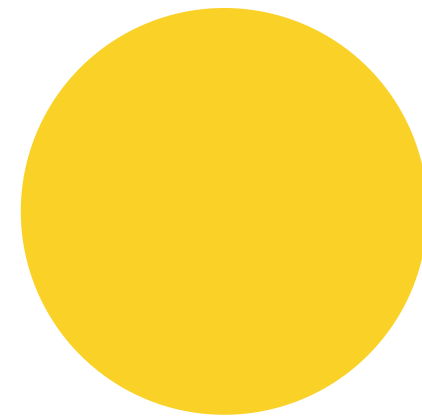
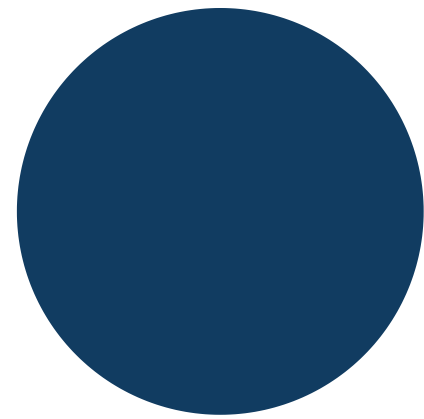
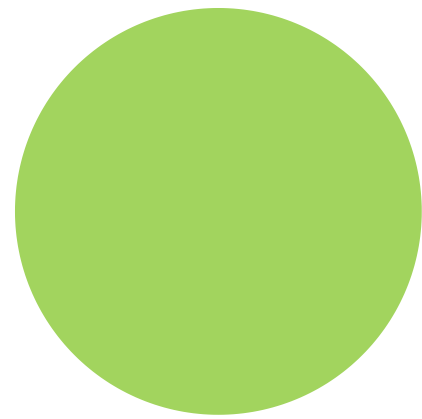
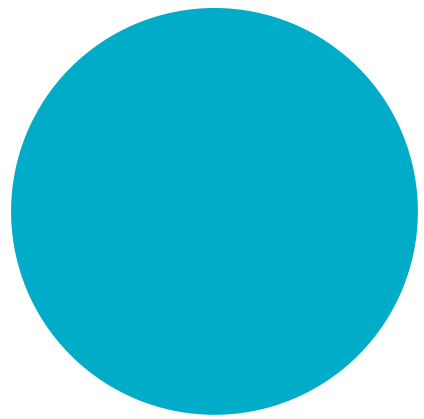
JONAH SACKS

Colors

Together SC's primary colors are an integral part of our brand identity. The colors represent emotions and experiences. They represent trust and growth. They represent the geographic span of South Carolina from the green mountains to the blue Atlantic Ocean and all points in between.



Color Palette



Pantone 3125C

CMYK 95, 2, 22, 0

RGB 0, 171, 200

#00acc8

Pantone 367C

CMYK 41, 0, 82, 0

RGB 162, 212, 94

#a2d45e

Pantone 534C

CMYK 100, 71, 0, 51

RGB 17, 60, 97

#113c61

Pantone 114C

CMYK 0, 2, 80, 0

RGB 251, 222, 64

#fbde40

Pantone 2011C

CMYK 0, 43, 88, 0

RGB 237, 155, 51

#ed9B33

Pantone 107C

CMYK 10, 7, 5, 0

RGB 217, 217, 214

#d9d9d6

Primary Colors

Accent Colors

Typography

To create a consistent brand identity, Together SC has carefully selected a suite of fonts to be used when creating brand assets and organizational documents. The use of these fonts should be consistent and intentional.



Typography

MUSEO

Museo is Together SC's primary font. It is used in the logo and should be used for primary design headings.

Playfair Display

Playfair Display is the font to be used for subheading and design copy.

Times New Roman

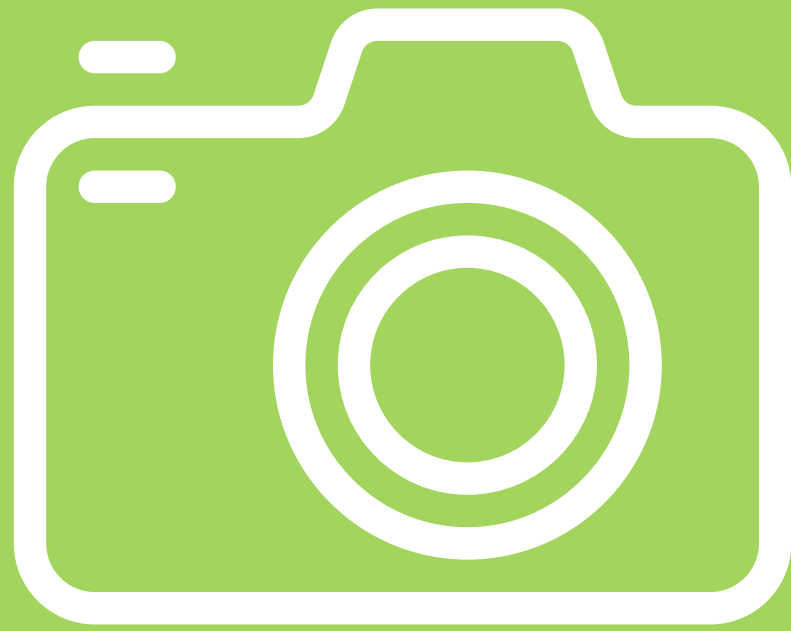
Times is the font that should be used as a system font for internal documents and emails.

Hierarchy

DISPLAY HEADING

Subheading

Body copy example.



Imagery

Together SC is committed to being thoughtful when selecting images used to convey our messages and share our story. Whenever possible we strive to use authentic images that reflect the diversity of our members. They are the heart and soul of our organization and we are unable to share our story without them.



USE OF IMAGERY

Images should be used in color and represent our diverse membership.



SISTERS of CHARITY
UNION

Illustrations

Sharing our story through art

On occasion, Together SC will work with local artists to create illustrations that support a narrative element to visual content.



The illustrations shown were created by South Carolina artist, Maria Fabrizo.

Names

Names represent who you are and what you stand for. The following names have been adopted by Together SC to represent the organization, our members, programs and initiatives.

Together SC

Together SC is the official name of the organization. The name should never be abbreviated and used at TSC or TogSC.

ALLIES FOR GOOD

Allies for Good is the official name representing the members of the association and is also used as the official tagline - "Allies for Good" or "We are Allies for Good."

Names

Programs

- SC Nonprofit Summit
- Board Leadership Summit
- Carolina Leadership Seminars
- Allies for Good Gatherings

Groups

- Business Partners
- Black Nonprofit Leaders
- Philanthropic Partners
- Academic Partners
- Government Partners
- Advocacy Allies

Initiatives

- SC Nonprofit Career Center
- For Good Connections
- Guiding Principles & Best Practices

NOTE: Award names may vary depending on the purpose as determined by the board.

Tagline

We are Allies for Good.

The tagline should be written in sentence case in most uses, including collateral materials, graphics and others.

When referring to Together SC members as Allies for Good in a sentence, it is recommended to capitalize “Allies” and “Good” for clarity. Especially in press releases, newsletters and social media.

Example: Together SC's Allies for Good are working to build vibrant, equitable communities.

“Allies” should not be capitalized if it is not used in connection with “for good.”

Example: We envision a future in which SC’s nonprofits and their allies are integral players...

Example: Join fellow allies in a webinar...

When used on social media as a hashtag, it should be capitalized [#AlliesforGood](#).

Boilerplate

High-level statement about Together SC

Together SC strengthens, unites, and advances South Carolina's nonprofit and philanthropic community through collaboration, education, advocacy and leadership. Founded in 1997, Together SC is comprised of 800+ member organizations that consist of thought leaders, agents of change, and trusted, vital advocates for the state's most vulnerable communities. Constantly adapting to the changing landscape of the nonprofit world, Together SC empowers S.C.'s nonprofits and their allies to become integral partners in successfully building vibrant, equitable communities. For more information, visit www.TogetherSC.org.



Every interaction, in any form, is branding.

SETH GODIN



How to Reach Us

MAILING ADDRESS

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EMAIL ADDRESS

info@togethersc.org

PHONE NUMBER

(803) 929-0399