



Identity & Brand Guide

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Mission, Vision, Values, & Commitment

- **Mission:** to partner with families and their children, providing stable housing and transformational support so they are empowered to overcome homelessness and thrive for generations to come.
- **Vision:** is a community where all families are healthy, financially stable, and living in affordable housing.
- **Values:** Partnership, Empowerment, Integrity, Respect, Hope—apply to everyone involved in Bridge Communities – clients, mentors, program partners, volunteers, donors, board members, staff, and community.
- **Commitment:** We believe in the transformative power of hope. Through partnerships built on mutual trust and respect, we empower families to shape their own futures and pursue new possibilities. With each milestone, we honor courage, celebrate growth, and affirm the unshakeable dignity of every person. We hold ourselves accountable for creating a place where everyone feels welcome, experiences support, and has the opportunity to thrive.



Logo

Logo

Bridge Communities' logo is in the shape of a square, featuring a sun behind a mother and two children inside a house. The graphic is on a bridge, with "Bridge Communities" under the graphic.

The logo may not be stretched, skewed or otherwise distorted in any way. Doing so destroys the integrity of the logo and introduces inconsistency in the way the brand is represented. The logo must be only used with Yellow-PMS 109. Its HEX equivalent is #FFE321.



Logo Scale

Minimum size for the square logo to be used is 1 inch wide. There is no maximum size, but it's important to leave open space around the logo.

There should always be a clear space of at least 1/8 of an inch around the edges of the logo to be used as white space.



Logo Usage

Consistent usage of our logo is key to making sure it is universally recognized. Here are some ways to avoid using the logo.

While black and white versions of the logo can be used, the logo in full color is always preferred.



Black and white logo can be used in pieces printed in black and white



The logos colors cannot be changed in any other way



Don't crop or rotate



Don't change the font



Don't use on bright colors



Colors

#FFE321

#FFFFFF

#000000

#00A652

#1F4D80

#D95E0A

Primary
Colors

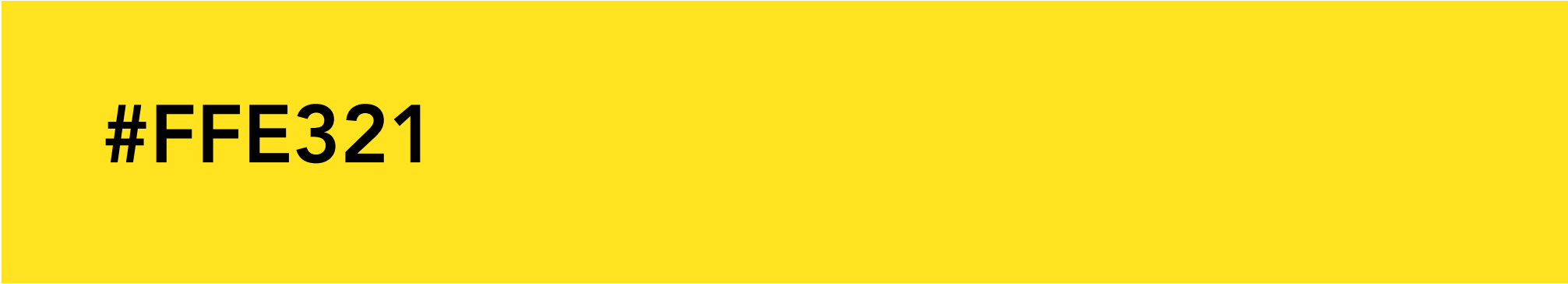
Secondary
Colors

Functional
Color

Brand Colors

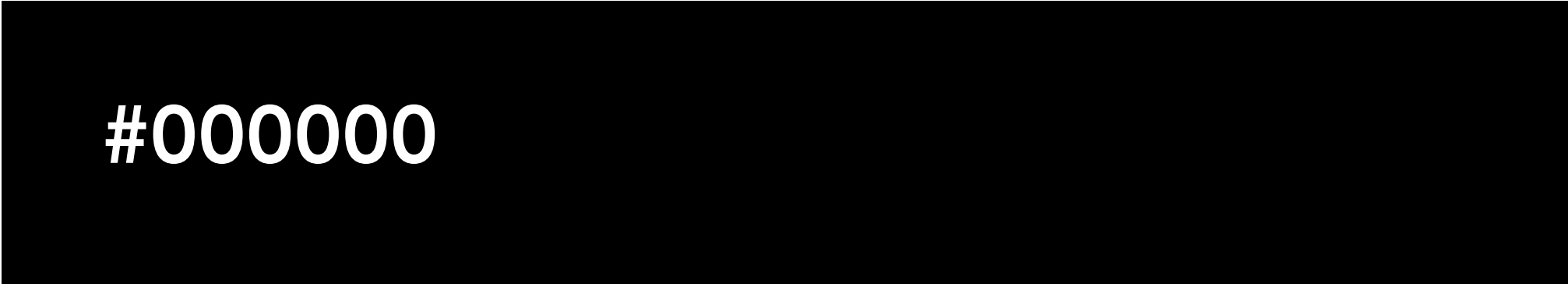
Colors help tell the story of Bridge Communities and help make our brand recognizable.

Choosing from colors within this color palette helps keep the Bridge brand looking consistent and creates cohesion across our materials.



#FFE321

#FFFFFF



#000000

Primary Colors

This is Bridge's main color palette, as can be seen on our logo. These colors, especially the yellow, should appear in all designs and communications.

Since the yellow is a bright color, it is important to recognize that it may fit better into a piece as a highlight or accent color with tints and shades of it running throughout the piece.

Secondary Colors



#00A652

#1F4D80

While these colors are not the primary colors of our brand, they can still be used to help connect to Bridge's brand.

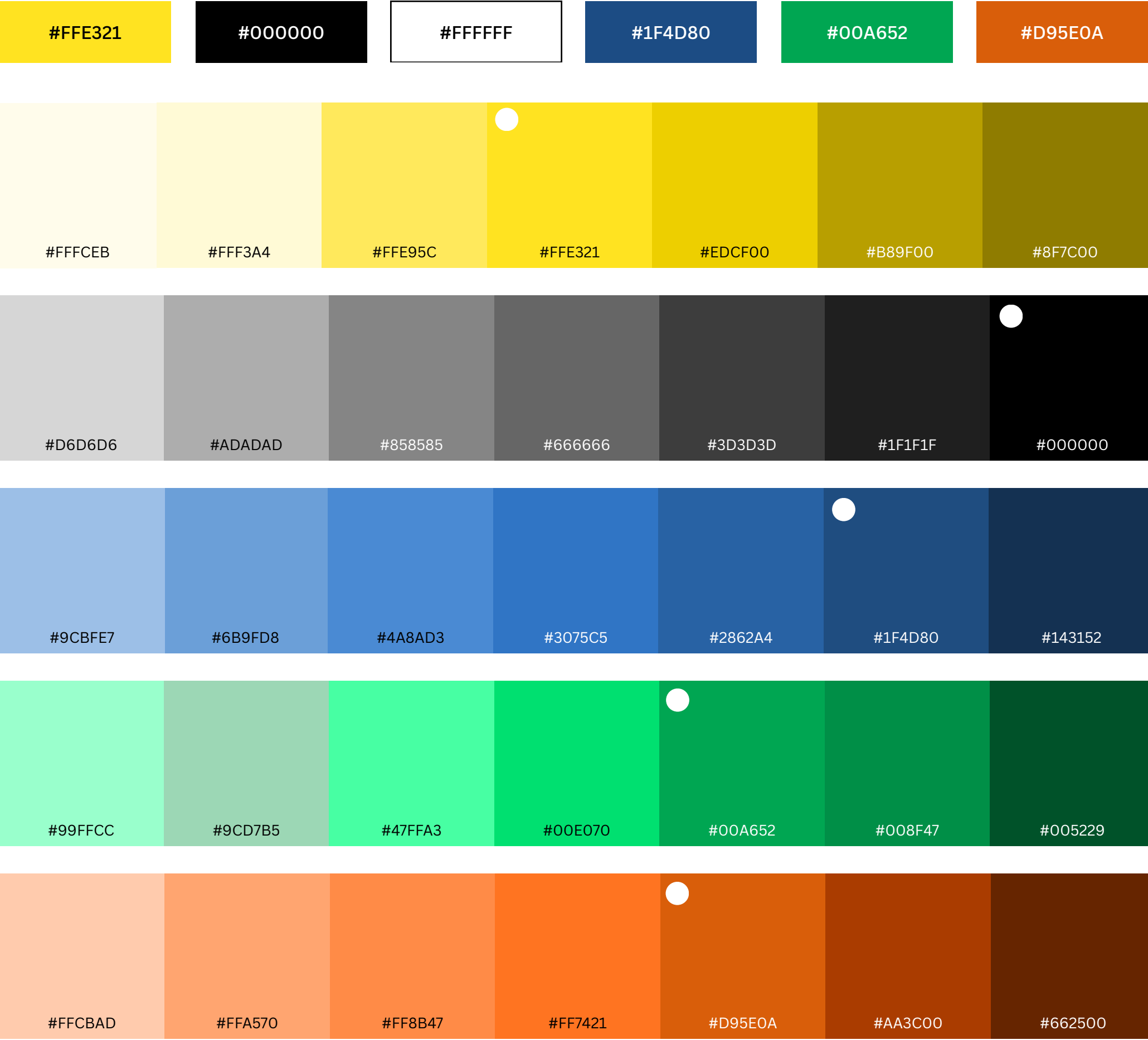
All pieces should still have our Bridge yellow present in some form. However, these secondary colors can help compliment them and add a softness to the otherwise stark palette.

#D95E0A

Functional Color

This shade of orange is intended for CTAs, urgency text, and promotional callouts. It should be used sparingly in decorative use and shouldn't typically be used in general brand expressions.

For the Glen Ellyn Backyard BBQ event, this orange can be more present, as the event's main color is orange. However, we should always tie in Bridge yellow when we can to better tie in our brand.



Tints & Shades of Brand Colors

Tints and shades of our brand colors can be used to add variety and a greater sense of balance across our designs.

This palette shows an example of the variety of colors able to be used.



Logo Placement on Brand Colors

To place the Bridge logo on Bridge yellow or black, you should add a white or lighter colored background to the logo to protect its readability. This can be done by placing a square, glow, circle of other design element behind the logo and in front of the brand color.

You could also use a tint of our brand colors behind the logo to ensure readability.



Logo Placement on Brand Colors

Placing the Bridge logo on our secondary and functional colors is handled similarly to Bridge yellow and black.

You should add a white or tinted brand color background to the logo to ensure readability. This can be done by placing a square, glow, circle or other design element behind the logo and in front of the brand color.

The exception is with the green. While it is still best practice to include a lighter element behind it, it can be placed directly on the green. See our Sleep Out Saturday logo for an example of that.



Typography

Brand Fonts

Just as colors help us define the Bridge voice, so too do the fonts we use. It is important to keep that voice consistent.

Caslon is our primary font and is present in our logo. It should be used for headlines. An italics version can be used in italics for subheadings. Avenir and Myriad are secondary fonts.

Primary
Font

Caslon

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

Secondary
Fonts

Avenir

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

Myriad

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

Fallback Fonts

Caslon, Avenir, and Myriad will not always be available across platforms, especially on our website, in mass emails, and with our broader staff working on external documents.

In those cases, the fonts shown on the right are acceptable alternatives.

Arial as a main typeface

Century Gothic for header text

Aptos across Microsoft programs



Voice

Authentic
Empowering
Warm
Engaging

Brand Voice

Our brand voice helps convey the message of who Bridge is. Accordingly, we strive to be authentic, empowering, warm, and engaging in our messaging.

While we will strike a professional tone, we avoid doing so in a way that comes across as overly formal. We are a community organization that seeks to engage with and help empower the whole of our community, and we strive to have that reflected in our voice.

Authentic
Empowering
Warm
Engaging

Inclusive Language

Bridge Communities strives to be an equitable organization where all families feel welcome and can thrive. Inclusive language is a meaningful way to create a more respectful and welcoming culture and environment for everyone across all backgrounds and identities.

Using inclusive and equitable language is crucial to truly creating a warm, authentic, and empowering tone for all our neighbors.

Tips for Writing Inclusively

- Describe people with person-first language:
 - "Person facing homelessness" not "homeless person"
- Use gender-neutral language:
 - Instead of "chairman", use "chairperson"
 - Use "they" as a singular pronoun when not talking about specific individuals
- Avoid unconscious bias in language:
 - Don't assume gender, race, ability, etc. in descriptions or examples
 - Don't position one group as the default or norm
- Use accurate terminology for groups:
 - Research up-to-date language preferences
- Adjust your frame of reference:
 - Be mindful of continually saying "they" about other groups and use "we" if it applies
- Consider diverse perspectives:
 - Include quotes, stories, and experiences from underrepresented groups
 - Think about how those groups might feel being written about
- Use parallel language:
 - Refer to different groups in similarly substantive ways
- Highlight the strength of those we serve instead of just the ways they were/are vulnerable

Recommended Common Phrases

- Access / Accessible
- Authentic
- Belong / belonging
- Caring connections
- Collaborative / Collaboration
- Community-centered
- Compassionate
- Cultural humility
- Culturally responsive
- Curiosity
- Customized / personalized to each family's circumstances
- Data-informed impact

- Empowering families to regain stability
- Equity-driven
- Fair opportunity
- Family facing homelessness
- Growth mindset
- Guide
- Holistic services
- Human-centered
- Inclusive / Inclusion
- Inclusive voice
- Journey
- Justice-minded

- Listening deeply
- Meeting people where they are
- Mutual respect
- Nonjudgmental support
- Partner / partnership
- Relationship-centered
- Respectful engagement
- Responsive to needs
- Rooted in lived experience
- Shared decision-making
- Trauma-informed
- Trust-building
- Walking alongside
- Welcoming



Photography

Photography Style

Photos have the power to quickly convey a lot of information about our brand: who we are, what our focus is, and who we serve. It is important that the photography we use aligns with our branding.

Much like our brand voice, our imagery should similarly be authentic, empowering, warm, and engaging. Our photography should feel in-the-moment, genuine, and help tell a story.



Photographing Clients

As the mission of Bridge is to transition families facing homelessness to self-sufficiency, sharing the stories of these families is the focus of much of our photography.

These pictures should look like good quality, family photos that captured a genuine moment with these families, even when posed.

Additionally, pictures of our clients should be respectful, empowering, and reflect the diversity of our program and community. Pictures also must not contain identifiable information. Name tags, street addresses, etc. must be blurred, covered, or removed from the picture.



Use of Stock Photography

When client families require anonymity, especially families currently enrolled in our program, we use stock photography in place of real photos for fundraising materials, advertising, and any other public-facing communications.

When selecting stock images, choose photos that authentically reflect the families we serve: real-looking, relatable, and representative of our community. Avoid overly staged or polished imagery that feels disconnected from the lived experiences of our clients.

We do not use AI-generated images of people or families. Authentic photography preserves the integrity and emotional resonance of our brand, and honors the real stories behind our work.



Photography Examples





Event Branding



#FFE321

#1F4D80

#FF2F81

Wine Women & Shoes

Wine Women & Shoes (WWS) is owned by Studio 4forty, who Bridge partners with to host our yearly Chicago Western Suburbs event. Graphics and visual material are made in partnership with Studio 4forty.

The WWS logo must be used with the "Benefiting Bridge Communities" line. When possible the WWS logo should be paired with the Bridge Communities logo.

This fun, fabulous, high-energy event is paired with a slight shift in our usual tone and colors to accentuate those aspects of this event. For this event, our Bridge yellow is more often paired with our navy and a vivid pink, which is used for this event only.

Celebrating
Women



TRANSFORMING LIVES

#FFE321

#00A652

Celebrating Women, Transforming Lives

Celebrating Women, Transforming Lives (CWTL) is an event owned by Bridge Communities. CWTL 's logo and colors are our Bridge yellow, black, and green. We will often use tints of these colors to reflect the spring elements of this event.

The logo includes a watercolor, yellow butterfly that is used as a symbol for the event as a whole. The butterfly can be used in CWTL communications separated from the rest of the logo, but it does not replace the use of the CWTL logo.

This logo should be paired with the Bridge logo whenever possible.

Bridge Communities' Pickleball Tournament

Bridge Communities' Pickleball Tournament (BCPT) is an event owned by Bridge Communities. The BCPT logo uses Bridge yellow, green, and an off-white that is a tint of Bridge yellow. It contains the Bridge logo between two pickleball paddles.

The logo also contains Avenir and Caslon fonts.



#FFE321

#00A652

#FAF9F2

Glen Ellyn Backyard BBQ

The Glen Ellyn Backyard BBQ is a community event benefitting Bridge Communities that Bridge takes an active role in.

The logo should be paired with the Bridge Communities logo whenever possible to strengthen the connection between this event and Bridge. We should also only use the version of the logo that includes “Benefiting Bridge Communities.”

The event’s main color is orange, so tints of our functional orange color can be used alongside Bridge yellow to promote this event.



#FFE321

#000000

#D95E0A

Sleep Out Saturday

Sleep Out Saturday (SOS) is an event owned by Bridge Communities. SOS's logo uses Bridge yellow, green, and light green.

Annual versions include a date on the inside of the tent and should only be used to correspond with that year's event. The logo includes the fonts Caslon and Myriad.



#FFE321

#00A652

#9CD7B5



Assets

Logo Download

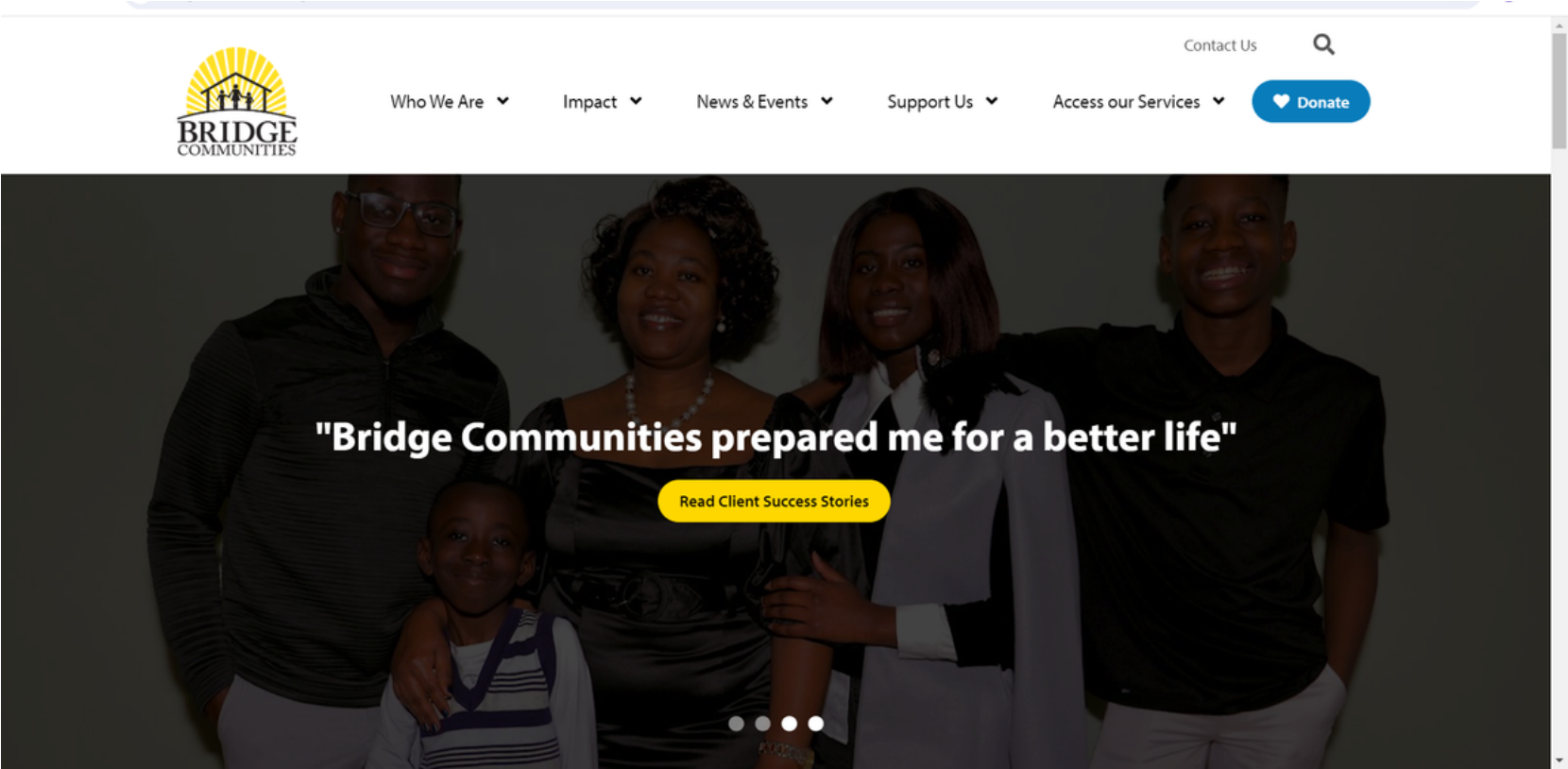
Click on the Bridge Communities logo to download a copy of it.

You can also find a version of the logo with the white background removed [here](#).



Communication Pieces

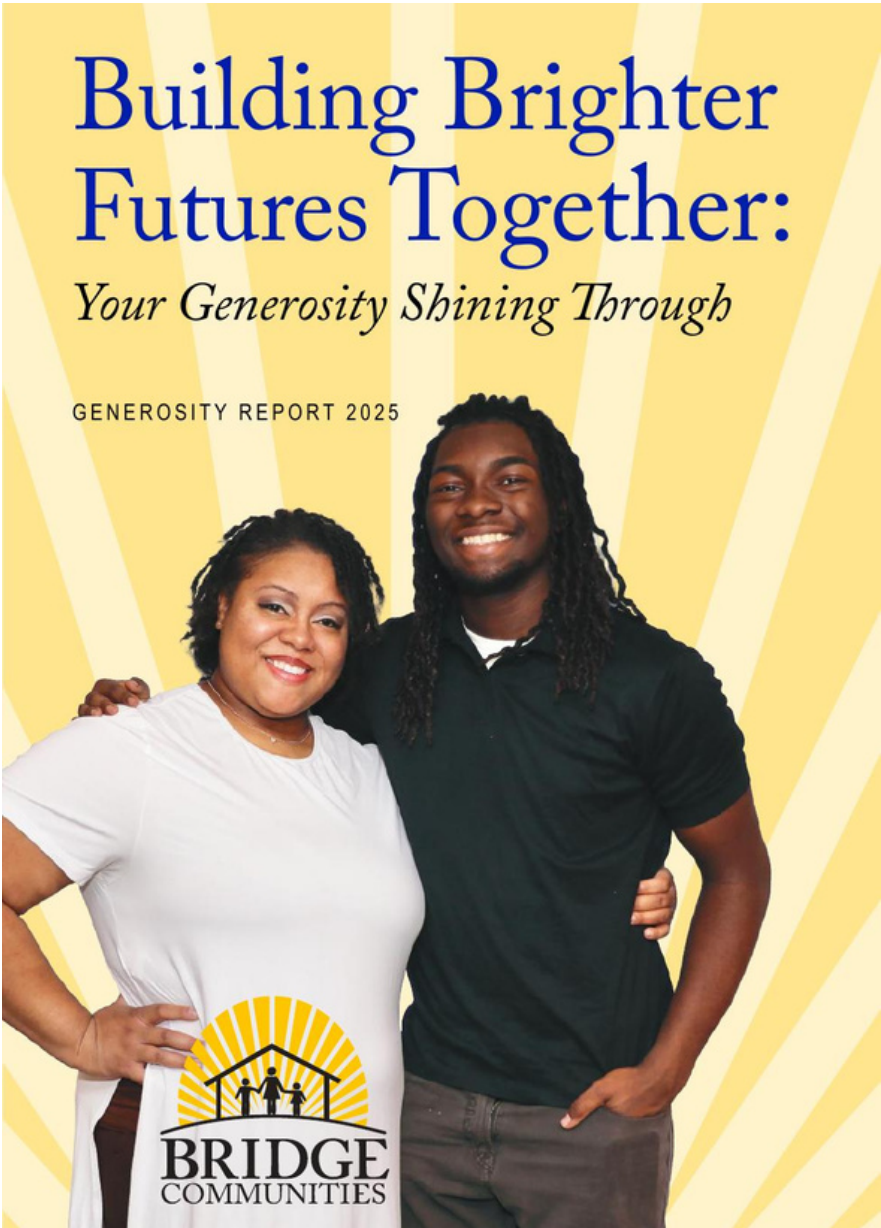
Click the links under the communication pieces to see examples of the Bridge Communities brand in action.



[Visit our Website](#)



[View the Bridge
Newsletter Connections](#)



[View our 2025 Generosity
Report](#)

Contact Information

For questions or clarifications on these
brand guidelines, please contact:

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