

Logo Guidelines



Warm Embrace
FOUNDATION

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Logo

The Warm Embrace logo reflects the foundation's core mission: restoring dignity through human connection. The intertwined figures within a heart symbolize direct, compassionate action-providing meals, shelter, education, and emotional support. It's a visual commitment to building networks of care where no one is left behind.

Foundation logo

THE WARM EMBRACE FOUNDATION LOGO IS COMPOSED OF THREE KEY VISUAL ELEMENTS:

- **Symbolic figures:** Two abstract human shapes are shown in an embrace, representing care, solidarity, and mutual support. Their simplified form ensures universal readability across cultures and contexts.
- **Heart-shaped background:** The figures are enclosed within a blue heart, reinforcing the emotional and humanitarian focus of the foundation. The color blue conveys trust, calm, and stability.
- **Typography:** The name "Warm Embrace" appears in bold blue lettering, followed by "FOUNDATION" in smaller, capitalized text. This hierarchy emphasizes the emotional identity first, then the institutional role.

Together, these elements form a cohesive visual identity that communicates compassion through action.



Monogram

A HIGHLY ADAPTABLE BRAND ELEMENT WITH STRONG VISUAL RECOGNITION ACROSS PLATFORMS

The monogram of the Warm Embrace Foundation- featuring two abstract figures in a heart-shaped embrace-can be used flexibly across digital and print environments. It functions effectively as a standalone icon on both white and blue backgrounds, maintaining clarity and emotional resonance.

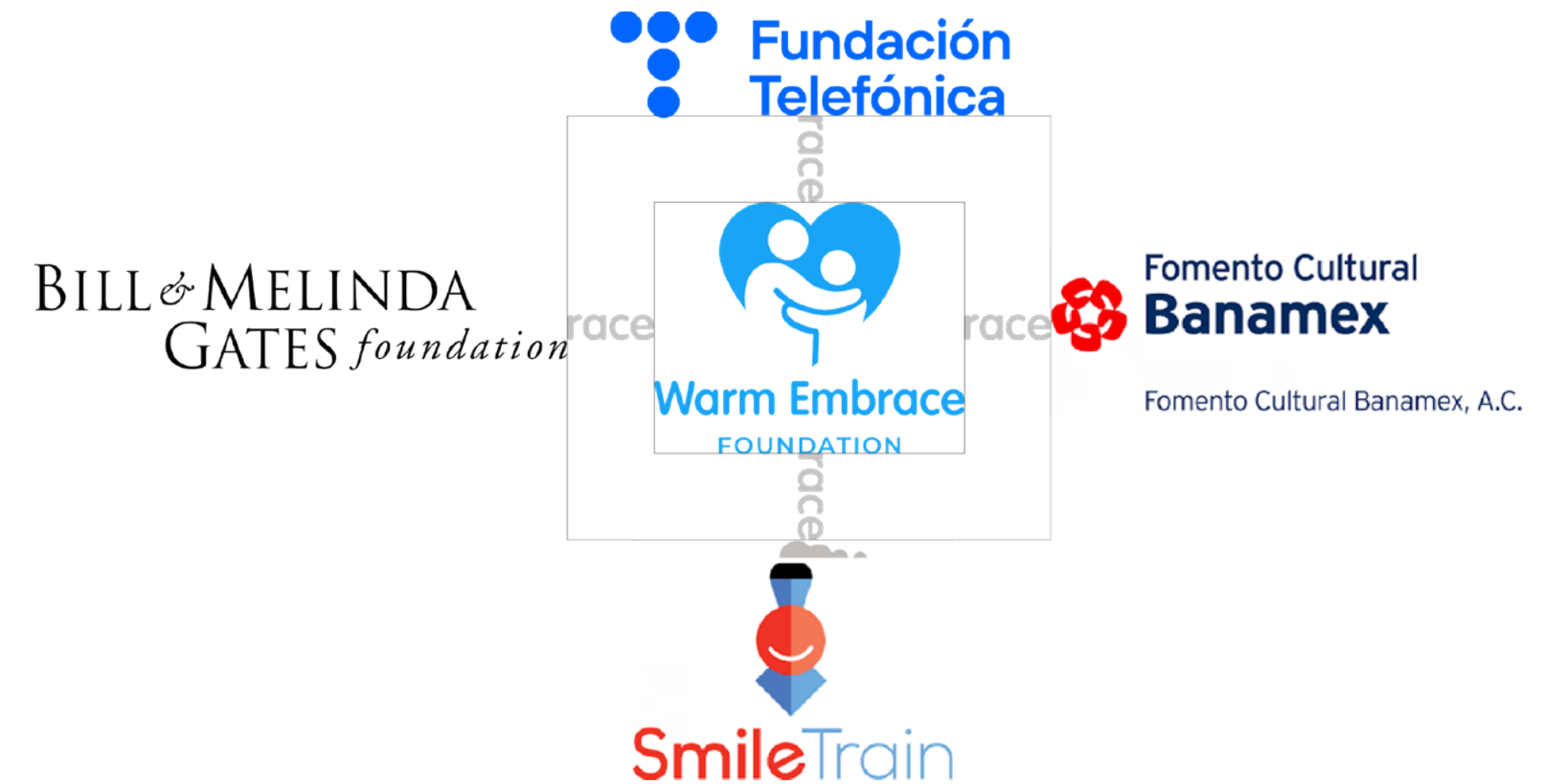
Ideal for profile representation in social platforms such as WhatsApp, Facebook, Instagram, and LinkedIn, it conveys warmth and trust at a glance. Beyond social media, the monogram serves as a recognizable visual asset for mobile apps, favicons, merchandise, signage, and internal communications, reinforcing brand identity wherever a compact, symbolic presence is needed.



Clear space

BREATHING SPACE

Due to its relatively low contrast compared to other foundation and brand logos, our logo requires ample surrounding space to remain visually distinct. The minimum distance from other graphic elements is defined by the final letters of the word "embrace" - specifically, "race".



Color

COLOR IDENTITY

Warm Embrace Blue and white form the core identity. Supporting colors extend the system without competing with the primary blue.

CORE PALETTE

WARM EMBRACE BLUE

PRIMARY BRAND COLOR

DIGITAL

HEX #1AA3F5

RGB 26 / 163 / 245

COLOR SPACE sRGB

WHITE

HEX #FFFFFF

RGB 255 / 255 / 255

PROCESS PRINT

CMYK REFERENCE 100 / 7 / 0 / 0

OUTPUT PROFILE Printer-specified

SPOT COLOR

No sufficiently close standard Pantone equivalent. Custom ink matching is recommended for color-critical applications.

SOFT TONES

SKY

#AFDFFC

MINT

#73E6D9

LAVENDER

#B8B5EA

VIBRANT ACCENTS

COBALT

#3672F6

MAGENTA

#E5458A

ORANGE

#F6981C

USAGE PRINCIPLE
Supporting colors must never replace Warm Embrace Blue as the dominant brand color.

PRINT COLOR NOTE
CMYK values are specified independently to maintain the intended visual character of Warm Embrace Blue in process printing.

Color versions

COLOR VARIANTS AND CONTRAST GUIDELINES

The logo may be used in white on a blue background, and other dark backgrounds with sufficient contrast., in blue on a white background, or in a mixed version featuring the monogram in blue and the lettering in white. The latter should only be applied when the background justifies it, with careful attention to contrast and legibility. Colored logos are preferred and should be used whenever possible over monochrome alternatives.



Monochrome versions

MONOCHROME APPLICATIONS AND COLOR RESTRICTIONS

The monochrome versions are simply black and white. In the first case, on the left, the monogram and text appear in black on a white background; in the second, on the right, both the symbol and the text are rendered in white on a black background. Any other color should be avoided. Monochrome versions should only be used in cases where a high level of contrast justifies their application, either to draw attention, if only one ink -black- is available or when competition with other graphic elements makes it necessary.



Typography

Typefaces

TYPOGRAPHY USAGE

The VAG Rounded Next Semibold typeface is reserved exclusively for the foundation's name. Its soft, geometric curves convey warmth, emotional resonance, and approachability-qualities that reflect the core identity and mission of the foundation.

In contrast, Montserrat is used for all supporting text and applications. Its clean, modern structure provides visual balance and neutrality, grounding the expressive nature of VAG Rounded with clarity and typographic stability.

VAG Rounded Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!".\$%&/= ^ *'ç, .-;:_)

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!".\$%&/= ^ *'ç, .-;:_)

Do's



The logo text is left-aligned and the size relationship between text elements is preserved when placed horizontally next to the monogram



It is acceptable to place the logo within a blue circle background, as this format enhances the emotional tone of its message



The logo may be reproduced without the word "foundation" when used to express the brand itself

Warm Embrace FOUNDATION

When positioning the logo text in a single line without the monogram, the original typefaces and weights must be preserved, and the word "foundation" should match the height of the lowercase letters in "Warm Embrace"

Don'ts



Do not set the logo text in black or any other color



Do not apply effects to the logo



Do not change the logo's color



Do not use any shade of blue other than the official one



Do not alter the typefaces or their weights

Warm Embrace FOUNDATION

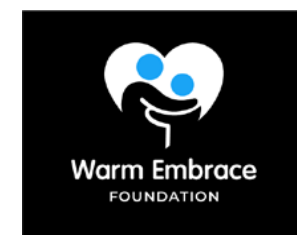
Warm Embrace FOUNDATION

Warm Embrace Foundation

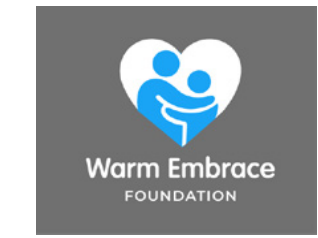
Do not modify the size or font of the word "foundation" (see Do's) when the logo text is written on a single line



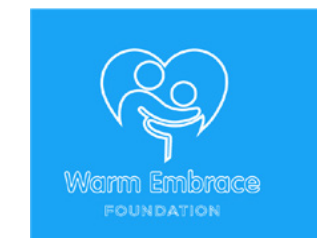
Do not shift the logo off its horizontal axis



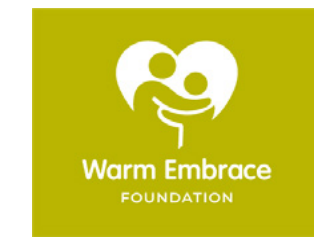
Do not include colors in monochrome logos



Do not use backgrounds that reduce the original contrast level



Do not recreate the logo using outlines only



Do not use non-approved background colors



Warm Embrace
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www.warmembrace.foundation