

LIGHTHOUSE FOUNDATION

A horizontal bar with a rainbow gradient, transitioning from red on the left to purple on the right.

BRAND GUIDE

A horizontal bar with a rainbow gradient, transitioning from red on the left to purple on the right, located at the bottom of the page.

OVERVIEW

MISSION STATEMENT


Lighthouse Foundation is a Black LGBTQ+ led, multiracial social justice organization that advances justice for Black LGBTQ+ people across Chicagoland through empowerment, education, and entertainment. We envision a Chicagoland in which Black LGBTQ+ people are safe, resourced, empowered, liberated, and flourishing.

PROMISE

Lighthouse Foundation promises that we will continually work to create spaces where Black LGBTQ+ individuals are safe, resourced, empowered, liberated, and flourishing. We do this by creating programming tailored to the wants and needs of Black LGBTQ+ folks, as well as fighting to address systemic inequities nationwide.

OVERVIEW

VALUES

- **Diverse Representation:** We celebrate diversity inside and out. Marketing should reflect a diverse array of gender, skin darkneses, and different body types.
 - **Empowerment:** We invest in developing the leadership of community members in order to build collective empowerment for the Black LGBTQ+ community as a whole. We do this by prioritizing the hiring of Black LGBTQ+ employees, vendors, and talent whenever possible. We also support the programs and campaigns of fellow Black LGBTQ+-serving organizations on social media.
 - **Sex-Positivity:** As a sex-positive organization, LF celebrates the bodies, joy, and laughter of Black LGBTQ+ individuals.
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VOICE

HUMAN


Copy should be written in a personable, casually-professional manner. Avoid overly formal language. Slang and references to Black Queer culture are welcome.

ACCESSIBLE


For general marketing, copy should be written for an 8th-grade reading level. Avoid technical and business jargon, or define it if essential.

FIRST-PERSON

Messages from LF should be written from the first-person, using “we,” “us,” and “our.”



PHRASES TO EMBRACE

- **Economics** - Equity, employment gap, wage gap, economic empowerment, uncompensated labor, fair wage, build healthy communities
 - **Research** - Shifting from objects to subjects, from the researched to researchers, academic/community partnership, participatory action research
 - **Racism** - Racial uprising, Give us the money to meet the moment, building racial solidarity across a segregated city, structural racism, racial justice, emotional tax
 - **Health** - Healing justice, mental health, community-based intervention, health inequity, racial disparity
 - **Arts/Culture** - Cultural Equity, Cultural organizing, Thriving, Resiliency, Black Queer Joy
 - **Racial Justice Organizing** - Building power, Transparency, Accountability, sustainability, Building racial solidarity across a segregated city
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PRIMARY LOGO USAGE

**LIGHTHOUSE
FOUNDATION**

The primary white logo consists of the words "LIGHTHOUSE" and "FOUNDATION" stacked vertically in a bold, sans-serif font. Below the text is a horizontal rainbow-colored bar.

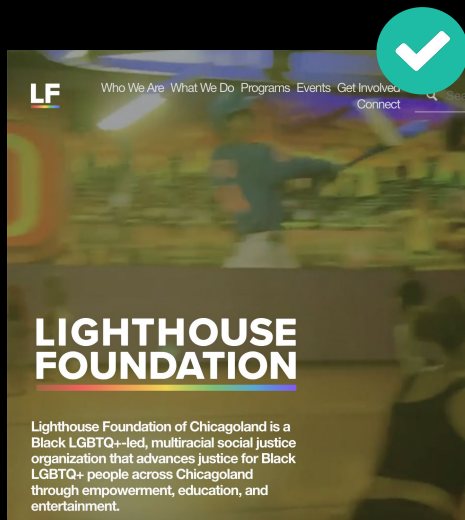
Primary White Logo - Our primary white logo is used in most situations. It can be used over dark backgrounds and photographs. When other organizations ask for our logo, this is the one that should be sent.

**LIGHTHOUSE
FOUNDATION**

The primary black logo consists of the words "LIGHTHOUSE" and "FOUNDATION" stacked vertically in a bold, sans-serif font. Below the text is a horizontal rainbow-colored bar.

Primary Black Logo - Our primary black logo is used for white backgrounds and documents. This includes letterheads, invoices, and more. It should never be used over photos. This can be sent to other organizations for use, but with a note that the white version is preferred if possible.

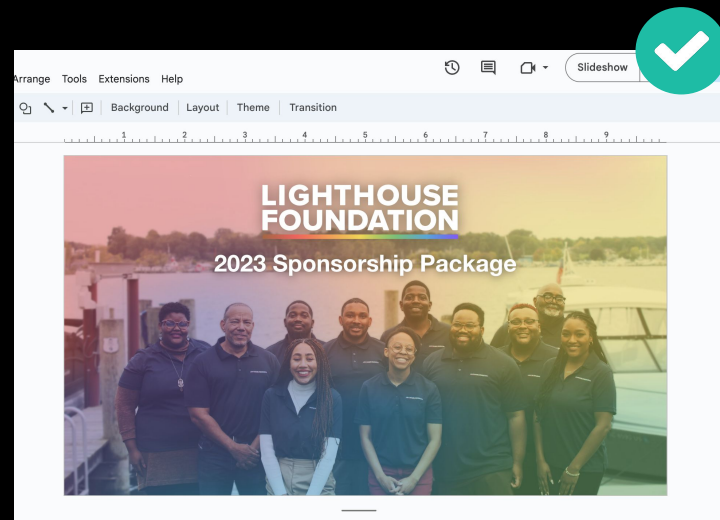
PRIMARY LOGO USAGE



Website



Documents



Presentations

SECONDARY HORIZONTAL LOGO USAGE

LIGHTHOUSE FOUNDATION

LIGHTHOUSE FOUNDATION

Secondary Horizontal White Logo - Our horizontal logo used when there is not enough room for the full logo. This includes photo watermarks, social media images, and document page headers.

Secondary Horizontal Black Logo - Our horizontal logo used when there is not enough room for the full logo on a document page header. It should never be used over images.

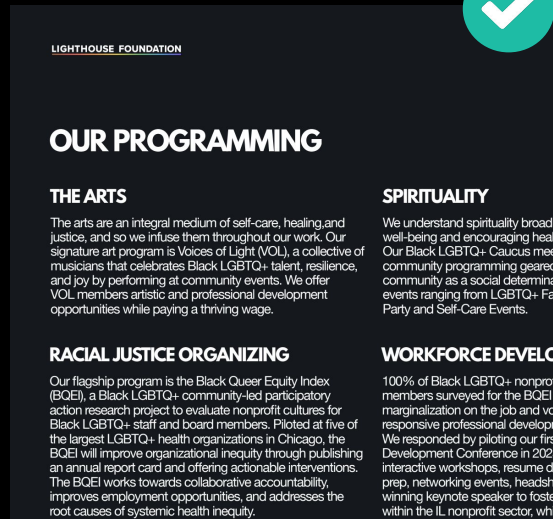
SECONDARY HORIZONTAL LOGO USAGE



Watermark



Space-Saver



Document Header

TERTIARY “LF” LOGO USAGE

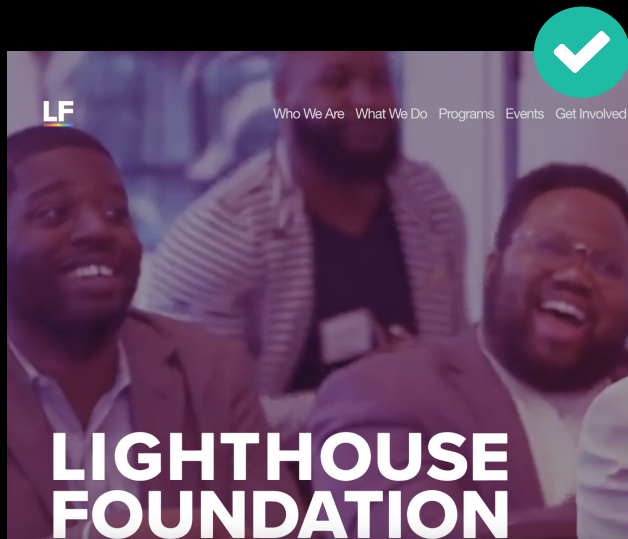


Tertiary “LF” White Logo - Our “LF” logo is the shortest and smallest version of the logo. It should be used rarely. It should be used as an icon, when there is not enough space for the full logos, or when the Lighthouse Foundation brand has already been established. It should never be used on marketing distributed outside of Lighthouse, like images for partner organizations.

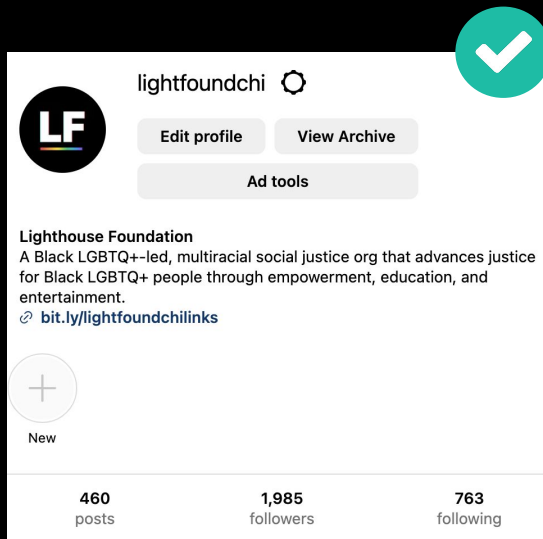


Tertiary “LF” Black Logo - Our “LF” logo is the shortest and smallest version of the logo. It should be used when there is not enough space for the full logos or the Lighthouse Foundation brand has already been established on a document. It should never be used on marketing distributed outside of Lighthouse, like images for partner organizations.

TERTIARY “LF” LOGO USAGE



Website Icon



Social Media Icon



Partner Image

When working with partners, the “LF” logo should never be used, as people would not know what it stands for out of context.

INCORRECT LOGO USAGE

1. Do not reverse the logo
2. Do not apply colors to the logo
3. Do not stretch or alter proportions of the logo
4. Do not use “LF” logo when working with other organizations
5. Do not use the retired “color palette” version of the logo, only the updated “gradient” version

1

LIGHTHOUSE
FOUNDATION



2

LIGHTHOUSE
FOUNDATION



3

LIGHTHOUSE
FOUNDATION



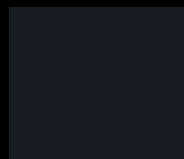
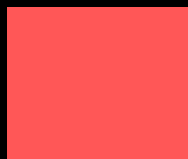
4



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BRAND COLORS



RED

ORANGE

YELLOW

GREEN

BLUE

PURPLE

BLACK

BROWN

HEX:
FF5757

HEX:
FF9649

HEX:
F4D733

HEX:
62C273

HEX:
3EA8DD

HEX:
8C52FF

HEX:
181B1F

HEX:
AC663E

RGB:
255, 87,
87

RGB:
255, 150,
73

RGB:
244, 215,
51

RGB:
98, 194,
115

RGB:
62, 168,
221

RGB:
140, 82,
255

RGB:
24, 27, 31

RGB:
172, 102,
62

CMYK:
0, 81, 61,
0

CMYK:
0, 50, 78,
0

CMYK:
6, 11, 91,
0

CMYK:
62, 0, 74,
0

CMYK:
68, 18, 1,
0

CMYK:
63, 71, 0,
0

CMYK:
77, 68, 62,
76

CMYK:
26, 64, 83,
12

FONTS

Main Font Family: Helvetica Neue

Use for body text, headings, and/or images. Use negative letter spacing when possible.

GSuite: Helvetica Neue

- Bolded for headings, titles, unbolded for body text
- Uppercase transform for headings

Canva: Helvetica Now Display

- Bolded, -50 Letter Spacing

Squarespace: Helvetica Neue

- -0.05 em Letter Spacing
- Uppercase transform for headings

Secondary Font Family: League Spartan, Bold

Use exclusively for headings and titles, never body text.

Canva: League Spartan

- -39 Letter Spacing

FONT USAGE

Lighthouse Foundation

Lighthouse Foundation is a Black LGBTQ+ led, multiracial social justice organization.



This text features bolded Helvetica Neue as the header and normal weight as the body text.

LIGHTHOUSE FOUNDATION

Lighthouse Foundation is a Black LGBTQ+ led, multiracial social justice organization.



This text features bolded, uppercased Helvetica Neue as the header and normal weight as the body text.

LIGHTHOUSE FOUNDATION

Lighthouse Foundation is a Black LGBTQ+ led, multiracial social justice organization.



This text features bolded uppercase League Spartan as the header and normal bold as the body text.

FONT USAGE

LIGHTHOUSE FOUNDATION

Lighthouse Foundation is a Black LGBTQ+ led, multiracial social justice organization.

Ever since our founding in 2019...



This text features bolded, uppercase Helvetica Neue as the title, a bolded header, and a normal weight as the body text.

Lighthouse Foundation

Lighthouse Foundation is a Black LGBTQ+ led, multiracial social justice organization.



This text incorrectly uses League Spartan as the body text. League Spartan is only to be used for titles and headers.

LIGHTHOUSE FOUNDATION

LIGHTHOUSE FOUNDATION IS A BLACK LGBTQ+ LED,
MULTIRACIAL SOCIAL JUSTICE ORGANIZATION.



This text incorrectly uses uppercase letters for the body text. Uppercase letters should only be used for titles and headings.

FONT USAGE

Black Queer Equity Index Rubric

Presented by Lighthouse Foundation of Chicagoland's Black Queer Equity Index

RESOURCE ALLOCATION

1. Can your organization present an analysis of programming (cost per participant) across organization programming that disaggregates cost per participant across racial, gender, sexuality groups, and zip codes and assess the reasons for the difference of cost per person—especially if the programs are similar?

Cost per person on all groups and an analysis of difference	Cost per person on most groups but not all groups and an analysis of difference	Cost per person on few groups but not all groups and no analysis	No Cost Per Person analysis
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Helvetica Now with -55 letter spacing, uppercase bolded titles, bold headings, normal weight body text

LIGHTHOUSE FOUNDATION



August Black LGBTQ+ Caucus Meeting

Tues. August 22 | 7 PM - 8 PM | Zoom

bit.ly/OpenBQC

League Spartan used for title and bit.ly link, while Helvetica Now is used for the date, time, and location.

WORLD AIDS DAY A Commemoration

Live Music. Free Drinks. Real Stories.

FEATURING:



music by
Jahari and the Hippies

moderated by
Dr. Keith Green

Thursday, December 1, 2022 | 6:30 PM - 8:30 PM

bit.ly/LFWAD22

Uppercase League Spartan used for title and bit.ly link, while Helvetica Now is used for the date, time, and location.