



BRANDING TOOLKIT

CORE MISSION

Injury. Family Death. Natural Disaster. If you're a food and beverage service employee with children, CORE can help. CORE provides financial relief to food and beverage service employees with children when navigating a qualifying circumstance.

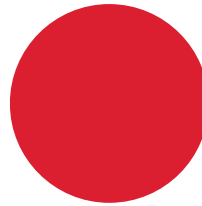
PRIMARY LOGO



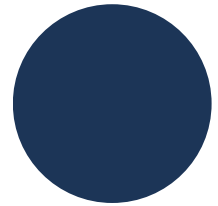
SECONDARY LOGOS



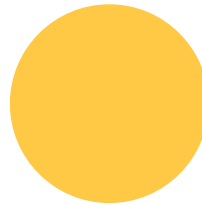
COLOR PALETTE



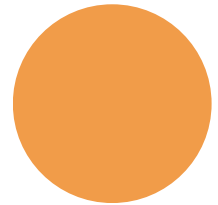
Pantone (PMS): 1795C
RGB: 219 31 48
HEX/HTML: #DB1F30
CMYK: 8 100 90 1



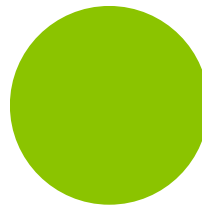
Pantone (PMS): 534 C
RGB: 28 53 87
HEX/HTML: #1C3557
CMYK: 96 81 40 33



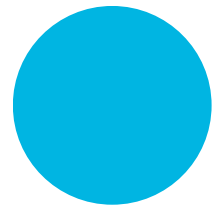
Pantone (PMS): 1225C
RGB: 255 200 69
HEX/HTML: #FFC845
CMYK: 0 16 80 0



Pantone (PMS): 4009C
RGB: 241 156 73
HEX/HTML: #F19C49
CMYK: 0 42 76 0



Pantone (PMS): 2293 C
RGB: 139 196 0
HEX/HTML: #8BC400
CMYK: 43 0 100 0



Pantone (PMS): 306 C
RGB: 0 181 226
HEX/HTML: #00B5E2
CMYK: 76 0 0 0

LOGO TYPEFACE & FONTS

RALEWAY

Black 900
All Caps

Open Sans
Regular
All Caps



Fonts are available for free from Google Fonts:

Raleway: <https://fonts.google.com/specimen/Raleway>

Open Sans:

<https://fonts.google.com/specimen/Open+Sans>

System Font: Calibri: Should come installed on most computers

LOGO GUIDELINES

The CORE logo is not to be altered in any form. Please do not:

- Create shadows behind the logo
- Crop the logo
- Change the logo's proportions
- Deviate from the official color scheme
- Alter the contents of the logo
- Change the typeset of the logo

LOGO CLEAR SPACE

The logomark should always be surrounded by a clear space at least the weight of the "E" used in CORE. Marked above as the grey E.



LOGO MINIMUM SIZE



No smaller than two inches wide

CORE ANNUAL CAMPAIGNS

Serving Up Hope - September 1 - October 31

Giving Tuesday - The Tuesday following Thanksgiving annually

SOCIAL MEDIA HANDLES / HASHTAGS

- Facebook: @coregives
- Instagram: @coregives
- LinkedIn: @coregives
- Website: www.coregives.org
- Hashtags: #COREgives #ServingUpHope

SAMPLE SOCIAL MEDIA CAPTIONS

- This month (BRAND NAME) is (YOUR EVENT NAME) for @coregives! Your generous donation can help CORE provide financial relief to Food & Beverage Service employees with children when navigating a qualifying circumstance. #COREgives
- Did you know only 1 in 4 Americans can afford a \$400 medical bill? This is why (BRAND NAME) is partnering with @coregives in raising funds to financially assist qualifying Food & Beverage Service Employees when navigating a qualifying health crisis or natural disaster. Learn more & consider making a donation here: [link]! #coregives

PERMISSION OF USE

All printed and digital collateral using the CORE name and/or CORE logo must be approved by the CORE team. Please send collateral to INFO@coregives.org for approval.

CONTACT CORE

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