

Brand Guidelines

Perpetual Blessings Charity Foundation



Introduction

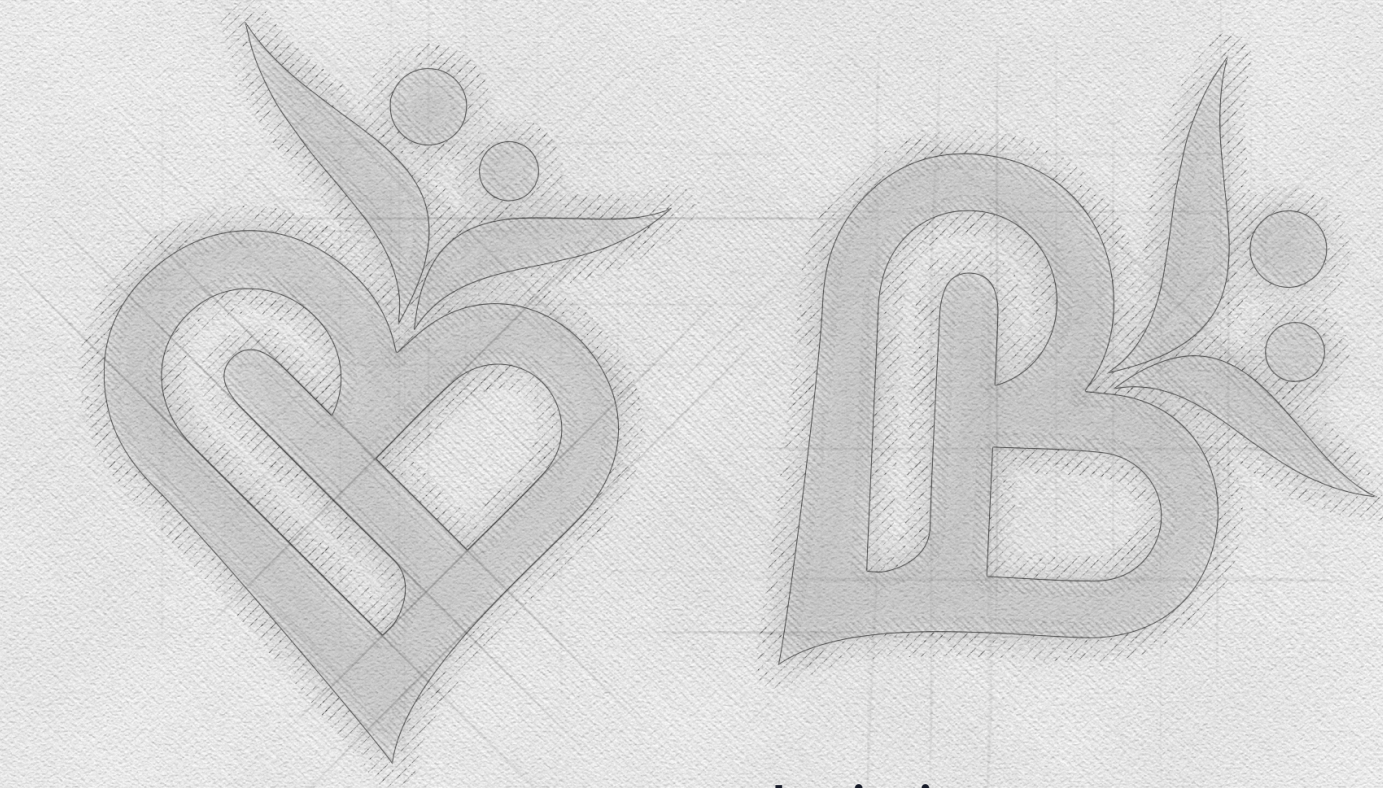
Welcome to the official brand guidelines of the PERPETUAL BLESSINGS CHARITY FOUNDATION brand and assets. This document is intended to educate anyone who is responsible for creating internal or external communications using the PERPETUAL BLESSINGS brand.

It is important that we all share a basic understanding of how and when to use our identity. These Identity Standards are intended to introduce you to the basic usage. We want to make it easy for you to integrate PERPETUAL BLESSINGS in all media formats while respecting our brand and legal/licensing restrictions.

Note that by using these resources, you accept our Terms of Service.

Logo Construction

For the Perpetual Blessings Charity Foundation logo, the initials "PB" are thoughtfully crafted into a distinctive and memorable mark. The design seamlessly integrates a heart shape, symbolizing compassion and care, while abstract forms represent the sense of community and togetherness that the foundation fosters. This unique combination reflects the core values of the organization, creating a timeless and versatile identity.



Inspiration

Letter P + B + Heart + Community

Full Logo

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best.

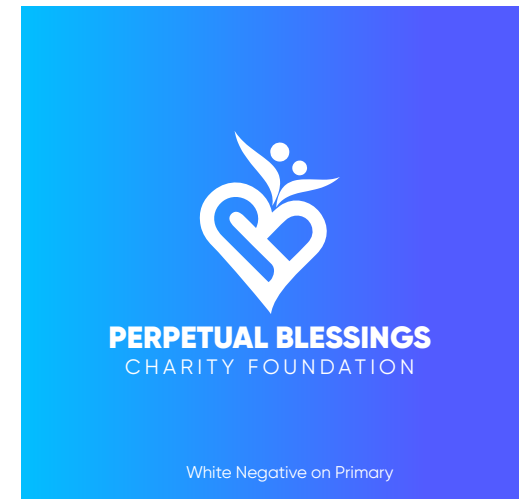
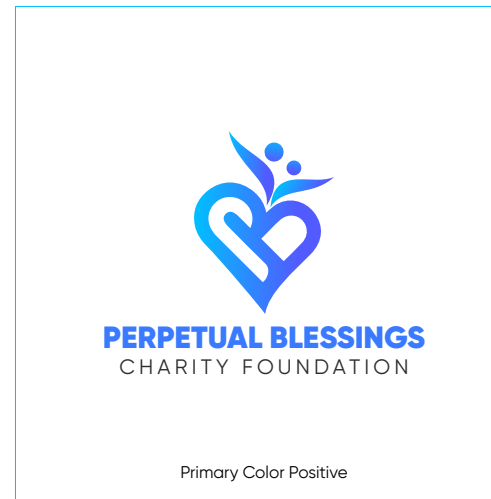


PERPETUAL BLESSINGS
CHARITY FOUNDATION

Logo design Versions

The PERPETUAL BLESSINGS Logo should be used mostly with the Blueberry and Link Water colors.

The negative PERPETUAL BLESSINGS Logo can be used on dark image backgrounds with high contrast between them. The Monochrome version logo should be used on documents that are printed in black & white.

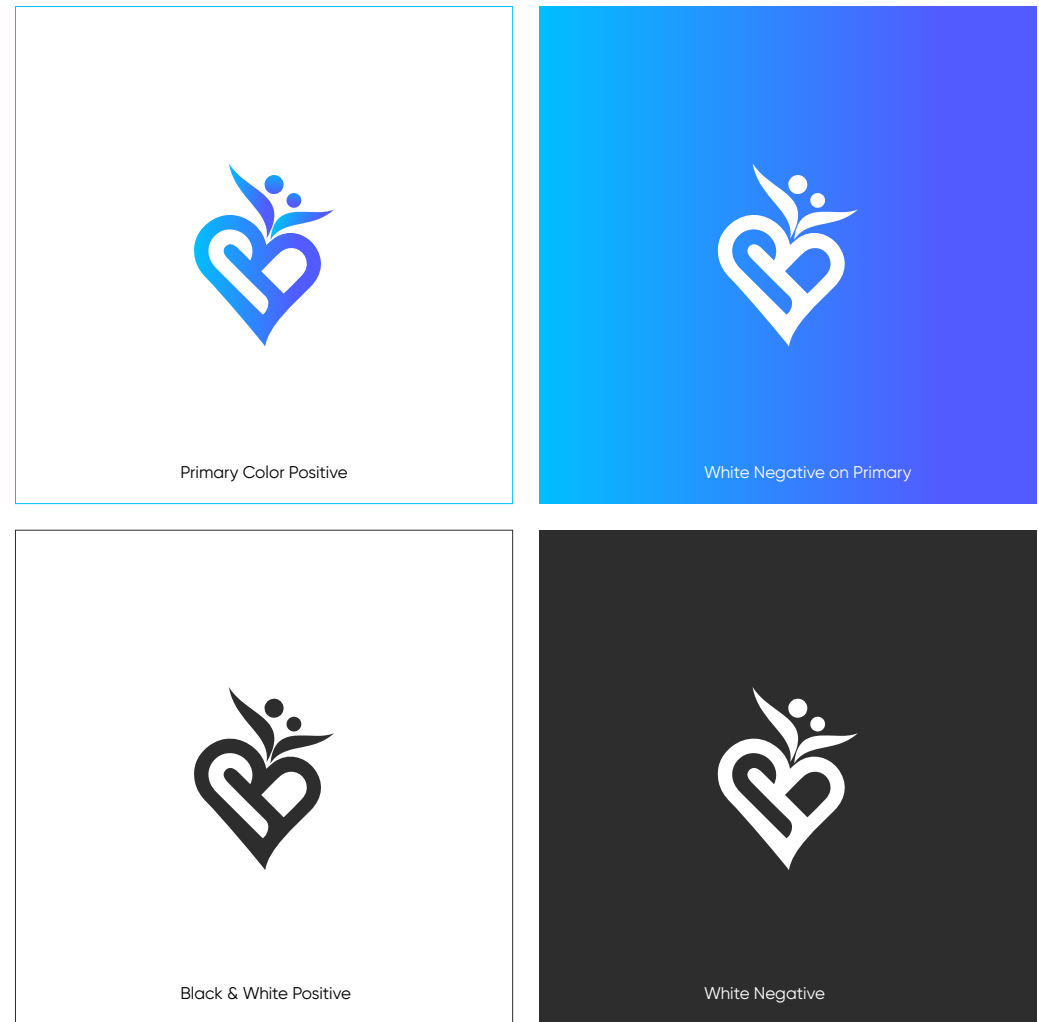
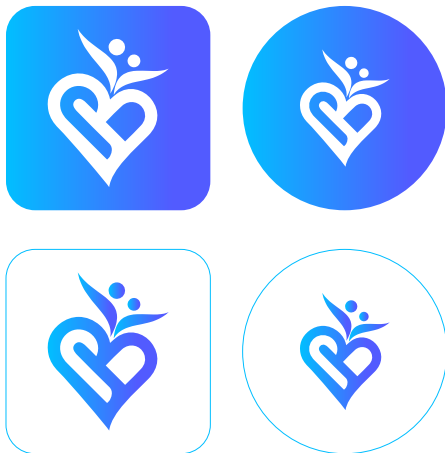


Logo design Versions



Main Icon & Favicon

The PERPETUAL BLESSINGS icon should be used as the official Favicon only in PERPETUAL BLESSINGS Blueberry. The negative icon should be used for social as user/company image such as Whatsapp, Facebook, LinkedIn etc'.



Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document there are no exceptions.



Do not distort or alter the proportions of the logo



Do not add contours to the logo



Do not add a drop shadow to the logo



Do not make the logo bolder



Do not change any elements respective to each other



Do not rotate the logo to any angle

Mock Ups



Typography

Aa **Gilroy**

Manage your work with patience

H1 34pt Gilroy ExtraBold

Manage your work with patience

H2 22pt Gilroy Bold

Manage your work with patience

H3 18pt Gilroy SemiBold

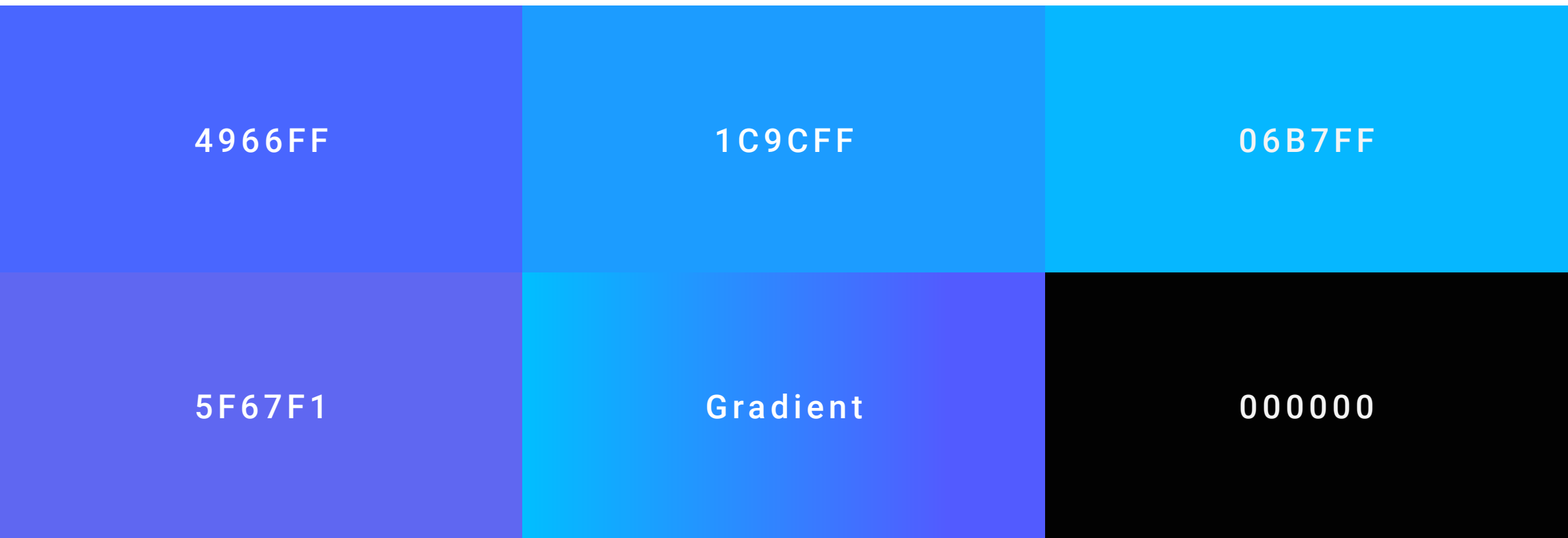
Manage your work with patience

Body Text 14pt Gilroy Medium

Manage your work with patience

Description 14pt Gilroy Regular

Color scheme - Palette



Thank You !

Designed by:



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