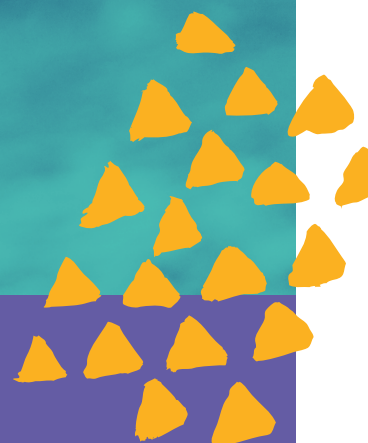




**NATIONAL
OVERCOMERS
NETWORK**



STYLE GUIDE

NATIONAL OVERCOMERS NETWORK
FALL 2021

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CORE MESSAGING

ABOUT

The National Overcomers Network is a movement to acknowledge, amplify, and equip people who have faced difficult personal vulnerabilities and prevailed. Established in 2021, this network of people, organizations, and supporters are working to build an American society where Overcoming is the norm, not the exception.

With a goal of creating a space for thousands of Overcomers, this network shines a light on individuals who grappled with these vulnerabilities, became victors of their own lives, and are now seeking to make systemic change within their own communities.

MISSION

The National Overcomers Network is on a mission to create a space for thousands of Overcomers and eventually rebuild an American society where Overcoming is the norm, not the exception.

UNDER 280 CHARACTERS

The National Overcomers Network is a movement to acknowledge, amplify, and equip people who have faced difficult personal vulnerabilities and prevailed. Our goal is to build a society where Overcoming is the norm, not the exception.

SLOGAN

The victor, not the victim. We are the National Overcomers Network.

KEY WORDS

Freedom, victorious, authentic, victors

POSITIONING STATEMENT (INTERNAL USE ONLY)

For individuals who have overcome difficult personal vulnerabilities and are now on a mission to make systemic change within their own communities, the National Overcomers Network provides them with the platform and resources to help their message be heard. This movement instills a community of belonging for anyone who has gone toe-to-toe with The Churn and won.

LOGO

PRIMARY LOGO

Preferred logo format for all marketing and communication collateral.



SECONDARY LOGO

Alternate logo format that can be used in marketing and communication collateral.



ICON

May be utilized when "National Overcomers Network" is displayed in close proximity (i.e., social media).



LOGO



**NATIONAL
OVERCOMERS
NETWORK**

WHITE

Preferred logo on color or dark backgrounds.



**NATIONAL
OVERCOMERS
NETWORK**

DENIM

Preferred logo on white or light backgrounds.



**NATIONAL
OVERCOMERS
NETWORK**

BLACK

Preferred logo when black is the only option.

LOGO USAGE

These examples illustrate how **NOT** to use the logo but do not include all instances of misuse.



x Don't use unauthorized colors.



x Don't stretch.



x Don't squeeze.



x Don't reconfigure the elements of the logo.



x Don't add a drop shadow.



x Don't change the font of the logo.

COLOR PALETTE

Print color values (CMYK and Pantone Matching System) should be used for anything that will be printed with ink. Examples include: print ads, brochures, forms, signs, banners, and apparel. Web color values (RGB and HEX) should be used for elements that will be displayed on a digital screen. Examples include: websites, emails, TV ads, digital display boards, and web banners.

DENIM

C 100 R 29
M 89 G 60
Y 29 B 112
K 15
#1D3C70

Pantone
534 C

FOUNTAIN

C 70 R 53
M 7 G 179
Y 25 B 191
K 0
#35B3BF

Pantone
631 C

SALSA

C 0 R 240
M 87 G 73
Y 63 B 85
K 0
#F04955

Pantone
1785 C

AQUAMARINE

C 63 R 81
M 0 G 193
Y 36 B 180
K 0
#51C1B4

Pantone
3258 C

GRAPE

C 70 R 101
M 72 G 92
Y 3 B 163
K 0
#655CA3

Pantone
7669 C

HONEY

C 0 R 252
M 34 G 177
Y 96 B 34
K 0
#FCB122

Pantone
7409 C

TYPOGRAPHY

Assistant and Merriweather are National Overcomers Network's primary typefaces. Assistant should be used for headings and subheadings, and Merriweather should be used for body copy and callouts. These two fonts will be utilized in most National Overcomers Network materials such as print collateral, social media, videos, etc. Market Pro can be used to add extra emphasis and style. Tracking and leading should be adjusted to increase readability.

Assistant: fonts.google.com/specimen/Assistant

Merriweather: fonts.google.com/specimen/Merriweather

Market Pro: fonts.adobe.com/fonts/ff-market

HEADINGS + SUBHEADINGS

Assistant ExtraBold

Assistant Bold

Assistant SemiBold

Assistant Regular

Assistant Light

Assistant ExtraBold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmn**opqrstuvwxyz**

(,.;?!\$&%@”) 1234567890

Assistant Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmn**opqrstuvwxyz**

(,.;?!\$&%@”) 1234567890

BODY COPY

Merriweather Black

Merriweather Bold

Merriweather Regular

Merriweather Light

Merriweather Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmn**opqrstuvwxyz**

(,.;?!\$&%@”) 1234567890

Merriweather Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmn**opqrstuvwxyz**

(,.;?!\$&%@”) 1234567890

DISPLAY

Market Pro Regular

Market Pro Regular

Market Pro Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

abcdefghijklmn**opqrstuvwxyz**

(,.;?!\$&%@”) 1234567890

HIERARCHY

When all type is the same size, height, and weight, it's difficult to know what is most important. Guide the reader by prioritizing messaging and giving greater prominence to the main points.

This section shows examples of acceptable treatments for blocks of content. Sizing and formatting of text is discretionary, but use these examples as a general guide.

The victor, not the victim.

THE NATIONAL OVERCOMERS NETWORK
IS ON A MISSION TO CREATE A SPACE
FOR THOUSANDS OF OVERCOMERS.

The National Overcomers Network is a movement to acknowledge, amplify, and equip people who have faced difficult personal vulnerabilities and prevailed. Established in 2021, this network of people, organizations, and supporters are working to build an American society where Overcoming is the norm, not the exception.

HEADLINE

Assistant ExtraBold
36 pt, Tracking 0

SUBHEADING

Assistant Light
14 pt, Tracking 75

BODY COPY

Merriweather Regular
10 pt, Tracking 3

We are *Victors*

HEADLINE

Assistant ExtraBold
Market Pro Regular

PHOTO STYLE

Primarily use color images that are vibrant and warm to evoke emotion and set the visual tone. When possible, images of Overcomers should be used over stock photos, they are more compelling and show personal triumph. Photos of smiling, confident Overcomers should be used generously, as it's important to portray them as victors. While using stock photography is acceptable, be sure to use images that are positive, aspirational, natural, and authentic.

