

Bridging The Gap Foundation

Official Brand Kit



Mission

Bridging The Gap Foundation is a youth-led nonprofit dedicated to combating social isolation among elders in nursing homes and hospitals through meaningful intergenerational connection, volunteerism, and engagement programs.

Official Logos

Icon

This icon should be used for social media profiles, brand marks, and instances where a small brand element is needed. There must be limited white space surrounding the logo.



Vertical Logo

This logo should be used in larger contexts, including banners, poster boards, and large images. This logo should be used in taller and vertical proportions. The icon and name should always be present when using this logo.



Horizontal Logo

This logo should be used in larger contexts, including official documents, banners, and poster boards. This logo should be used in wide, flat, or landscape proportions. The icon and name should always be present.



**Bridging The Gap
Foundation**

Brand Colors



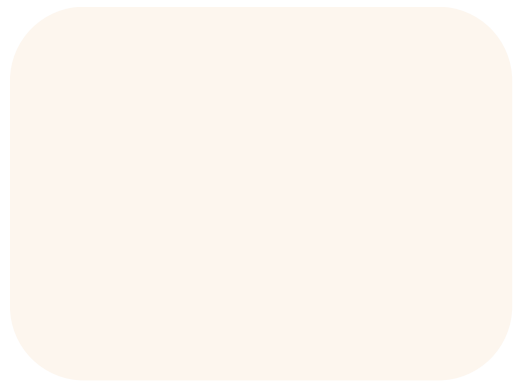
#366177



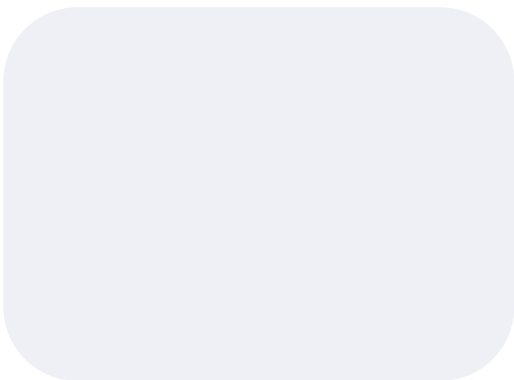
#164056



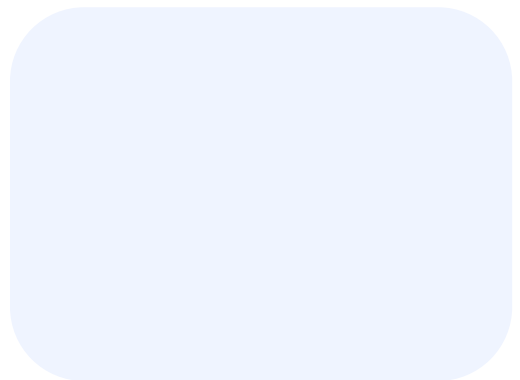
#ffffff



#fdf6ee



#eff6ff



#e6f2ff

Typography

Official Font

The official font of Bridging The Gap Foundation is Poppins Bold, which has a sleek, modern, and approachable style. This font should be used for headings and instances where large text is needed. This font must be bolded.

Poppins a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Secondary Font

The secondary font of Bridging The Gap Foundation is Montserrat Regular, which has a sleek, clean, and modern aesthetic. This font should be used for broader material and readable text.

Montserrat a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Clearspace and Scaling

The official logo of Bridging The Gap Foundation must have sufficient space in a document or digital application to avoid appearing cluttered or lost. The minimum space a logo must have in a digital application is 20px by 80px (h x w) for a horizontal logo, 80px by 40px (w x h) for a vertical logo, and 20px by 20px for an icon alone (w x h). This is to ensure our logo maintains a credible and legitimate presence wherever it is applied.



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Incorrect Usage

To help maintain a cohesive brand style, please refrain from altering, distorting, adding to, or removing any elements listed in this brand guide. If you have a question or would like to request an exception, please contact our social media manager at info@bridgingthegapfdn.org with the subject line "Social Media Brand Kit Inquiry". Thank you for helping Bridging The Gap Foundation maintain reputable and consistent branding.

