



LOVE TO HELP FOUNDATION BRANDING KIT

*Supporting communities with
compassion, dignity, and purpose.*

Brand Overview

Our Mission

To support and uplift individuals and families in need through compassionate outreach, empowerment programs, and community partnerships that foster growth, stability, and hope.

Our Vision

To create stronger, more resilient communities where everyone has access to resources, opportunities, and support to live with dignity and purpose.

Core Values

Compassion

We believe in treating every individual with empathy, kindness, and respect.

Community

We are committed to building partnerships and engaging in collective efforts to create positive change.

Dignity

We uphold honesty, transparency, and accountability in all that we do.

Service

We dedicate ourselves to making a meaningful difference in the lives of those we serve.

Empowerment

We strive to equip individuals and families with the tools and opportunities needed to achieve self-sufficiency.

Brand Statement

***Supporting
communities with
compassion, dignity,
and purpose.***

Color Palette

Primary Colors



HEX: #A60202
RGB: 166, 2, 2
CMYK: 0%, 99%, 99%, 35%



HEX: #20EDFE
RGB: 32, 237, 254
CMYK: 88%, 7%, 0%, 0%



HEX: #00102E
RGB: 0, 16, 46
CMYK: 100%, 65%, 0%, 82%

Secondary Colors



HEX: #550000
RGB: 85, 0, 0
CMYK: 0%, 100%, 100%, 67%



HEX: #DBDBDB
RGB: 219, 219, 219
CMYK: 0%, 0%, 0%, 14%



HEX: #737C8C
RGB: 115, 124, 140
CMYK: 18%, 12%, 0%, 45%

Accent Colors



HEX: #B73D3D
RGB: 183, 61, 61
CMYK: 0%, 67%, 67%, 28%



HEX: #0AC0F4
RGB: 10, 192, 244
CMYK: 96%, 21%, 0%, 4%



HEX: #233452
RGB: 35, 52, 82
CMYK: 58%, 37%, 0%, 68%

Color Rule

Primary colors define the brand, secondary colors provide structure, and accent colors are used sparingly to highlight key elements.

Typography

H1 – Headlines

LOVE TO HELP FOUNDATION

(Font: Montserrat ExtraBold, Black) Font Size: 36–48 pt

H2 - Section Headers

Community Support and Outreach

(Font: Montserrat Bold) Font Size: 20–28 pt

Body / Description Text

The Love To Help Foundation provides food assistance and community support through weekly outreach and partnerships.

(Font: Montserrat Regular) Font Size: 10-12 pt

Accent Example - Size: 18–28 pt

WE'RE HERE TO HELP

(Font: Permanent Marker Regular) Label: Accent – Use sparingly

Typography Rules

- Use Montserrat for all official materials
- Limit accent font usage
- Do not introduce additional fonts
- Maintain clear hierarchy (H1, H2, Body)

Hashtag Guidelines

Primary

#LTHF

#LoveToHelpFoundation

Secondary

#NMB

#NorthMiamiBeach

#MiamiDade

#CommunitySupport

#FoodPantry

Rules

Always use #LTHF or #LoveToHelpFoundation in posts

Use location-based hashtags when relevant

Keep hashtags relevant to the post content

DO NOT use #LTH

Example

#LTHF #LoveToHelpFoundation #NMB #CommunitySupport

Flyer Example

Print Media

Size

8.5 × 11 in

FOOD PANTRY

EVERY SUNDAY

from **1-3** pm

1434 NE 163rd Street

North Miami Beach, Florida

We have essentials & fresh produce for you and your family. Can't make it to our location? Not to worry.

CALL FOR DELIVERY

305.343.7038

CAN YOU HELP A FAMILY IN NEED?

Help us support families in need. Your sponsorship provides essential groceries and nutritious meals.

Call us at 305.343.7038 or info@lovetohelpfoundation.org.

Every contribution makes a difference.



Together, we can make a difference!



WE ARE DEEPLY GRATEFUL TO OUR GENEROUS SPONSORS FOR THEIR SUPPORT.

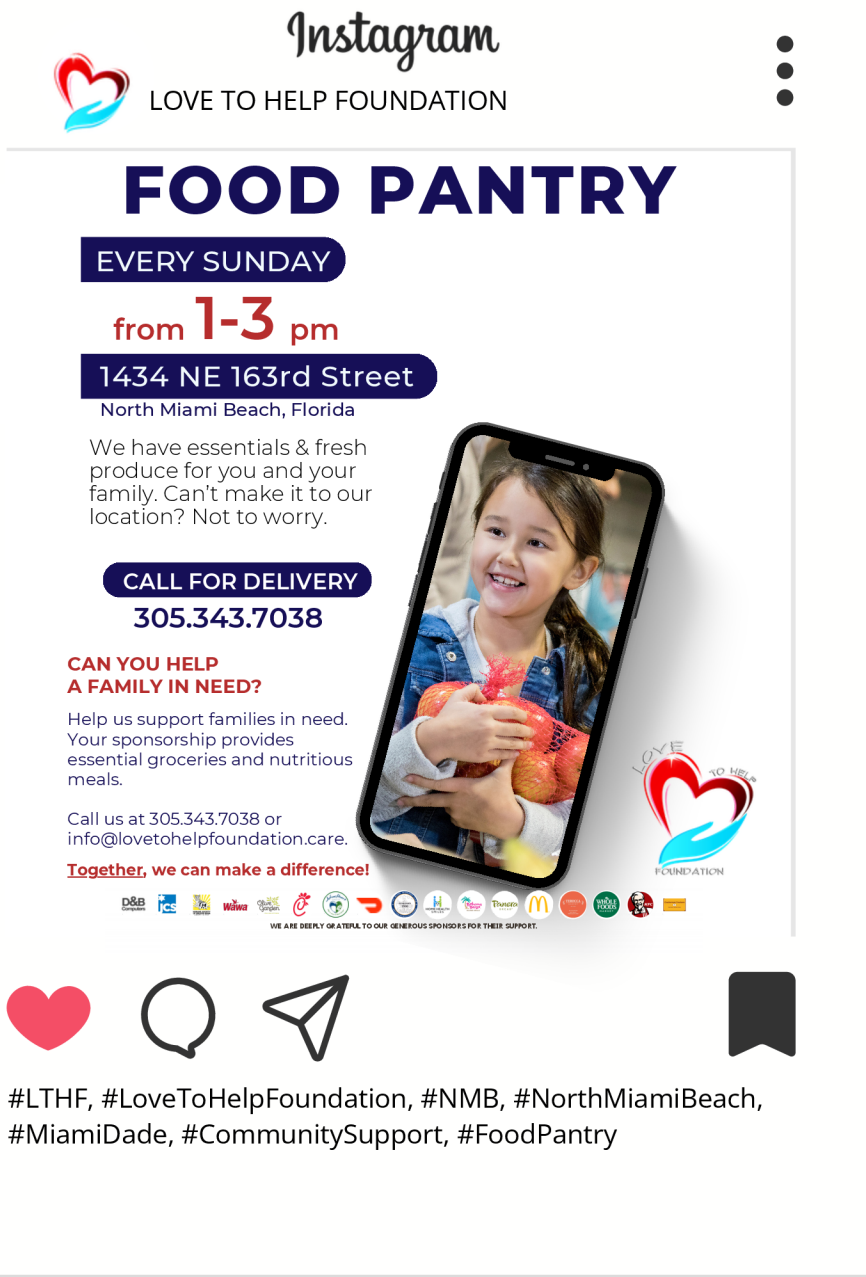
Example of Brand Application – Print Flyer

Digital Example

Instagram

Size

1080 × 1080 px



Instagram
LOVE TO HELP FOUNDATION

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D&B | fcs | Wawa | ... WE ARE DEEPLY GRATEFUL TO OUR GENEROUS SPONSORS FOR THEIR SUPPORT.

#LTHF, #LoveToHelpFoundation, #NMB, #NorthMiamiBeach, #MiamiDade, #CommunitySupport, #FoodPantry

Example of Brand Application - Social Media Post

Logo Usage

✓ Correct Usage



Logo Info

All logos are provided as PNG files with transparent backgrounds. **Do not** stretch, recolor, or alter the logo in any way. Maintain adequate spacing around the logo. Do not crowd or place it too close to other elements.

✗ Incorrect Usage



Thank You!

Thank you for representing the



**LOVE TO HELP
FOUNDATION**

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Website: lovetohelp.care | Email: info@lovetohelp.care | Phone: (305) 343-7038