

SEVEN PEARLS FOUNDATION, INC.TM



TM

BRAND STYLE GUIDE

Our brand voice

We are a nonprofit organization on a mission. In every piece of material that tells the story of Seven Pearls Foundation, Inc., our goal is to unite and create a cohesive brand personality that reflects who we are. As we navigate new and unprecedented opportunities, we are evolving and rebranding to position ourselves for ongoing success and to continue our impactful work.

Our refreshed brand personality embodies the core values of the Seven Pearls Foundation. The logos, fonts, colors, and images used in our materials foster a deeper emotional connection with our audiences, showcasing how the Foundation seeks to empower women and girls to transform their lives and communities.

One thing that will never change is our voice. It will continue to be welcoming, sincere, and grounded in knowledge, offering care and authenticity in every interaction.

Our tone remains uplifting, positive, and respectful, with a strong focus on service and support. It conveys patience, interest, and a genuine commitment to the growth and success of the Sigma Sisterhood.

*Crowning Efforts with Success*TM
SEVEN PEARLS FOUNDATION

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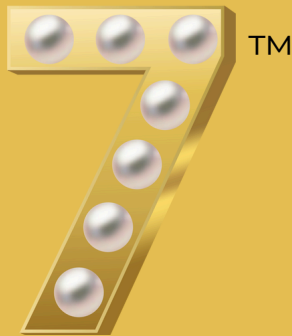
TRADEMARKS

3. LOGO VARIATIONS



Official Logo

For use on print marketing and main branding. DO NOT combine this logo with any other logo, element, or text



Secondary Logo

For use on graphics and program titles

The Seven Pearls™
The 7 Pearls™
The Seven of '1922'™
The 7 of '1922'™

Wordmarks

The wordmarks for the Foundation's namesake. Can be displayed using the word 'Seven' or the number '7'

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Visual Motto

For use on communication and social media. Can be used with or without the secondary line and the '7' logo

Do not display or reproduce at insufficient resolution.

4.

LOGO COLOR USE

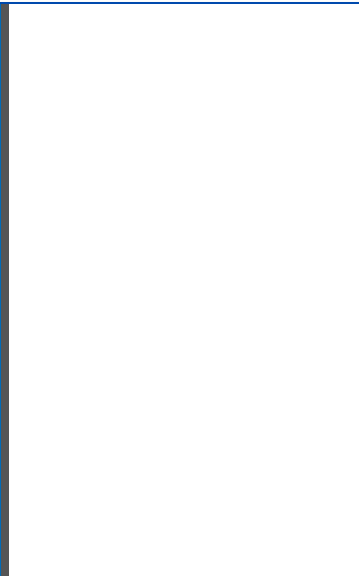
Color Background
Secondary Light
Color



Color Background
Primary Dark Color



Color Background
Primary Light Color



5.

BRAND COLORS

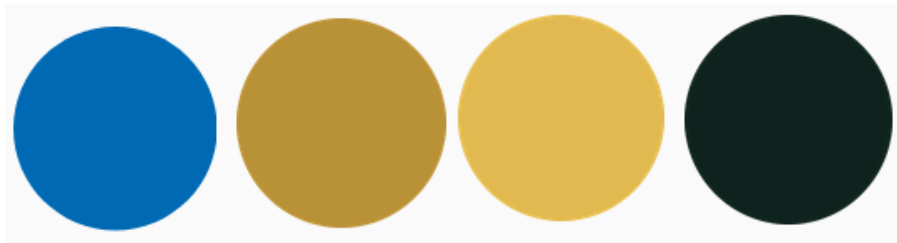


Radiant Gold and Pearl White

Radiant Gold:
Hex: EEC440 gradient

Pearl White:
Hex: F8F6F0, RGB: 248, 246, 240, CMYK: 0, 0.01,0.03, 0.03

6. SECONDARY /ACCENT COLORS



Blue— Metallic Gold— Gold— Black

BLUE:

HEX: 006BB7, RGB: 0, 107, 183, CMYK: 90, 57, 0, 0

METAL GOLD:

HEX: BC9338, RGB: 188, 147, 56, CMYK: 0, 22, 70, 26

GOLD:

HEX: E4BD51, RGB: 228, 189, 81, CMYK 0, 17, 64, 11

BLACK:

HEX: 000000, RGB:0, 0, 0, CMYK: 0, 0, 0, 100

7.

FONTS

MOTTO

Primary Line - Amoresa

SECONDARY LINE - MONTSERRAT

HEADLINE ONE

HEADLINE - OSWALD

HEADLINE - MONTSERRAT

HEADLINE TWO

SUBHEADINGS - MONTSERRAT

BODY FONTS

Lorem ipsum - Monerrat

Lorem ipsum - Raleway

No more than two fonts in the same communication.

8.

ELEMENTS



Flower

Golden Medallion Rose™



Brand Ambassador

Miss Seven

A brown standard with a gold ribbon bow, a collar adorned with seven pearls, and an 'S'

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9.

TRADEMARKS

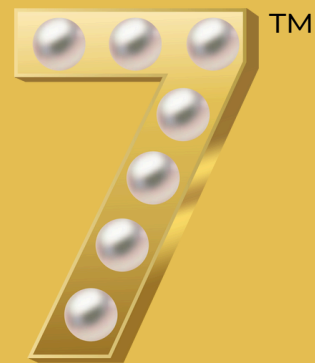
Seven Pearls Foundation, Inc.TM

In Front of The ClassTM

The Seven (7) of '1922'TM Must always be '1922'

The Seven (7) Pearls TM
7th Period TM

Golden Medallion Rose TM



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SEVEN PEARLS FOUNDATION

These marks are trademark applications pending with the United States Patent and Trademark Office (USPTO).



Questions?

If you have questions about these guidelines, please contact us at headquarters@sevenpearls.org