

Brand Guidelines

Enthroned Initiatives Inc. · Visual identity for accurate media representation

LOGO

Use the official Enthroned Initiatives logo without alteration. Maintain clear space around it equal to the height of the mark, and never stretch, recolor, add effects to, or place it on a low-contrast background. Primary and secondary (monochrome) versions are provided in the Logo Pack.

COLOR PALETTE

	Teal (Primary)	#166534
	Brass (Accent)	#16A34A
	Ink (Text)	#111827
	Clay (Secondary)	#475569
	Sage Mist	#E2E8F0
	Ivory	#FFFFFF

TYPOGRAPHY

Headings: Playfair Display (serif). Body & UI: Inter (sans-serif). For documents where these are unavailable, a serif (e.g. Georgia/Times) and a neutral sans (e.g. Arial/Helvetica) are acceptable substitutes.

VOICE & TONE

Warm, transparent, and dignified. We center the people we serve, avoid pity-based framing, and back claims with published, verifiable numbers. Refer to the organization as “Enthroned Initiatives” or “Enthroned Initiatives Inc.”

DO NOT

- Recolor, distort, rotate, or add shadows/outlines to the logo.
- Imply endorsement or use the brand for unrelated fundraising.
- Alter published statistics or present projections as actuals.

Questions: info@enthronedinitiatives.org · www.enthronedinitiatives.org