

**SCV2**

# **BRAND GUIDELINES**

**Scaling Community Violence  
Intervention for a Safer Chicago**



Version: 1.0

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# BRAND PURPOSE



## About SC2

SC2 (Scaling Community Violence Intervention) is a public-private initiative focused on building safer communities across Chicago through trust-based coalitions, data-informed practice, and long-term investment. SC2 centers community-led solutions and elevates the voices of those most affected by systemic disinvestment. SC2 (Scaling Community Violence Intervention) is a public-private initiative focused on building safer communities across Chicago through trust-based coalitions, data-informed practice, and long-term investment.

SC2 centers community-led solutions and elevates the voices of those most affected by systemic disinvestment.

## Mission

To scale and sustain community violence intervention with equity, transparency, and impact.

## Org Title → Tagline

SCALING CVI FOR A SAFER CHICAGO

# LOGO SYSTEM



## Primary Logo

### Logo Typeface

Nickel Gothic Variable - Wide

### Primary Logo (A)

- Palette:
  - Off-white: #F8FCEA
  - Light Green: #DEF299
- Use case: on dark green (#16443A) background or dark photography



### Secondary Logo (B)

- Palette:
  - Dark Green: #16443A
  - Green: #7B9E00
- Use case: on off-white (#F8FCEA), white, or light artwork



### Tertiary Logo (C)

- Palette:
  - Dark Green: #16443A
- Use case: on light green (#DEF299)

## Logo Lockup

### Tagline Typeface

Normalidad - Compact Regular

### Sizing Limitation

Size logo lockup at 40px height or larger



## ★ Usage Tips

- Maintain adequate clear space around the mark (100% of the height of the logo on all sides).
- Avoid rotating, recoloring, or distorting the proportions.
- Use full logo lockups for formal communications.

# COLOR SYSTEM



SC2's color palette balances grounded authority with community warmth and grassroots vibrancy.

## Primary Colors

<p>Evergreen Foundation #16443A</p> <p>AaBbCc</p> <p>AaBbCc</p> <p>AaBbCc</p>	<p>Fresh Canvas #F8FCEA</p> <p>AaBbCc</p> <p>AaBbCc</p> <p>AaBbCc</p>
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Use Evergreen text on Fresh Canvas, or reversed together for strong contrast

**★ Usage Tips**

These color and font pairings meet AA contrast standards:

- Evergreen on Fresh Canvas
- Civic Lemongrass or Bricklight on Evergreen
- Evergreen on Civic Lemongrass
- Urban Root or Ember on Fresh Canvas

## Secondary Colors

<p>Civic Lemongrass (Accent) #DEF299</p> <p>AaBbCc</p>	<p>Bricklight (Accent) #FBA155</p> <p>AaBbCc</p>
<p>Urban Root (Secondary Accent) #7B9E00</p>	<p>Ember (Secondary Accent) #EE6D00</p>

## Tertiary Colors

Civic Lemongrass #DEF299, a soft, energetic green for highlights and support elements. Bricklight #FBA155 — A warm orange accent for buttons, links, and attention-grabbing details.

# TYPOGRAPHY



SC2's typography system emphasizes clarity, modularity, and trust.

## Typefaces

### Display / Headlines:

- **Nickel Gothic Variable** – Wide (used for logo and primary headings)
- **Industry Inc** – for stylized, impactful display moments

### Body Copy & UI:

- **Manrope** (used across web UI and system text)
- **Inter** (used for headers, subheads, and high-contrast clarity)

### ★ Best Practices

- Use generous line spacing for legibility.
- Avoid overly stylized weights for body copy.
- Stick to left-aligned or center-aligned formatting, never justified.

## EYEBROW

# DISPLAY HEADER

## Header

### Subhead

SC2 Lorem ipsum dolor sit amet consectetur. Facilisi id feugiat ac pellentesque nisl eget. At iaculis libero nunc leo. Ornare gravida nunc elementum purus. Nisl egestas nascetur mattis amet malesuada diam nulla rhoncus. Vel morbi adipiscing sed ipsum pharetra pretium aenean semper. Urna amet dictum libero ultrices phasellus risus viverra. Montes morbi vitae ut nec at. Arcu amet quisque consequat rhoncus dapibus sed neque. Vitae.

# BRAND DEVICE



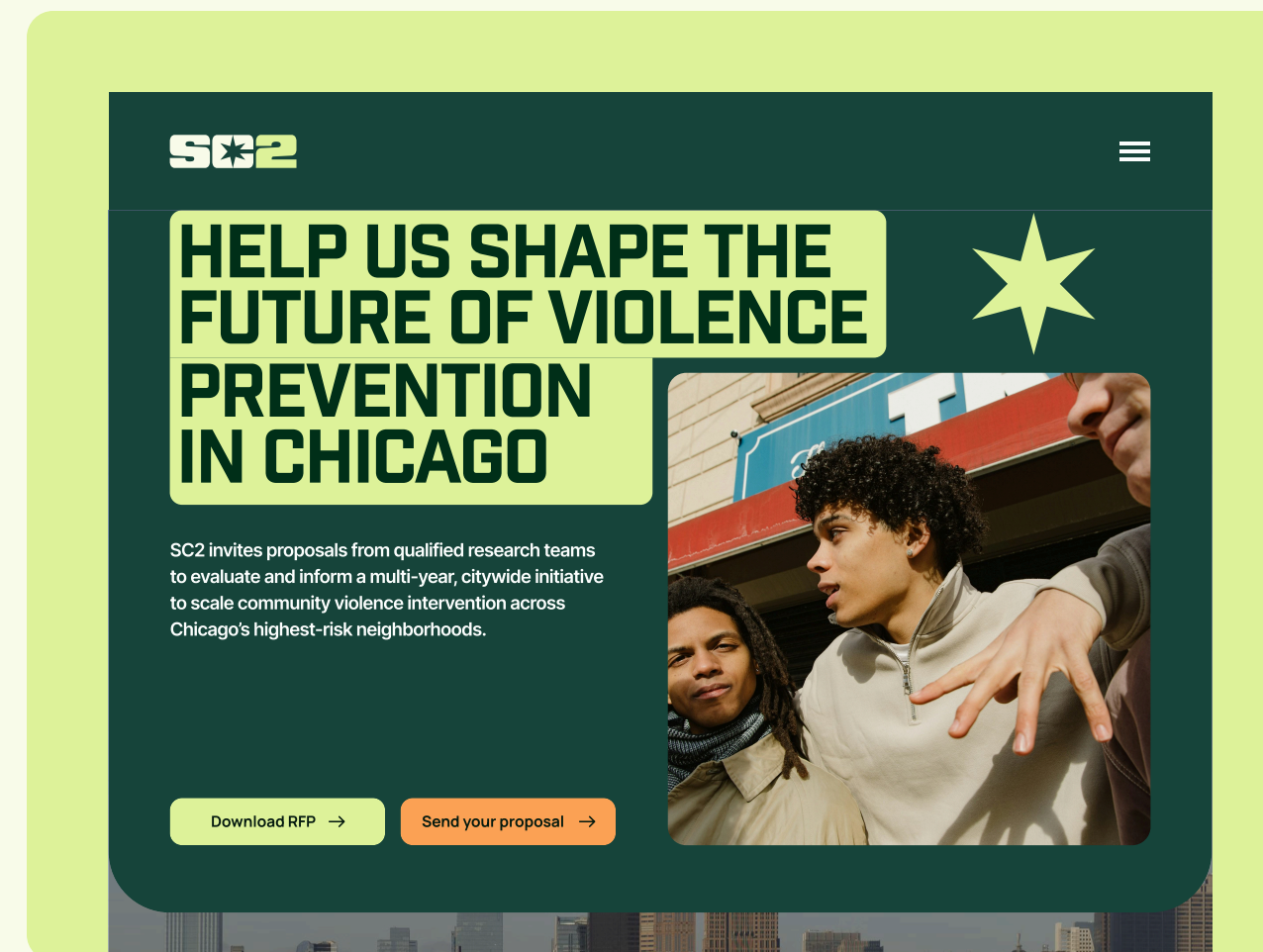
The SC2 brand system uses a limited set of visual devices to add distinction and cohesion across platforms. These elements should be applied intentionally and sparingly to highlight key content and reinforce identity.

## Star Symbol



The star is a key brand motif, symbolizing aspiration, guidance, and community achievement.

## Modular Containers



Color-filled boxes are used to anchor short headlines, callouts, or navigational cues.

## Iconography



Icons should be bold, geometric, and minimal, using flat vector styling.

# VISUAL TONE



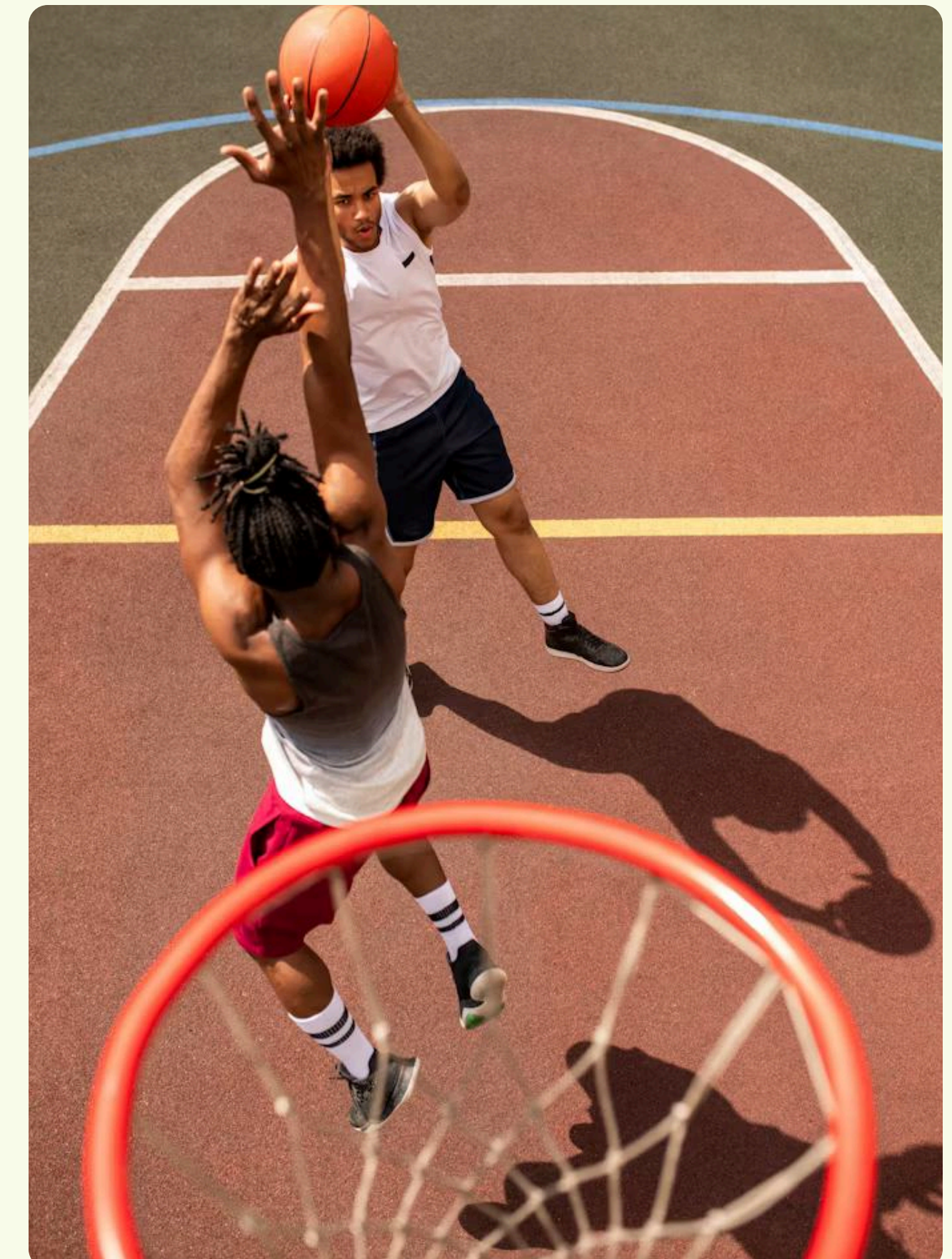
Photography should feel documentary, hopeful, and grounded.

## Tone

- Candid over posed
- People in real environments
- Uplifting, even in challenging contexts
- Community-specific architecture or details (murals, block signs, schools)

## Color Grading

- Warm and natural with slight contrast boost
- Avoid heavy filters or desaturation



## Tone of Voice

- Actionable, community-centered, and empowering
- Data-supported, not academic
- Bold and clear with civic urgency

## Example Messaging

**“Together, we are working to end cycles of violence and rebuild lives in every community of Chicago.”**

**“Based on our data-driven hypothesis, SC2 is advancing real, sustainable solutions.”**

**“Help us shape the future of violence prevention.”**

# RESOURCES



For questions about applying the SC2 brand or to request design support, contact:



**hello@sc2chicago.org**



**Figma file: "SC2 Brand System – Master"**



**Shared folder includes logo files, icon set, templates, and brand deck**

