



BRAND BOOK 2024

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Mission

The DisABILITIES Foundation, a **501(c) Non-Profit organization**, is dedicated to **empowering and enhancing** the lives of individuals with disabilities in Charleston County.

By providing **crucial funding** to the Disabilities Board of Charleston County, we bridge the financial divide and ensure that necessary resources reach those in need.

We are committed to:

- **Supporting** comprehensive services and transformative opportunities
- **Fostering** a more inclusive and supportive community
- **Transforming** possibilities into realities

Higher Purpose

The foundation aspires to be a catalyst for acceptance and celebration of individuals living with disabilities or special needs.



Transforming lives, Inspiring futures.

This slogan describes the mission of the foundation in a short and sweet way. It could be used at the end of video clips, highlighted on the website, and mentioned in social media posts.



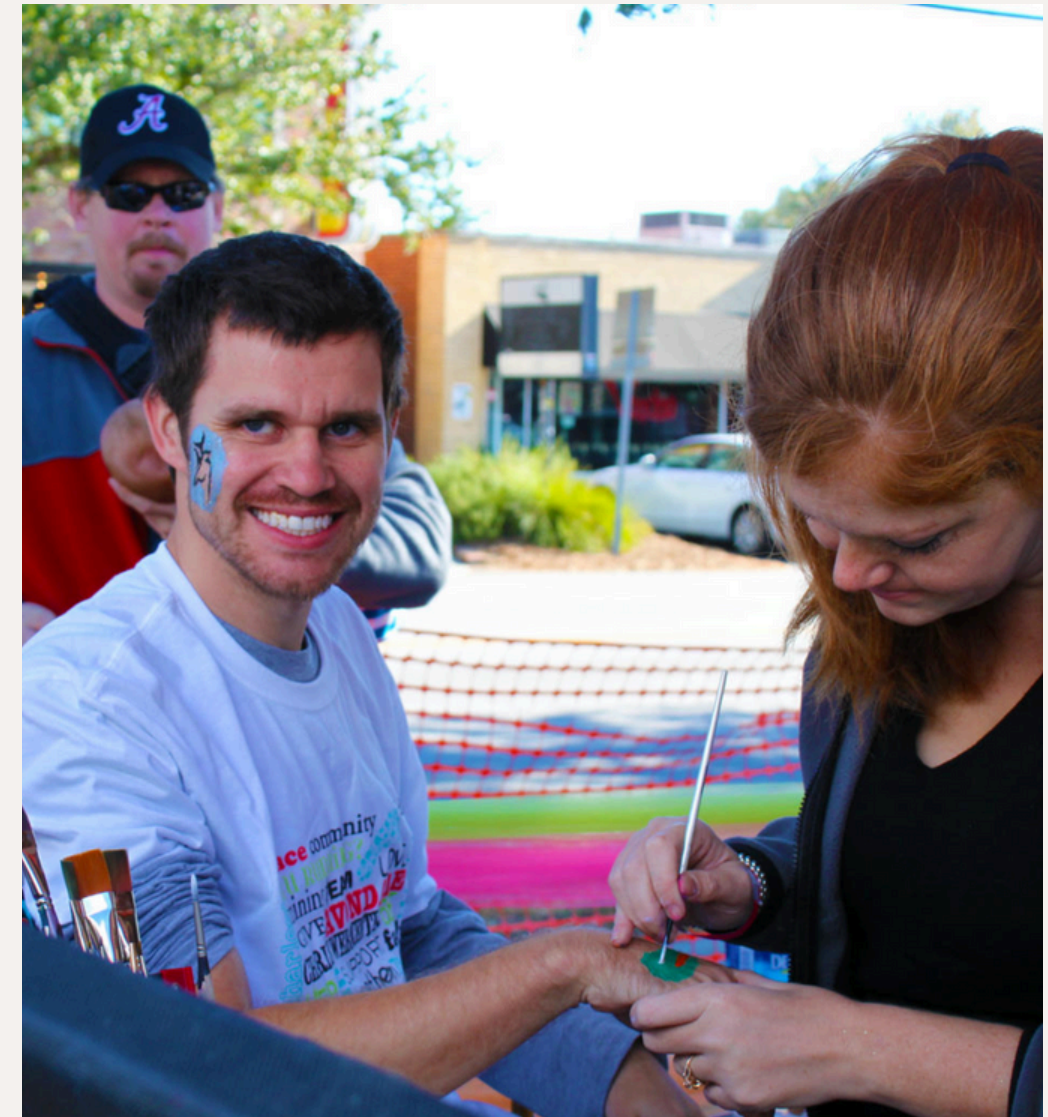
Boilerplate

The DisABILITIES Foundation of Charleston County is a 501 (c) non-profit organization with a goal to support services and opportunities for individuals living with disabilities or special needs through funding toward the Disabilities Board of Charleston. The foundation relies on donations from the public to their annual fund.

Our Name

The DisABILITIES Foundation of Charleston County or The DisABILITIES Foundation

The “abilities” section of disabilities should always be capitalized when referring to the name of the foundation. Charleston County can be removed if the foundation is being referenced casually.





Primary Logo

Our logo features Charleston's Ravenel Bridge to represent the location in which the foundation supports, Charleston County.

The two people reaching for a star at the point of the bridge symbolizes how the foundation transforms lives and inspires futures. This logo represents the support the foundation provides for services that uplift and assist individuals living with disabilities in the greater Charleston area.

Logo and Icon Usage



This logo can be used on documents or other media formats that need the name of the foundation without the additional aspects of the primary logo.



This smaller icon can be used as a watermark in white on top of media visuals or in full color on physical paper goods. This can be used to identify the brand logo without the wording- “DisABILITIES Foundation of Charleston County.”



This icon can be used for all social media profile pictures to maintain cohesiveness across all social media platforms.

Color Palette

PRIMARY	PRIMARY	PRIMARY	PRIMARY
#00A9E0	#78BE20	#63666A	#EC5695
Blue: Trust, reliability, relatability, confidence	Green: Growth, change, safety	Gray: Balance, neutrality, sophistication	Pink: Compassion, understanding, confidence

Primary Typeface

Aa

KNOCKOUT
WELTERWEIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

Social Media



Facebook Bio (current): Giving hope and support to the special needs community of Charleston County. No longer apart from the community but a part of the community.

Instagram Bio (current): We are dedicated to empowering and enhancing the lives of individuals with disabilities in Charleston County.

Website	www.disabilitiesfoundation.org
Instagram	@disabilitiefoundation
Facebook	@disabilitiesfoundation

Making a Post

Photo Guidelines:

1. **Respectful Portrayal:** Display individuals respectfully, focus on images that show strengths, capabilities, and achievements.
2. **Represent Diversity:** Photos being used should include individuals from different backgrounds, ages, genders, and types of disabilities.
3. **Obtain consent:** Get consent from individuals before featuring their photos on social media.
4. **Accessibility:** Provide alternative text descriptions for images to ensure the inclusion of individuals with visual impairments.
5. **High-Quality:** Make sure the image is clear and visually appealing.

When to Post:

Set a goal of posting at least once a week. The same post for Instagram and FaceBook can be shared at the same time through linking the accounts and checking off post to FaceBook on the final Instagram posting page.

Posting on holidays or national awareness days that pertain to the foundation are an easy idea when lacking in content. Otherwise, posting photos that share a glimpse into the work the foundation supports is beneficial to the brand and mission of the foundation.

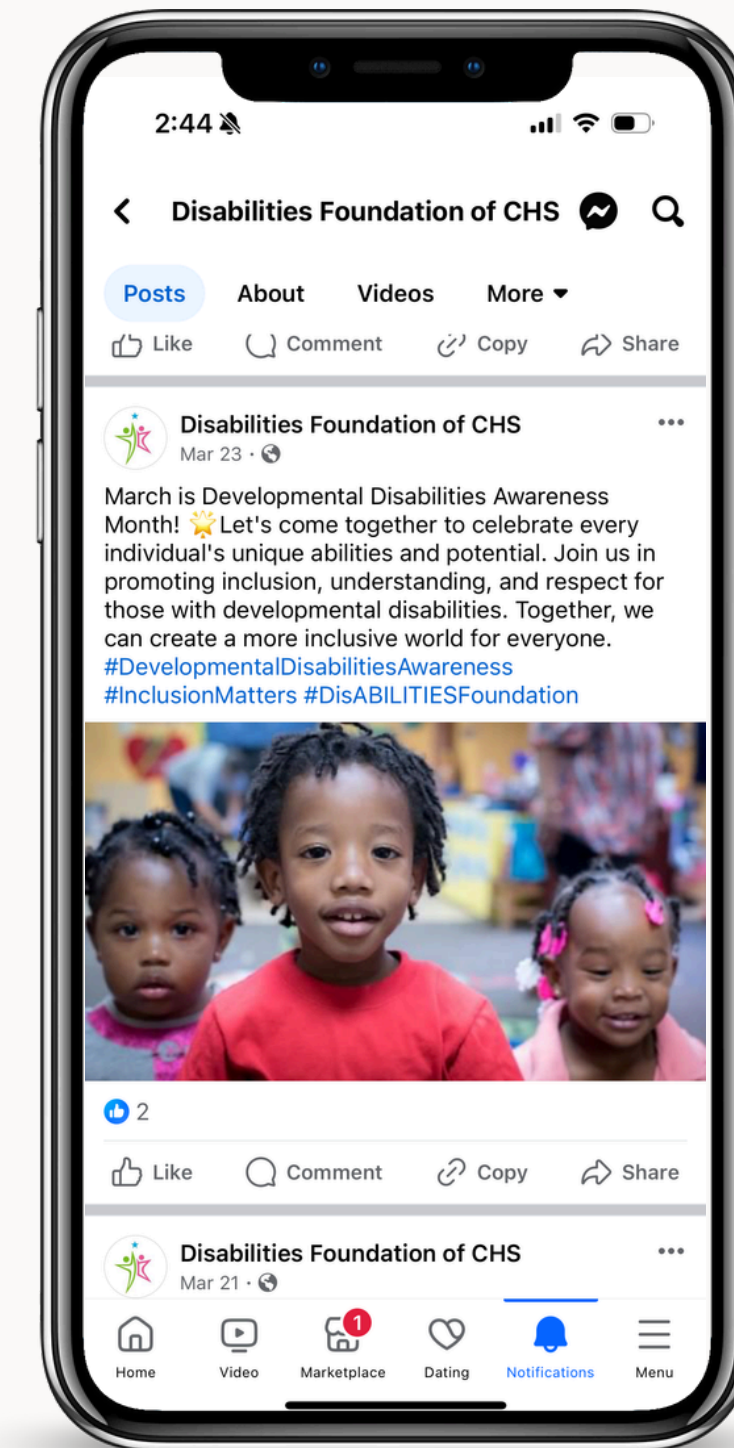
Hashtags

Hashtags allow your posts to appear on explore pages on Instagram and Facebook. If hashtags aren't present, your content can only be reached by you follows.

#DisABILITIESFoundation

This hashtag should be present on any FaceBook or Instagram caption. "D", "ABILITIES", and "F" must be capitalized.

Any other hashtags accompanying the foundations should be reflective of the individual post itself. Every word within the hashtag should have a capital letter to help viewer read easily. Examples include: #Avondale5k, #rurunin#TogetherWeAchieve, #InclusionMatters



Social Media Post Templates

Here are some templates that can be used to generate future social media posts.

