



HIGHER PURPOSE **HUB**™



BRAND STYLE GUIDE
OCTOBER 10, 2026



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Brand Style Guide.

Introduction.

Higher Purpose Hub logos and the standards for their application, were designed to strengthen the image of the brand in the marketplace and community. This usage guide will help you to use our identity and image properly and consistently. Inconsistent representation of the Higher Purpose Hub identity can harm the integrity of our brand in the eyes of our audience.

How to use this document.

These guidelines are intended to be firm with room for interpretation. As it is impractical to plan for every conceivable identity application, the most commonly practiced usages are shown, while leaving room for creativity. Our communications at every level need to be of the highest quality. Proper use of our identity will ensure quality communication and will reflect positively on Higher Purpose Hub as a brand.



Primary Visual Mark

In some cases, a black or solid colored background may not be needed as long as the logo shows clearly and legibly.

Strictly adhere to the brand guide about not adjusting or moving any part of the logo unit out of its position.

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Source Sans Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typeface(s)



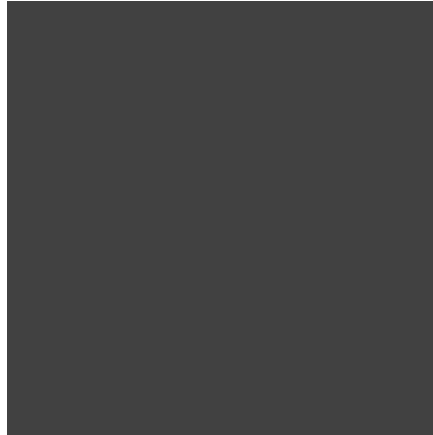
Alternate Color Versions

The reversed two color option can be used as an alternate version, depending on where and how it's used. However, the black and white options are the alternate versions when needed in one color.

Strictly adhere to the brand guide about not adjusting or moving any part of the logo unit out of its position.



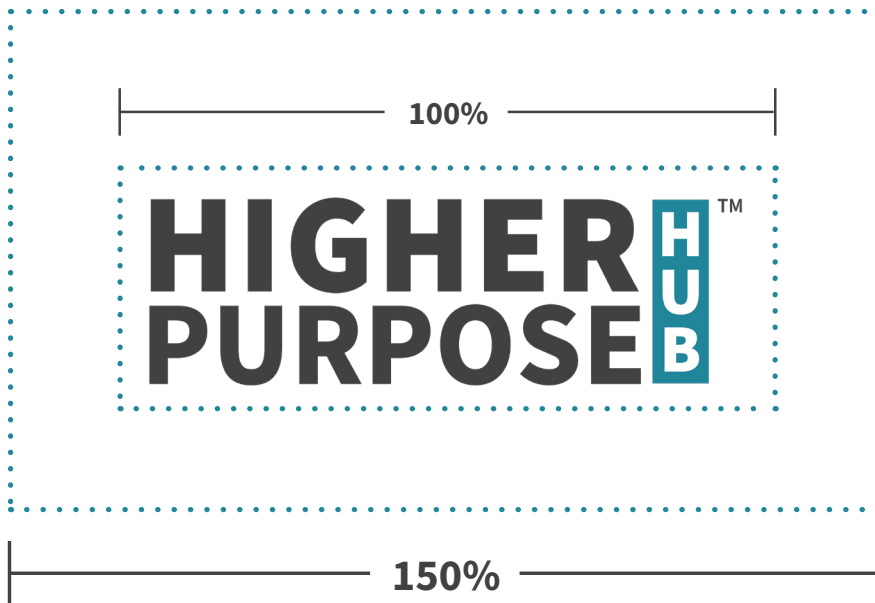
R - 32 • G - 135 • B - 154
C - 82 • M - 33 • Y - 33 • K - 3
HEX - #20879a



R - 65 • G - 65 • B - 65
C - 67 • M - 60 • Y - 59 • K - 46
HEX - #414141

color - print & web

Take note of the Pantone, CMYK, RGB and HEX (for web).



spacing

Be sure to give the Higher PurposeHub primary, program and event logos appropriate spacing.

- The empty space around the logo should be at least 150% of the width of the logo.
- Don't go any smaller than 16 pixels wide.



Do's

In order to maintain consistency, please take note of ***what is acceptable***.

This logo is one unit and should **NOT** be broken apart.

DO Shrink down the logo in proportion when appropriate.
Give appropriate spacing when placing the Higher Purpose Hub logos
(See [spacing on page 8](#))

DO Use the recommended one color black or white logo when appropriate.
(See [alternate color versions on page 6](#))



Dont's

In order to maintain consistency, please take note of ***what is not acceptable***. This logo is one unit and should **NOT** be broken apart.

DON'T Stretch or skew the logo out of proportion or break it apart.

DON'T Change the colors to anything other than the palette colors or recommended black/white versions.



Merchandise

The primary logo or one color versions are ideal for printing on promotional items. The recommended black or white color should be used on different background colors and background texture combinations.

For merchandise such as t-shirts, bags, cups, etc., a minimal color palette is recommended for printing. For layout options, it's best to remain simple with a centered graphic.

In regards to placement: Any layout other than a simple one, should be consulted by a designer.

Usage & Application

Even though some examples are not seen here, these are some things **not to do** with the logo when in use & application:

Do not place the logo on a background (photo, colored or textured) that lessens the visibility of the logo

Do not use inappropriate drop-shadows on the logo that hinder the color scheme or lessen visibility

Be concious of how the logo is treated when placed with other logos. Make sure there is appropriate spacing between the Higher Purpose Hub logos.





MPS, Fest, Awards, Center, Stories, and Network Logos

When using these logos, please refer to pages 9-13 as a reference to spacing, do's and don'ts, and usage & application.



Primary Visual Mark

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Tagline

The tagline is placed below and extends to the width of the acronym MPS.

ANISETTE STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

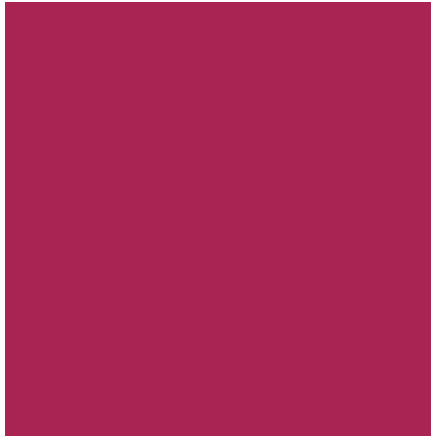
TYPEFACE(S)

URW Form

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



R - 255 • G - 198 • B - 11
C - 0 • M - 22 • Y - 98 • K - 0
HEX - #ffc60b



R - 166 • G - 36 • B - 82
C - 28 • M - 98 • Y - 52 • K - 12
HEX - #a62452



R - 32 • G - 135 • B - 154
C - 82 • M - 33 • Y - 33 • K - 3
HEX - #20879a



R - 65 • G - 65 • B - 65
C - 67 • M - 60 • Y - 59 • K - 46
HEX - #414141

color - print & web

Take note of the Pantone, CMYK, RGB and HEX (for web).



Alternate Color Versions

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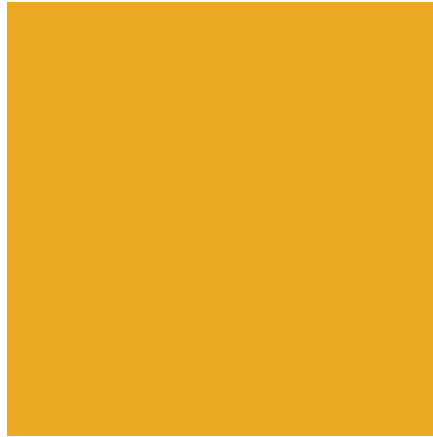
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R - 244 • G - 122 • B - 32
C - 0 • M - 64 • Y - 100 • K - 0
HEX - #f47a20



R - 166 • G - 36 • B - 82
C - 28 • M - 98 • Y - 52 • K - 12
HEX - #eca821



R - 32 • G - 135 • B - 154
C - 82 • M - 33 • Y - 33 • K - 3
HEX - #20879a



R - 65 • G - 65 • B - 65
C - 67 • M - 60 • Y - 59 • K - 46
HEX - #7f3051

color - print & web

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**HIGHER
PURPOSE! AWARDS**



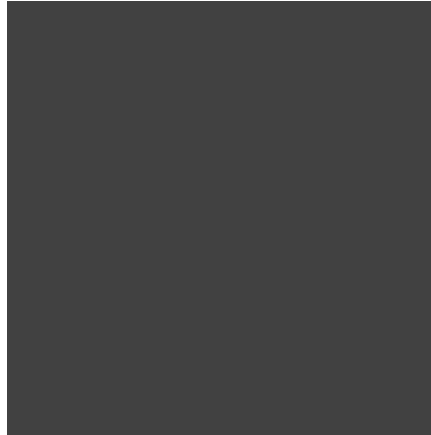
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HIGHER PURPOSE! AWARDS



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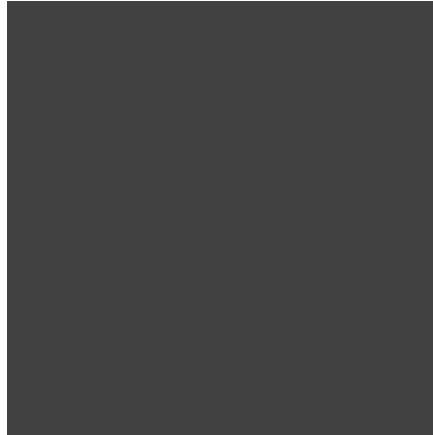
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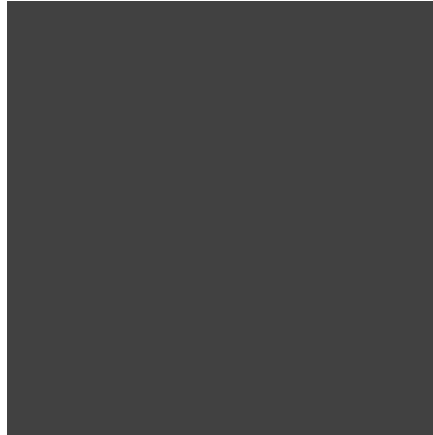
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color - print & web

Take note of the Pantone, CMYK, RGB and HEX (for web).



Alternate Color Versions

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**HIGHER
PURPOSE
NETWORK**TM



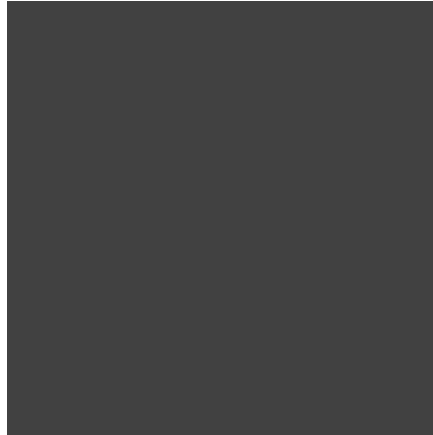
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C - 82 • M - 33 • Y - 33 • K - 3
HEX - #20879a



R - 65 • G - 65 • B - 65
C - 67 • M - 60 • Y - 59 • K - 46
HEX - #414141

color - print & web

Take note of the Pantone, CMYK, RGB and HEX (for web).

**HIGHERTM
PURPOSE
NETWORK**



Alternate Color Versions

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Higher Purpose Films Logo

When using these logos, please refer to pages 9-13 as a reference to spacing, do's and don'ts, and usage & application.

HIGHER™
PURPOSE **SE**
FILMS

HIGHER™
PURPOSE **SE**
FILMS

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Source Sans Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typeface(s)



Apparel Logo

When using these logos, please refer to pages 9-13 as a reference to spacing, do's and don'ts, and usage & application.

HPA

HIGHER PURPOSE APPAREL™

HOUSE ON MARS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

TYPEFACE(S)



[e] brand@higherpurposehub.org
[w] HigherPurposeHub.org

Questions & Concerns

Following this brand guide will help make sure our logo(s)/identity are used consistently across all media. It shows professionalism, unity and cohesiveness.

This style guide outlines the brand's nature, and should be used as a road map for properly featuring the created identity system.

If you have any questions or concerns, don't hesitate to contact us.

Thank you!