

THE OLYMPIA COLLECTIVE BRAND IDENTITY GUIDE

**DAWN
CAMNER**
● ● ●

**THE BRAND'S MOST DISTINCTIVE DESCRIPTORS
ACCORDING TO COLLEAGUES AND CLIENTS**

Energized

Driven

A creative pragmatist

Collaborative

Vibrant

Brilliant

Dynamic

Fun

Empowering

Smart

Badass

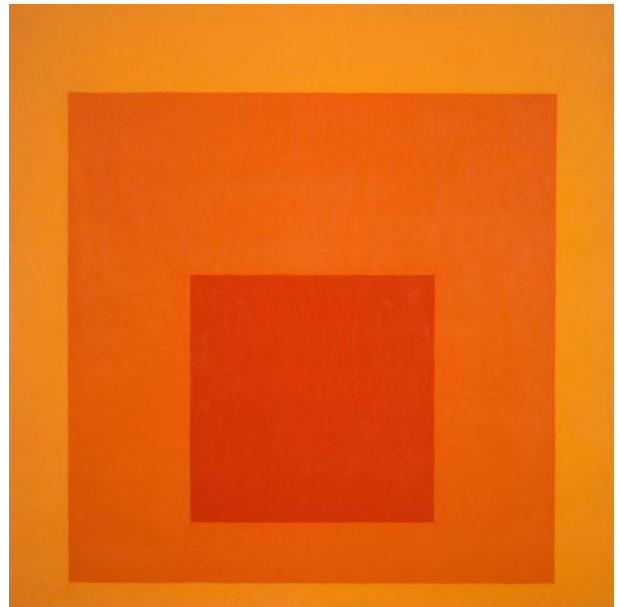
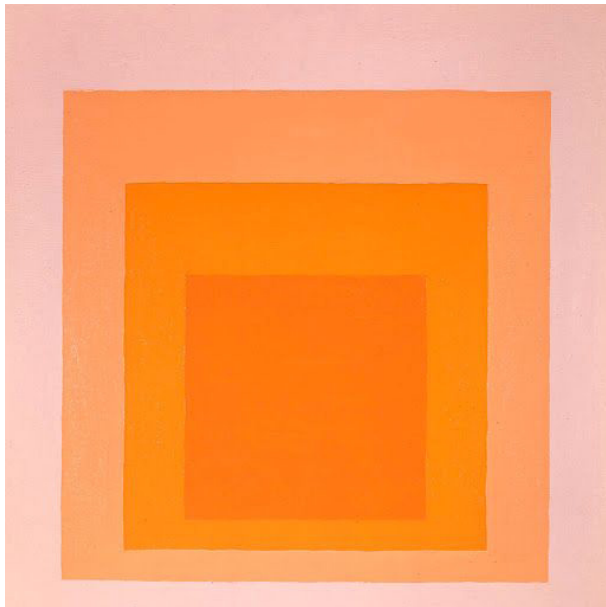
Leader

Loyal

Goal oriented

Data-driven

**BASED ON DESCRIPTORS LIKE "VIBRANT", "BRILLIANT", "DYNAMIC"
and "FUN", THE INSPIRATION FOR THE LOGO COMES FROM JOSEF
ALBERS' COLOR THEORY EXERCISES ON COLOR LUMINOSITY**



WE CREATED AN "O" MONOGRAM IN VIBRANT, SUNNY COLORS IN A PATTERN THAT CREATES INTENSE COLOR LUMINOSITY

LOGO HORIZONTAL (primary logo)



**DAWN
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CLICK HERE TO DOWNLOAD LOGOS

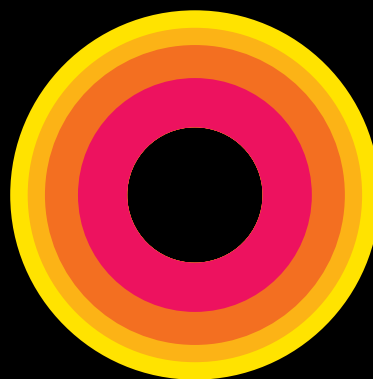
LOGO VERTICAL (secondary logo)

For use on light backgrounds



***the* OLYMPIA
COLLECTIVE**

For use on dark backgrounds



***the* OLYMPIA
COLLECTIVE**

[CLICK HERE TO DOWNLOAD LOGOS](#)

LOGO BLACK AND WHITE

The "O" logomark is left off for black and white applications

***the* OLYMPIA
COLLECTIVE**

***the* OLYMPIA
COLLECTIVE**

[CLICK HERE TO DOWNLOAD LOGOS](#)

**DAWN
CAMNER**
● ● ●

WE CREATED A TAGLINE TO BE USED IN COMMUNICATIONS AND MARKETING; Say Hello. THIS IS NOT A LOGO AND ONLY TO BE USED IN CONJUNCTION WITH THE PRIMARY LOGO

For use on light backgrounds

Say Hello!

For use on dark backgrounds

Say Hello!

CLICK HERE TO DOWNLOAD TAGLINE

LOGO SOCIAL



CLICK HERE TO DOWNLOAD LOGOS

COLOR PALETTE

R: 235 **C: 0**
G: 20 **M: 100**
B: 95 **Y: 45**
Hex: ec135d **K: 0**

R: 240 **C: 0**
G: 111 **M: 70**
B: 30 **Y: 100**
Hex: f36f21 **K: 0**

R: 240 **C: 0**
G: 111 **M: 35**
B: 30 **Y: 100**
Hex: f8b000 **K: 0**

R: 255 **C: 0**
G: 227 **M: 7**
B: 0 **Y: 100**
Hex: ffe300 **K: 0**

R: 151 **C: 34**
G: 233 **M: 0**
B: 247 **Y: 6**
Hex: 97e9f7 **K: 0**

R: 0 **C: 20**
G: 0 **M: 20**
B: 0 **Y: 20**
Hex: 000000 **K: 100**

TYPOGRAPHY

Headline

DISPLAY FONT (for use on title, headlines that are fewer than 4 words)

RALEWAY EXTRA LIGHT
UPPER/LOWER CASE

Subhead here in this Agnis pre sit entia nus

SUBHEADOR CALLOUT FONT (for use on subheads or paragraphs no longer than 2 sentences long, or callouts like bursts or buttons)

POPPINS EXTRABOLD
UPPER/LOWER CASE

Cereptaero ommoluptia quatio. Ducimusant quam fuga. Ut ressequia doluptaquam que inus autecaborro qui qui od utem. Nequossin res ut adit ullautem qui unt quuntetur sundi nullaborrum nimilit faccae ni

RUNNING COPY FONT
(for use on long blocks of copy)

POPPINS LIGHT
UPPER/LOWER CASE

*** Any weight of poppins can be used for running copy for emphasis or heirarchy, ie. Bold, Medium, Semibold, etc.



the OLYMPIA
COLLECTIVE

Welcome to the Collective

Olympia Collective helps non-profits dummy copy
here and here and we help your organization with:

Fundraising

Boards & Staff

Data & Insights

Storytelling

Headline
Raleway
Extra Light

Subheads/
callouts/
buttons
Poppins
Extra Bold

Who We Help

Olympia Collective helps non-profits
dummy copy here and here and we help
your organization in the areas of:



Olympia Ammon

Founder

(She/Her/Her)

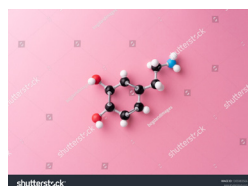
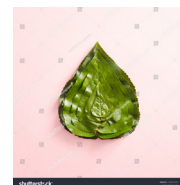
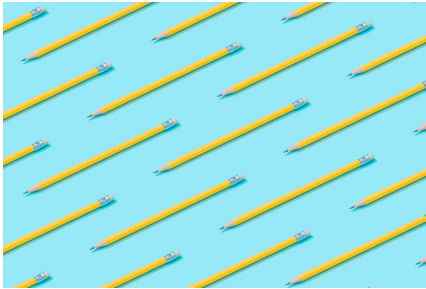
Favorite emoji: 🌟

Olympia is a strategy consultant with more than 20 years of experience helping nonprofit organizations achieve bold revenue goals. Her services can be provided in person or remotely, as appropriate. She specializes in fundraising/revenue generation strategies, principal and major gifts, grant writing and administration, leading and mentoring fundraising teams, portfolio/moves management, creating and implementing evidence-based development systems, strategic planning, project management, and board relations/engagement.

Running copy
Poppins Light

Photography Styles

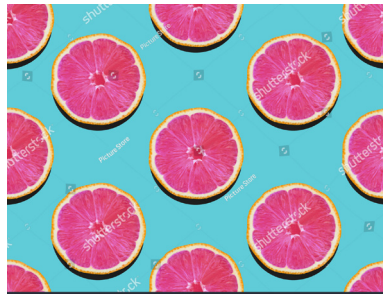
Colorful, minimal and conceptual. Usually with a solid colored background.



[CLICK HERE TO DOWNLOAD LOW RES IMAGES](#)

Photography Styles

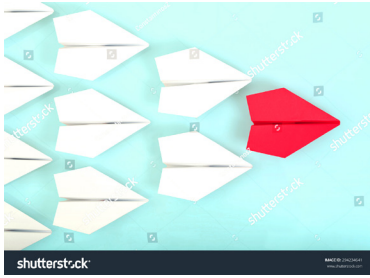
Colorful, minimal and conceptual. Usually with a solid colored background.



[CLICK HERE TO DOWNLOAD LOW RES IMAGES](#)

Photography Styles

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