



Brand Guidelines

About Us

Shelter From the Rain, Inc. (SFTR) is a 501(c)(3) non-profit, based out of Savannah, Georgia, that provides assistance to single mothers. Established in 2010, SFTR is designed to show how God's love shelters us from the different rain showers that come into our lives.

We develop positive, lasting relationships with and between our moms in order to help them reach their goals and provide for their children. Our vision is to create a community of strong, economically independent single mothers through education, mentorship, personal & professional development, home ownership, health and wellness.

We are a non-profit that empowers single moms.



Our Vision

To create a community of strong, economically independent single mothers through education, mentorship, personal & professional development, homeownership, health and wellness.

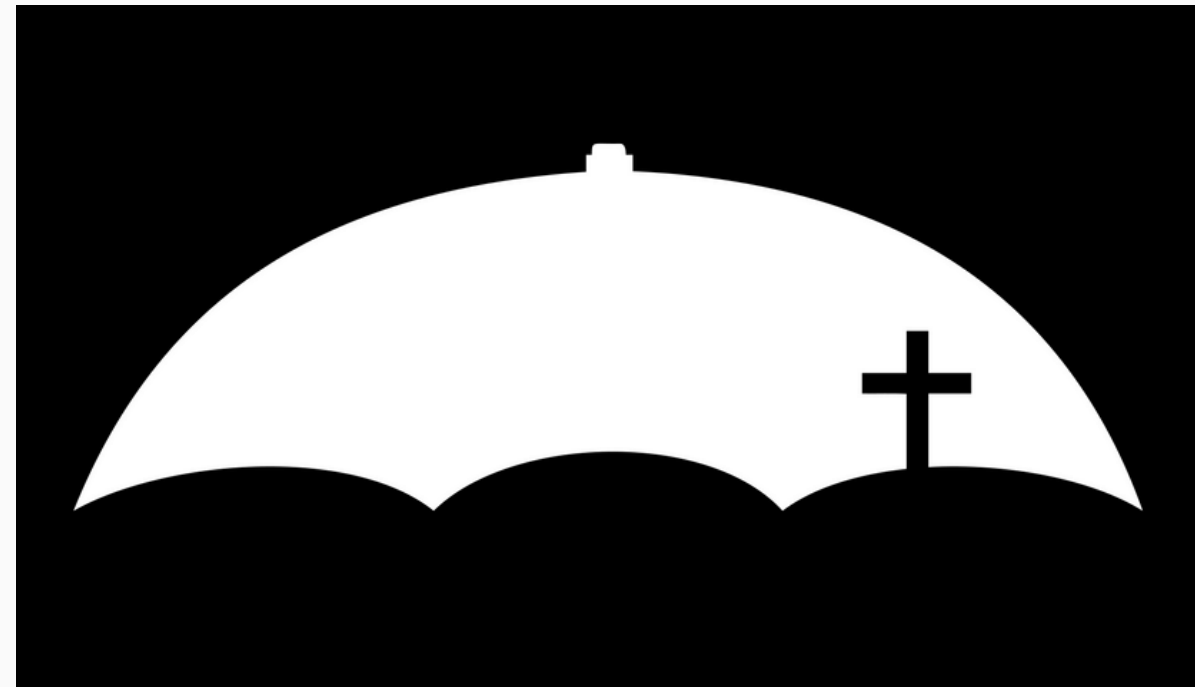




Logo Design

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Logo Usage



shelter from the rain
COMMUNITY OUTREACH FOR SINGLE MOTHERS

Color Palette

Our logo is typically displayed in black or white. We use a variety of other colors with typography and images to create aesthetically pleasing layouts for supporters.

*Never use the Shelter From the Rain logo in red.



Brand Signage



Images



HIGH QUALITY
EMPOWERING
POSITIVE



*Help
For Home*

SUPPORTING SINGLE MOMS
DURING THIS PANDEMIC

WWW.SHELTERFROMTHERAIN.COM



Primary Typefaces

COOLVECTICA

HELIOS EXTENDED

ARIAL & INTER

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



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