



Use the LINK Partner Marks Clearly and Consistently.

Approved participants receive only the assets appropriate to their current standing. LINK Admin issues and can pause each asset, QR destination and embed link.

Print Use

- Use the QR sticker on doors, windows, registers, checkouts, handouts and event tables.
- Keep the QR code unobstructed with adequate white space.
- Use only the issued destination; do not recreate or redirect it.

Digital Use

- Use the plain no-QR badge on websites, email signatures and digital marketing.
- Wrap the badge in the unique tracked LINK connection URL supplied by Admin.
- Do not alter colors, wording, proportions or partner status.

Embed Pattern

Admin provides a ready-to-copy image-and-link snippet. Never include Admin credentials, private portal links or unpublished tracking parameters in public code.

Brand Governance

Participation marks indicate current approved standing; they do not imply endorsement, guarantee donations or certify every activity. LINK may pause or revoke an issued mark when standing, permissions or use changes.

Approved Visual Reference

PRIMARY LOGO

HORIZONTAL LOGO

TAGLINE LOGO

PEOPLE • ORGANIZATIONS • NEEDS • OPPORTUNITIES

ICON ONLY

SECONDARY LOGO (STACKED)

SECONDARY LOGO (LIGHT BACKGROUND)

REVERSE LOGO (DARK BACKGROUND)

BLACK & WHITE LOGO

SOCIAL MEDIA AVATAR

COLOR PALETTE

Color	Hex	Meaning
Navy	#0B3B60	Trust, Community, Leadership
Lake Blue	#2E7B8E	Connection, Growth, Opportunity
Teal	#00A0A6	Engagement, Innovation, Collaboration
LKN Green	#6FBF4A	Impact, Hope, Service
Soft Gray	#F4F7FA	Clean, Modern, Balance

TYPOGRAPHY

HEADLINES
Montserrat Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

BODY TEXT
 Montserrat Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

SCRIPT / ACCENT
 Allura (or similar)
 Our Community.
 Connected.

ICON SET

Icon	Meaning
	People
	Organizations
	Partnerships
	Needs
	Events
	Opportunities
	Schools
	Volunteers
	Give
	Local

SOCIAL MEDIA TEMPLATES

FILE FORMATS

- ✓ PNG (transparent background)
- ✓ JPG (high resolution)
- ✓ SVG (scalable vector)
- ✓ PDF (print ready)
- ✓ WebP (web optimized)
- ✓ ICO (favicon set)
- ✓ AI / EPS (vector source)

LOGO USAGE DO'S & DON'TS

DO:

- ✓ Use official colors
- ✓ Keep clear space
- ✓ Maintain proportions
- ✓ Use high-quality files
- ✓ Place on clean backgrounds

DON'T:

- ✗ Stretch or distort
- ✗ Change colors
- ✗ Add effects or drop shadows
- ✗ Recreate or redraw
- ✗ Place on busy backgrounds

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