2025

brand guidelines

sophia
17 years old
thompson
mental health
services

table of contents

mission

we are called to serve children and families through healing, teaching, worship, and play.

vision

All Children Healthy. All Families Thriving. All Communities Strong.

excellence The gradual result of always striving to do better.

integrity Do the right thing, even if nobody is looking.

values

innovation There is a way to do it better. Find it.

caring Life changing work begins with our positive relationships.

commitment Accept no excuses, only results.

we are committed to rewriting narratives for the most vulnerable in our community.

big hearted
determined
trustworthy
transformative

brand keywords

our voice
compassionate, strong, determined, and humble

compassionate

Above all else, our tone conveys that we truly care about the people we serve and believe whole-heartedly that the work we do transforms the lives of children, families and communities. We are kind, empathetic and understanding.

strong

We don't shy away from sharing our achievements and letting people know how important our work is to the communities we serve. We are straightforward when laying out our goals, methodologies and accomplishments. We are a thought leader in the space of early childhood and family stability.

determined

We never give up on anyone and will never give up on our mission. Our tone conveys that we are resilient, trustworthy and 100% committed.

humble

We walk the fine line between confidence and appreciation. Whenever possible, the "glory" is reserved for our donors, both current and prospective.

tone

Our brand is caring, honest and dependable. We do what we say we will, with a big heart. We are leaders in providing human services to the communities we serve. We speak with confidence about our successes but are humble. We recognize that the real heroes are those staff members who serve the children daily, and those community members who provide the funding to make our achievements possible.

less like this	more like this
vague and ambiguous	clear, focused and honest
methodical and serious	warm and family-oriented
overly formal language	familiar, conversational language
rigid and set-in-our-ways	solution-driven and nimble
arrogant and reactive	confident and proactive

After struggling and feeling alone, we are so thankful for the support from our Family Partner.

the leading provider of clinical & prevention services for children across the carolinas

Thompson is working tirelessly to ensure that all children are healthy, all families are thriving, all communities are strong.

THOMPSON was originally founded in 1886. Today, we have grown to be the leading provider of clinical & prevention services for children across the Carolinas, while also expanding to select Florida counties. As a human services leader, we transform lives through foster care, prevention, and mental health services.

We are a solutions-driven organization dedicated to serving children and families in poverty and to helping to rewrite the narrative for the most vulnerable in our community. Our comprehensive, evidence-based services, and trauma-informed care are available virtually and in-person for children up to the age of 18, as well as their families.

We believe a zip code should never determine a child or family's means of living, and our vision is to continue to grow our reach to new regions across the country to level the playing field, and provide the economic mobility required to help vulnerable people overcome the cycle of poverty and/or trauma.

icon and wordmark

The preferred approach is to use the logo icon locked with the wordmark in either a stacked or horizontal layout. The icon can be presented as stand alone as a graphic treatment, which allows flexibility to present the icon with greater prominence.

The Thompson logo icon and the custom wordmark embodies the organization's history, mission, and impact in the greater community. Thompson impacts the greater community by helping children and families cycle out of poverty or propel those they serve beyond where they are physically, mentally, emotionally. With Thompson as the catalyst of the icon spiral, providing a supportive path up and out, the icon has a celebratory feel. It captures the feeling of approachability, hopefulness, optimism—core qualities that result from Thompson's big heart, humble attitude, and their caring, trustworthy human services that elevate those they serve.

The custom wordmark applies tapered spiral spoke shapes to consonant stems, and the lowercase approach completes the approachability look.
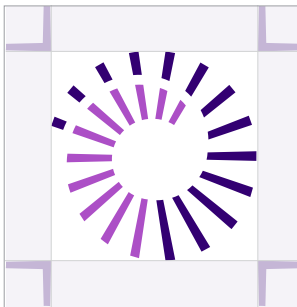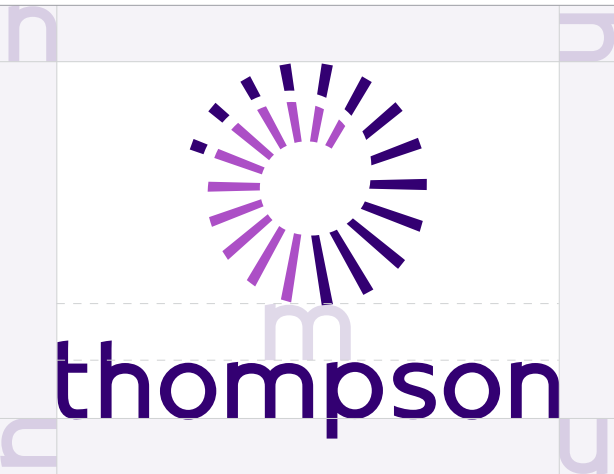
logo spacing + scale

Ensure the Thompson logo icon and the logo icon locked with the wordmark are not obstructed or crowded by other elements. Use the clearance guidelines defined by the scale of *n* or the width of the left-center spiral spoke.

There is a minimum scale the logo can be sized to ensure the Thompson logo icon and the logo icon locked with the wordmark are readable across all deliverables. Use inches (in) values for print deliverables and pixel (px) values for digital deliverables.

one-color logos

In addition to the full-color logo options, the Thompson logo icon and the logo icon locked with the wordmark can be reversed out of brightly-colored backgrounds in one-color white or one-color black. Using the full-color logo options are preferred over these one-color options.

However, there is one exception to this rule. If the primary color palette Legacy Purple or Peaceful Lavender are applied as the background fill, a one-color white logo application is considered among the preferred options.

LEGACY PURPLE

Pantone 2685 C
CMYK 100, 97, 0, 16.5
RGB 51, 0, 114
HEX #31006F

PEACEFUL LAVENDER

Pantone 2582 C
CMYK 44, 78, 0, 0
RGB 172, 79, 198
HEX #AC4FC6

color

Our purple has a legacy. It's our most identifiable asset. Therefore, we are leaning into the family of purples, adding Peaceful Lavender to accompany our Legacy Purple, to leverage brand recognition. Balanced to make one feel an inner peace, these purples visually illustrate strength and wisdom. To expand on this primary color palette, which nods to our heritage, we are adding a secondary color palette to propel us into the future and help us reframe the spectrum of work we do in a visual way that helps the people we serve to quickly grasp the wide range of services we offer. When applying the colors of the Thompson brand, the primary purples are the predominant colors that should be applied in a ratio of 80% primary colors to 20% secondary colors. Use Legacy Purple and Peaceful Lavender equally as base colors in brand deliverables, alternating them to create a balanced feel. Create deliverables that have either a Legacy Purple or Peaceful Lavender base, then use the other purple as a hit color. The secondary color palette should be applied for sub-brand deliverables and in photography, such as on peoples' clothing.

secondary colors

Use this secondary color palette sparingly as accent colors, unless focusing on specific services or triumphs with these characteristics: Fuchsia represents certainty, self-assurance, and boldness; Orange soothes, energizes, and uplifts; Blue is calm, stabilizing, and reduces stress; Yellow is upbeat, cheerful, and associated with new beginnings.

COURAGEOUS FUCHSIA

Pantone 2540 C
CMYK 11, 88, 13, 0
RGB 215, 67, 136
HEX #D74388

SOOTHING ORANGE

Pantone 165 C
CMYK 0, 68, 96, 0
RGB 255, 103, 32
HEX #FF6720

CALMING BLUE

Pantone 298 C
CMYK 65, 3, 0, 0
RGB 65, 182, 230
HEX #41B6E6

CHEERFUL YELLOW

Pantone 7408 C
CMYK 0, 20, 98, 0
RGB 246, 190, 0
HEX #F6BE00

The type approach applies a geometric sans-serif for headlines and a humanist, geometric sans-serif for body copy. Headlines should be applied in bold weight with all lowercase type. Body copy should be applied in medium weight. Use the fonts in column one for print and static digital deliverables. Use the fonts in column two for web and digital animated deliverables.

Geometric sans-serifs are easy to read and have a strong visual impact. Poppins is upbeat and hopeful, capturing a big-hearted feel with big impact, perfect to communicate Thompson's transformative approach. Rustica is a humanist, geo sans-serif that incorporates human hand elements, coming back to those Thompson serves at the core of it all.

typography

HEADLINES

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

BODY COPY

Rustica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

HEADLINES

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

BODY COPY

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

While reversing type out of colors Legacy Purple or Peaceful Lavender, apply the two colors below in addition to white. These additional colors provide contrast for readability. They also provide variety to create a visual hierarchy using color when reversing type out of the brand primary colors. Deep Indigo can only be applied to type reversed out of Peaceful Lavender. Light Lilac can only be applied to type reversed out of Legacy Purple.

DEEP INDIGO

Pantone 274 C
CMYK 100, 98, 28, 29
RGB 35, 21, 79
HEX #23154F

LIGHT LILAC

Pantone 6078 C
CMYK 22, 45, 0, 0
RGB 192, 148, 206
HEX #C094CE

ON WHITE

HEADLINE
avida fusce

CALL OUT
Risus viverra adipiscing at in tellus.

SUBHEAD
Viverra vitae congue eu cons equat. Quis ipsum suspendisse ultrices gravida dictum fusce.

BODY
Etiam dignissim diam quis enim lobortis scelerisque ferm entum dui faucibus. Ultrices dui sapien eget mi proin sed libero enim sed. Viverra justo nec ultrices dui sapien. Et leo duis ut diam quam nulla porttitor. Enim facilisis gravida mis neque convallis a cras semper. Auctor urna nunc id cursus metus. Nec ullamcorper sit amet risus.

ON LEGACY PURPLE

avida fusce

Risus viverra adipiscing at in tellus

Viverra vitae congue eu cons equat. Quis ipsum suspendisse ultrices gravida dictum fusce.

Etiam dignissim diam quis enim lobortis scelerisque ferm entum dui faucibus. Ultrices dui sapien eget mi proin sed libero enim sed. Viverra justo nec ultrices dui sapien. Et leo duis ut diam quam nulla porttitor. Enim facilisis gravida mis neque convallis a cras semper. Auctor urna nunc id cursus metus. Nec ullamcorper sit amet risus.

ON PEACEFUL LAVENDER

avida fusce

Risus viverra adipiscing at in tellus.

Viverra vitae congue eu cons equat. Quis ipsum suspendisse ultrices gravida dictum fusce.

Etiam dignissim diam quis enim lobortis scelerisque ferm entum dui faucibus. Ultrices dui sapien eget mi proin sed libero enim sed. Viverra justo nec ultrices dui sapien. Et leo duis ut diam quam nulla porttitor. Enim facilisis gravida mis neque convallis a cras semper. Auctor urna nunc id cursus metus. Nec ullamcorper sit amet risus.

service divisions

Thompson is well-known for its long, successful history, but the target care and donor audiences may not know all the services that encompass Thompson today. Therefore, sub-brand logo lockups were designed, applying colors from the secondary color palette to the three service divisions: foster care, mental health, and prevention. Each subdivision having a unique color and being defined underneath the Thompson logo lockup helps the target audience quickly learn and redefine for themselves all that Thompson does. Each of the three service divisions that comprise Thompson's continuum of care can be defined as follows:

Foster Care works to achieve placement stability for those in foster care or out-of-home care; and supports difficult-to-place teens by providing intervention to reduce trauma.

Mental Health services encompass home-based mental health treatment, counseling services, clinical care, and residential programs for more complex mental health conditions.

Prevention programs support childhood early educational years; the most vulnerable children with professional mentors; and parents of all ages, including those experiencing challenging times.

Sub-brand marks extend Thompson's identity while also adapting to specific design constraints of the Thompson logo icon locked with the wordmark. Two-color combinations applying Legacy Purple with one of the secondary color palette colors maximizes brand impact. Full-color sub-brand logos are preferred when possible.

thompson
FOSTER CARE

thompson
MENTAL HEALTH

thompson
PREVENTION

STACKED

divisions usage

Our sub-brand logos may be used in lieu of a Thompson logo on deliverables so long as there is context for the Thompson logo established. For example, the back of business cards have a sub-brand logo, and the front of the card applies the Thompson main logo icon in full-color.

Use the stacked configurations on the previous page or the horizontal logos at right when applying the sub-brand logos. The Thompson logo icon can not stand alone if it is applied in any colors except the full-color option of Legacy Purple and Lavender Purple.

Use the Thompson primary mark clearance guidelines found on page 12 when applying clearance around the Thompson subdivision logos.

One-color white and one-color black options are also available for the Thompson subdivision logo icon locked with the wordmark configurations.

thompson
FOSTER CARE

thompson
MENTAL HEALTH

thompson
PREVENTION

HORIZONTAL

Use the secondary color palette sparingly in photography, unless the deliverable discusses specific service divisions. See photography example on page 32 applying Foster Care's Courageous Fuchsia as a background color and image overlay color.

imagery

At the heart of all our photography are authentic, real people, and their transformative stories. From the people who deliver our services to those we serve, we capture them in transformative moments that show their big hearts and determination.

To keep the brand diverse and engaging, four different photography approaches comprise the Thompson brand. The first two will be discussed here. The two additional will be discussed on page 31. In all photography approaches, people should not be wearing red clothing or clothing with patterns that distract. People should be wearing brightly-colored clothing that mirrors the Thompson brand palettes.

Two approaches are shown on page 28 and 29, respectively. The first captures parents and children connecting, reaching new heights. The other highlights the serious nature of our work in a respectful and professional way. Capturing both are paramount in conveying the impact Thompson creates.
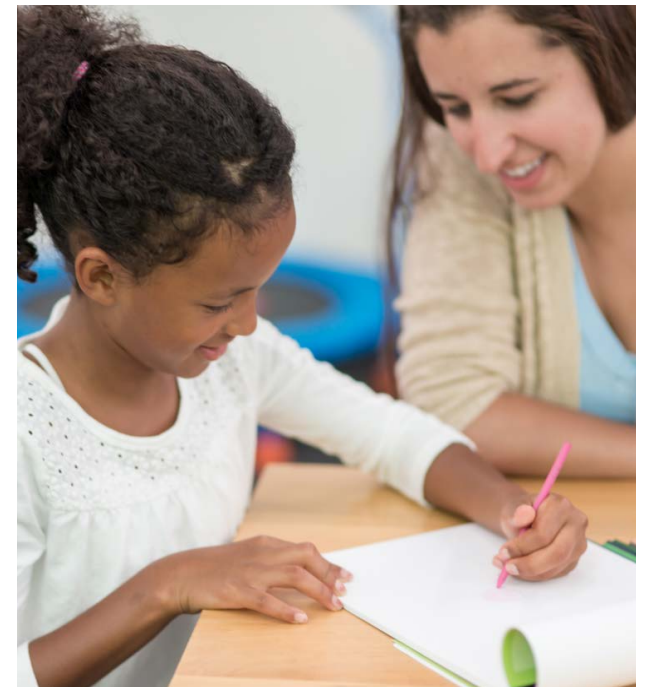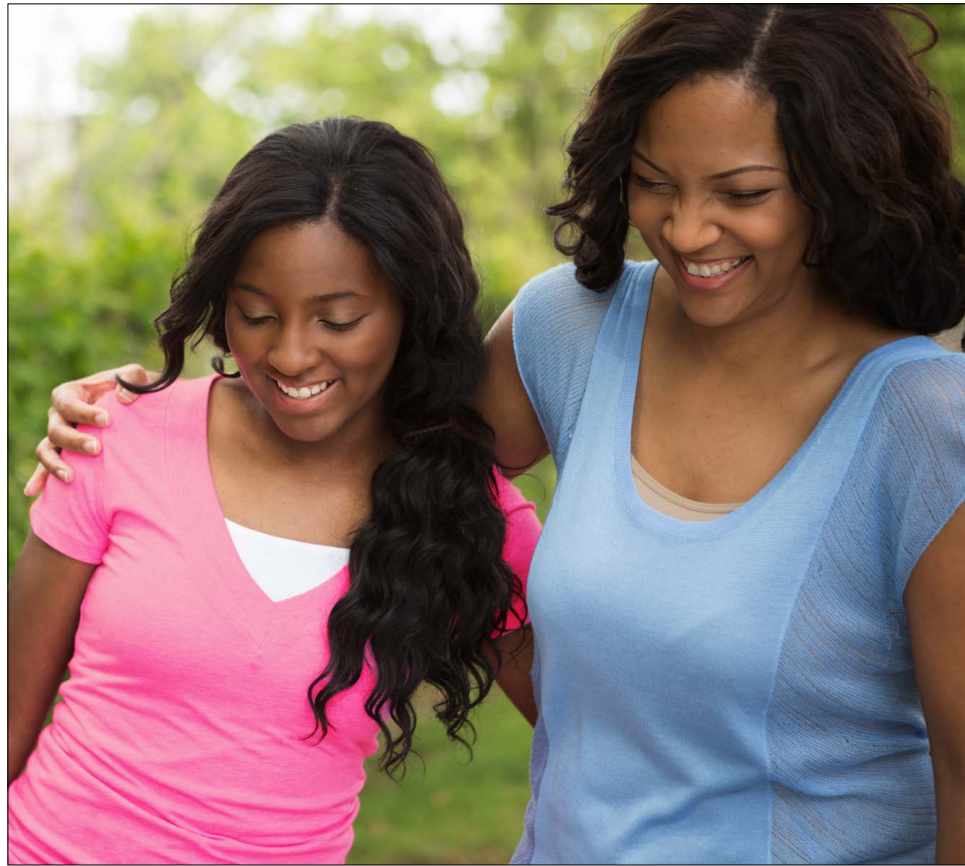
The two additional photography approaches are showcased on pages 32 and 33, respectively.

To put a visual spotlight on the individuals who are impacted by Thompson, image overlays and image treatments are designed to convey that Thompson forms the foundation for the transformation in the highlighted person's life. Brightly-colored, solid-filled backgrounds that match the Thompson brand color palettes showcase people with either the logomark icon or a paint texture (part of the brand's graphic elements on page 37) behind their heads. When the logomark icon is applied as an overlay behind them, ensure it is positioned to the right of the person's head or between two people. That way, it reads as the Thompson logomark icon. (See example of this at right.)

The final photography approach shows groups of families and children running or playing in the outdoors. It captures a triumphant moment where obstacles have been overcome in a freeing and uplifting way. Ensure these photographs, which can often have afternoon lighting that trends more yellow, are adjusted to have the same color balance and saturation as the other Thompson brand photography approaches.

logo don'ts

To ensure all the Thompson logos are presented consistently across all deliverables, please note these usage don'ts. These usage don'ts apply to the stacked, horizontal, and icon only logos even if they are not pictured here. This is not an exhaustive list. Readability and consistency are paramount, so use these as your guides as you apply the mark to a variety of deliverables. Clearance guidelines and minimum scale are also important when placing the logo as well.

1. Don't place the logo over a busy background.
2. Don't change logo element positions.
3. Don't change the color of the logo.
4. Don't change logo elements, such as typography.
5. Don't scale the logo disproportionately.
6. Don't remove elements from the logo.
7. Don't fill the logo with gradients or image fills.

1

2

3

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5

6

7

graphic elements

The brand look/feel is established, professional, clean, contemporary, human-centered. To illustrate this visually, a library of graphic elements keep the Thompson brand presentation diverse and engaging. Each brand element illustrates parts of Thompson's impact. Graphic elements #3–#5 communicate a coming together, a way to highlight the big-hearted community that Thompson provides to those they serve. Graphic element #6 is inspired by the logo icon itself. The shape is pulled from one of the spiral spokes in the icon. It is applied as a button on digital deliverables and as a flag or headline element when in print deliverables. Graphic elements #7–#9 bring a warmth and approachability to the graphic elements library, capturing a human element—whether that be human handwriting where people tell their stories or people having the determination to start fresh, create something new, and transform. Graphic element in #7 should be applied below text blocks. The footer shape in #9 was based on the line work that handwritten cursive writing has. Icons are clean, rounded, single-stroke artwork.

1. Icon + contact information lockup
2. Single-stroke icon in circle with radiating outline
3. Thompson logo icon overlay (applied in photos)
4. Photo circular frame based on handwriting
5. Radiating circular ring (applied as overlays)
6. Spiral spoke shape

7. Handwritten line (applied as photo overlays)
8. Paint roller (applied as photo + graphic overlays)
9. Distressed paint (applied with solid fill background)
10. Handwritten footer shape (applied at layout base)

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Matthews, NC 28105

thompsoncff.org
704.536.0375

1

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9

10
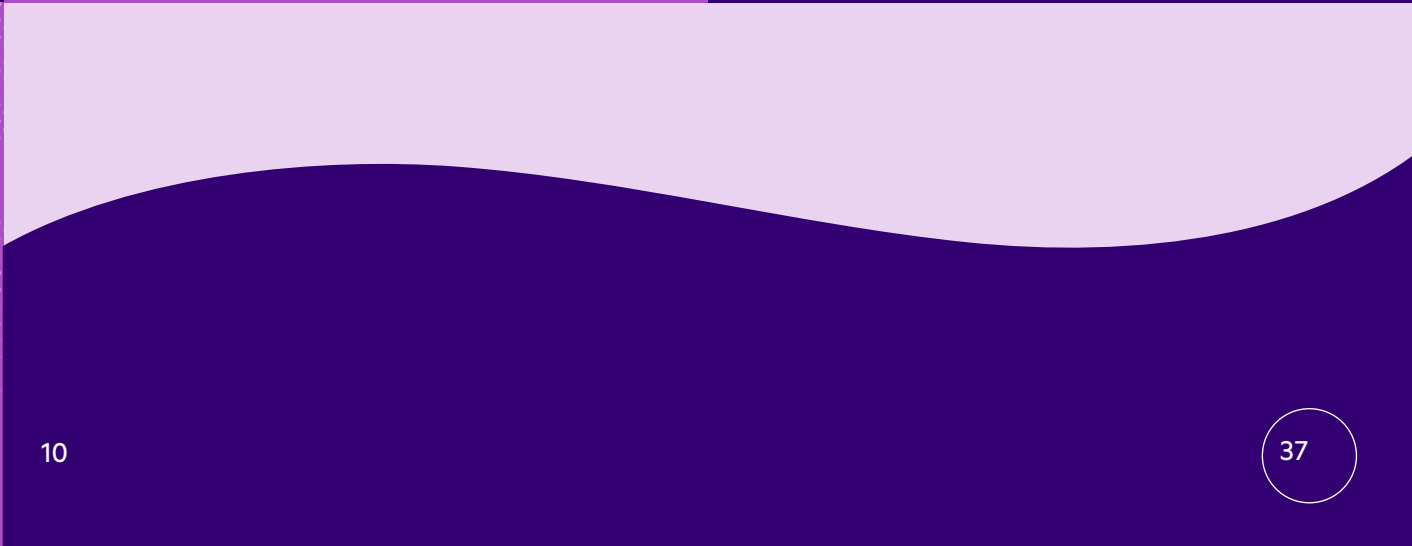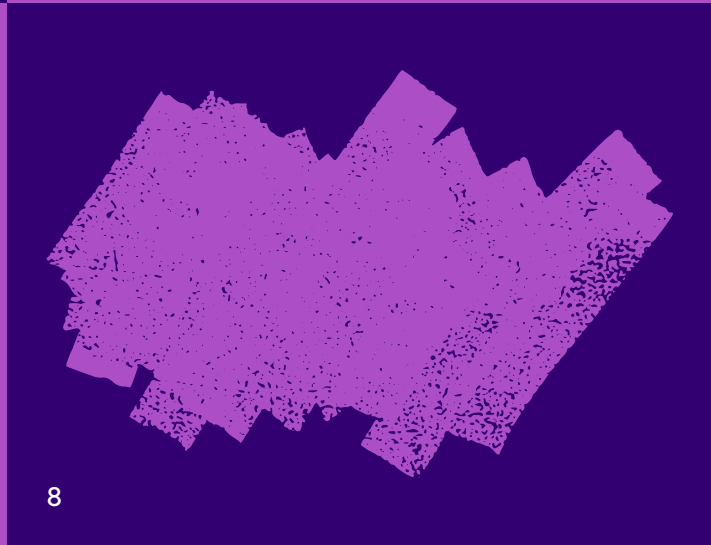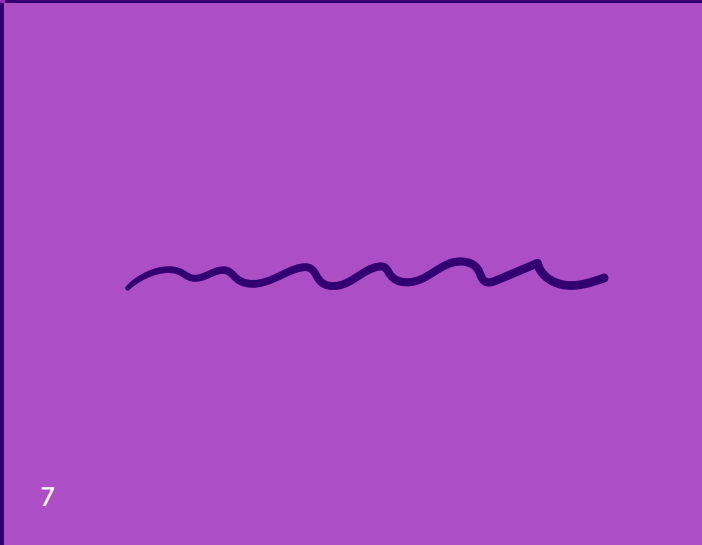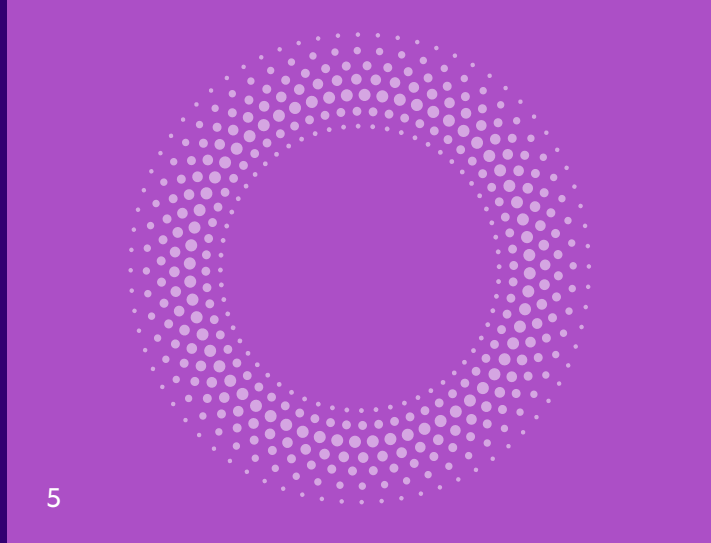
video guidelines

Consistent shooting style and editing techniques are important for brand recognition. Thompson videos use a variety of indoor and outdoor settings to illustrate the message. Use the following guidelines on testimonial videos, corporate videos, and commercial spots.

tone

The tone of video is consistent with the tone of Thompson's brand voice: compassionate, strong, determined and humble.

For the target audiences to learn more about what Thompson provides to those they serve, videos should also be informative, clear, focused and honest.

Music or audio sound effects added to videos should be subtle but feature elements of calm, uplifting and inspiring notes. Conveying hope and optimism with sound is the primary objective.

storytelling

Use a diverse range of voices and perspectives to promote inclusivity and communicate the impact Thompson has on those we serve and the community as a whole.

Focus on creating compelling visual narratives using Thompson brand elements, colors, and typography to convey our brand's story effectively.

Do not utilize video content created by Thompson employees, those we serve, community members and/or donors. Curated content is preferred over user-generated.

technical

Use shallow depth of field that gives the content a cinematic/emotional feel. Shallow depth of field feels relatable and approachable.

Use soft beauty lighting. Stay away from heavy contrast and harsh shadows. When shooting outdoors, create softbox lighting or avoid film shoots that start after 10 AM and begin before 3 PM during the harshest sunlight of the day.

Use eye-level and shoulder-level angles primarily for interviews and b-roll. For all other video categories, also incorporate medium-shot and long-shot angles.

setting

The preferred setting for videos are natural lifestyle settings. Showing the environment of Thompson in a lived-in setting or outside provides an element of calm.

When shooting outdoors, consider shooting in seasons that are bright, colorful, and uplifting, such as spring and summer.

When shooting indoors, ensure the space is bright, colorful, and clear of clutter or elements that distract.

Participants should wear solid-color clothing, a neutral color or one that closely matches brand colors. Do not permit bold patterns or red.

social profiles

Social media profile cover image sizes differ from platform to platform. You may upload the perfect cover image only to discover it looks great on Facebook but not on YouTube. You must also consider both desktop and mobile profile formats when creating cover images. If the full Thompson logo is applied to the cover image, position the horizontal logo in the upper right corner so it is never obstructed by the social profile image. Finding one lifestyle image with people that will display well across all social platforms' desktop and mobile views is challenging. While this is the preferred cover image content, a simple branded image approach can also be applied. If selecting the simple branded image approach, a white background is not advantageous. Behind the full-color logo, you may apply Lavender Purple at 10%, 20%, or 30% opacity, creating tints of Lavender Purple. This application—where a white background behind the Thompson logo is not feasible for effectiveness of the platform—is the only permissible place to use a tint of Lavender Purple.
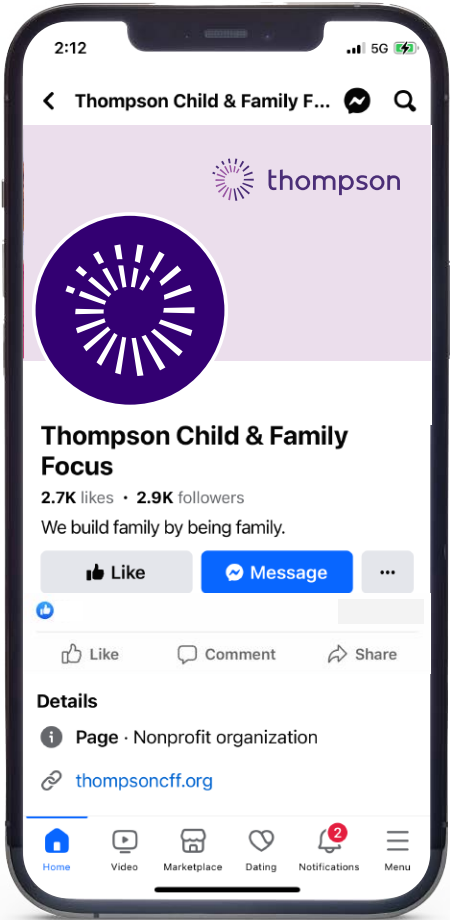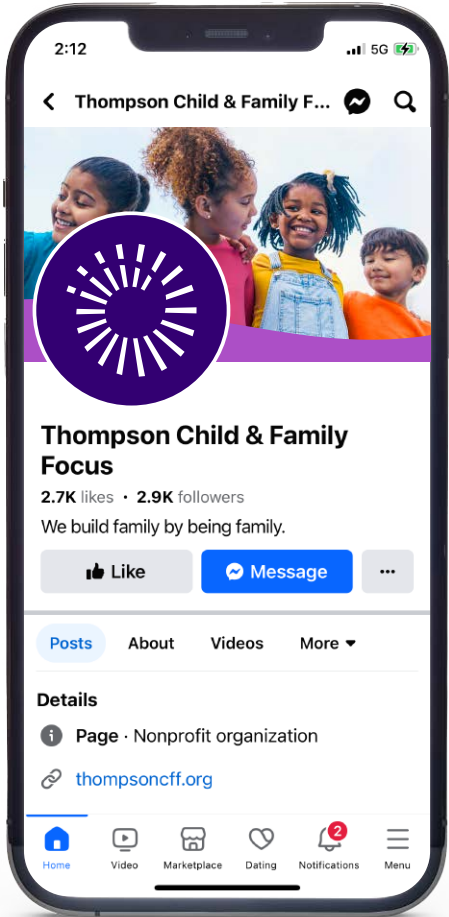

Tints of Lavender Purple can be applied behind a full color logo in places where white isn't desirable.

There are a plethora of possibilities when applying the Thompson graphic elements to create social frames. For example, graphics #1 and #4 on page 41 could have the images removed and text added instead. Best practices for creating social media graphics are as follows:

▶ Use Legacy Purple and Lavender Purple as primary background and frame element colors. The Thompson brand secondary colors should only be evident in photographs, particularly on clothing, furniture, or objects in the foreground/background.

▶ The Handwritten Footer Element (#10 on page 37) divides space on social media graphics in a way that is not as flexible as other graphic elements. Do not apply this graphic element to social media.

▶ When laying out posts, use photography primarily. Apply text to the image overlay sparingly. When applying messaging to the image, ensure the strongest message is highlighted in the overlay. Details can be presented in the post copy.
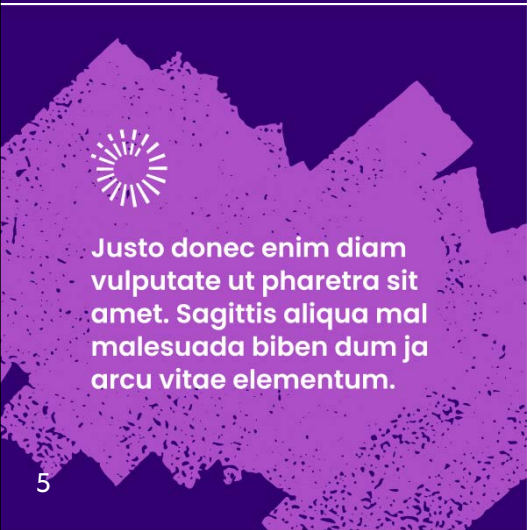
1:1 ASPECT RATIO
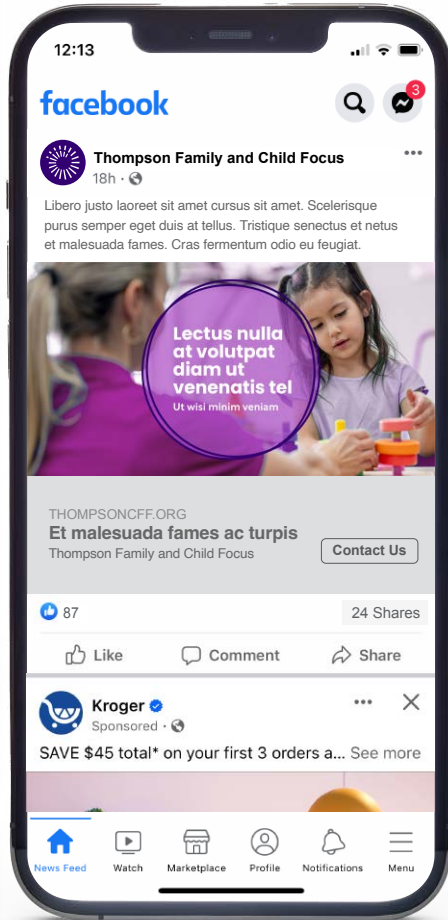
16:9 ASPECT RATIO

social posts

Thompson is a human services leader transforming lives through early childhood, family stability, and mental health services. As a solutions-driven organization committed to rewriting narratives for the most vulnerable in our community; Thompson achieves this by providing comprehensive, evidence-based services, and trauma-informed care, for children (ages 0–18) and their families, virtually and in-person.

Founded in 1886 as an orphanage, Thompson has grown into an organization operating across the Carolinas and into Florida. Thompson's continuum of care encompasses three domains: foster care, prevention, and mental health. Our foster care programs work to achieve placement stability. Our prevention services protect the critical early childhood educational years and help keep families stronger, together. Our mental health services range from outpatient to residential services for children, youth, and families. All Thompson programs are trauma-informed and evidence-based/evidence-informed with the intention of building resilience in our clients.

CONTACT US
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