



Mattie & Pearl

COMMUNITY SERVICES

Senior Transportation + Events + Supportive Services

Safe rides. Shared moments. Stronger community.

Starter Brand Guide - Refined V2

This revised package corrects placeholders, tightens spacing, uses the full website domain, and reflects the official purpose, program activities and contact information provided.

Official organization details

Legal name	Mattie & Pearl Community Services Inc.
Brand name	Mattie & Pearl Community Services
Phone	(786) 318-7243
Email	mattieandpearlservices@gmail.com
Website	mattieandpearlcommunityservices.org
Business/Mailing address	1741 NW 50th Street, Miami, FL 33142

Logo system

Use the horizontal logo for website headers, business cards, letterhead and banners. Use the stacked logo for square placements and shirts. Use the one-color mark for embroidery, stamps and low-detail print.



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Spacing and layout rules

Keep clear space around the logo equal to the height of the pearl circle in the mark. Do not squeeze the logo, add shadows, change colors, or place it over busy photos without a cream or ivory panel.

Color palette

Color	Hex
Espresso	#2F1E17
Coffee	#5A3827
Walnut	#744C34
Caramel	#C6925A
Sand	#D8BD8D
Cream	#F6EBDD
Ivory	#FFF9F1
Terracotta	#B97654
Sage	#849372

Typography

Headlines use a warm serif direction similar to Georgia. Body copy uses a clean sans-serif direction similar to DejaVu Sans or Arial. Keep senior-facing text large, high-contrast and easy to scan.

Website structure

Home; About; Transportation; Events & Trips; Calendar; Request Service; Donate & Sponsor; Volunteer; Resources; Contact; Media Kit.

Key calls to action

Request Support, Plan an Outing, Donate, Volunteer, Partner With Us, Call Now.

Required launch notes

Before publishing, add service area, hours, confirmation policy, emergency disclaimer, privacy policy, accessibility notes, volunteer screening policy, donation processor and any required charitable solicitation disclosure.

Official language

Purpose: Organized exclusively for charitable, educational, and scientific purposes, including providing transportation and supportive services to seniors and underserved individuals.

Contribution use: Contributions support transportation to medical appointments and essential destinations, companionship and wellness visits, assistance with errands and shopping, social activities, emergency needs assistance, program supplies, volunteer support, community outreach, and administrative expenses necessary to operate and expand charitable services for older adults.

Major program activities: Major program activities include transportation assistance to seniors, companionship and wellness visits, assistance with grocery shopping and errands, social and recreational outings, referrals to community resources, and limited emergency assistance.

Approved short boilerplate

Mattie & Pearl Community Services Inc. provides transportation and supportive services to seniors and underserved individuals, helping older adults maintain independence, reduce isolation, access essential services and remain actively engaged in their communities.