



Assist ME’s brand reflects our mission of enhancing lives through mobility. These standards ensure that all public materials — including partner communications, media coverage, volunteer outreach, and digital content — represent our organization accurately and consistently.

Organization Name

Please use the full organization name — **Assist ME** — in all written and visual communications.

Acceptable secondary references include: **“the organization,” “the nonprofit,” “the program,”** or similar terms that maintain clarity and professionalism.

Logo Use

The Assist ME logo is a protected brand asset. To maintain consistency and prevent misuse, the logo may not be altered, stretched, recolored, or placed on backgrounds that reduce visibility.



Permission Required

Use of the Assist ME logo on printed materials, digital platforms, presentations, apparel, signage, or promotional items requires prior approval. To request permission, contact: **Marketing@assistmenc.com**

Please include:

- Purpose of the request
- Where the logo will appear
- Any deadlines or design requirements

Approval must be granted before use.

Brand Color Palette

Assist ME uses a defined color palette to maintain a cohesive visual identity across all materials.



Color	Hex Code	Color	Hex Code	Color	Hex Code
Dark Blue	#042d62	Bright Green	#4aa700	Medium Blue	#016db6
Bright Yellow	#ffd100	Orange	#fc8505	Light Gray	#f8f6f6

Document Usage Policy

Assist ME provides official documents, templates, and communication materials to ensure accuracy and consistency.

Use of Official Documents

All Assist ME documents must be used **exactly as provided**. No changes may be made to:

- Wording or content
- Branding or layout
- Logos, colors, or design elements
- Required disclaimers or instructions

This applies to printed materials, digital files, forms, scripts, and training resources.

Requesting Customizations

If you need a customized version of any Assist ME document, please email: **Marketing@assistmenc.com**

Include:

- Document name
- Purpose of the customization
- Specific changes needed
- Any deadlines

All customizations must be approved and completed by Assist ME's Marketing team.

Accessing Logos, Flyers & Media Assets

Official Assist ME logos, downloadable flyers, and approved media resources are available on this page for partners, volunteers, and community organizations. Please follow all brand standards when using these materials.

Assist ME is an all-volunteer organization.

If you have marketing, communications, graphic design, video/photography, event planning, or social media expertise and would like to volunteer 1-4 hours per week (or on a project basis), please let us know!

We appreciate your support!

If you have questions, concerns, would like customizations, require media content, interviews or additional materials to assist your mission-forward, volunteer efforts, please contact Marketing@assistmenc.com or call our receptionist at 704-659-1123 (M-F, 8-5) for further assistance.

Assist ME

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704-659-1123 (M-F, 8-5)