



# About Pure Bayanihan

Pure Bayanihan is a nonprofit organization dedicated to transforming the lives of underserved families, children, and communities by breaking the cycle of poverty through sustainable livelihood opportunities.

Rooted in the Filipino spirit of bayanihan (solidarity), we empower individuals with the tools, resources, and support they need to achieve self-sufficiency.

By instilling dignity, hope, and financial resilience, we empower communities to thrive and build a sustainable future for generations ahead.



[purebayanihan.org](http://purebayanihan.org)



[@purebayanihan](https://www.instagram.com/purebayanihan)



[@purebayanihan](https://www.facebook.com/purebayanihan)



# Logo History

How the logo was conceptualized



# Symbols and Meanings

Pure Bayanihan Logo Elements



## Nipa Hut (Bahay Kubo)

A stilt house where Filipino ancestors used to live. It represents rural living and the Filipino's unique community spirit.



## Bamboo

Symbolizes resilience, harmony and strength of spirit. In every challenge they face, Filipinos are always able to bounce back and lift each other up.



## People

A group of people volunteering to help a neighbor in need. It represents teamwork and cooperation to achieve a common goal.

# Pure Bayanihan Colors

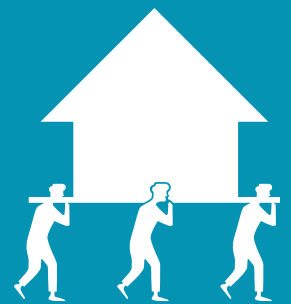
Our color palette for logo usage



**Dark Blue**  
#043c54



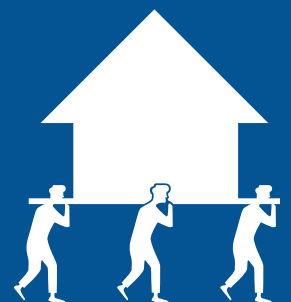
**Light Blue**  
#3f94b3



**White**  
#FFFFFF



**True Blue**  
#045494



# Fonts

Our official logo font



# BARABARA

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

# POPPINS

Qui quibusdam voluptatum  
consequatur et ut nihil. Et ipsum  
error dolor id deleniti nam  
eaque. Nesciunt debitis ea  
magnam repudiandae in  
distinctio.

# Logo Variations

Our official logo font



## Stack



## Horizontal



## Icon

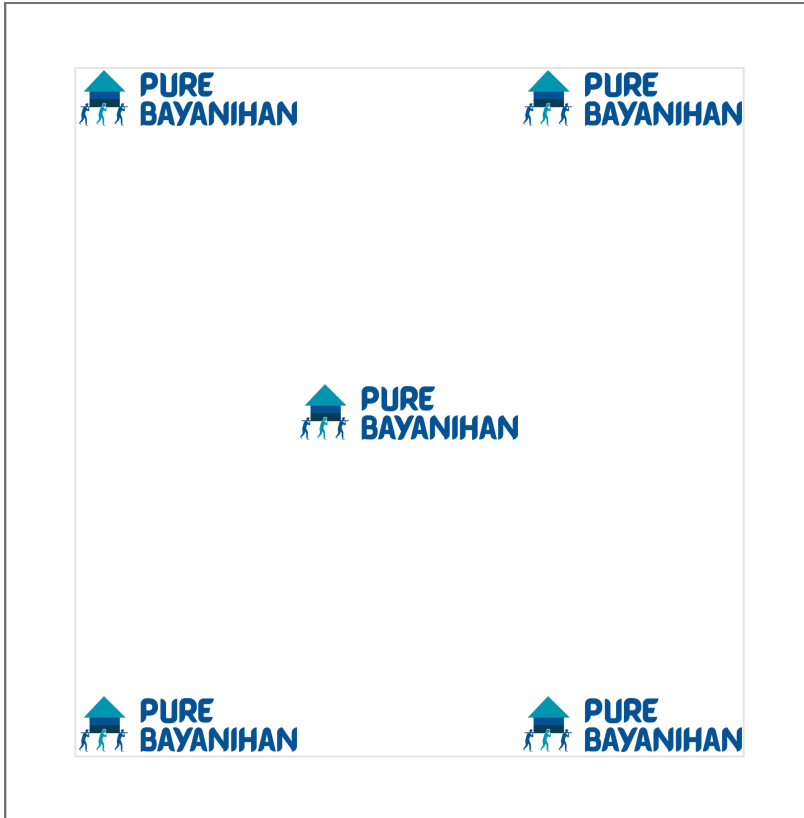


# Logo Positioning

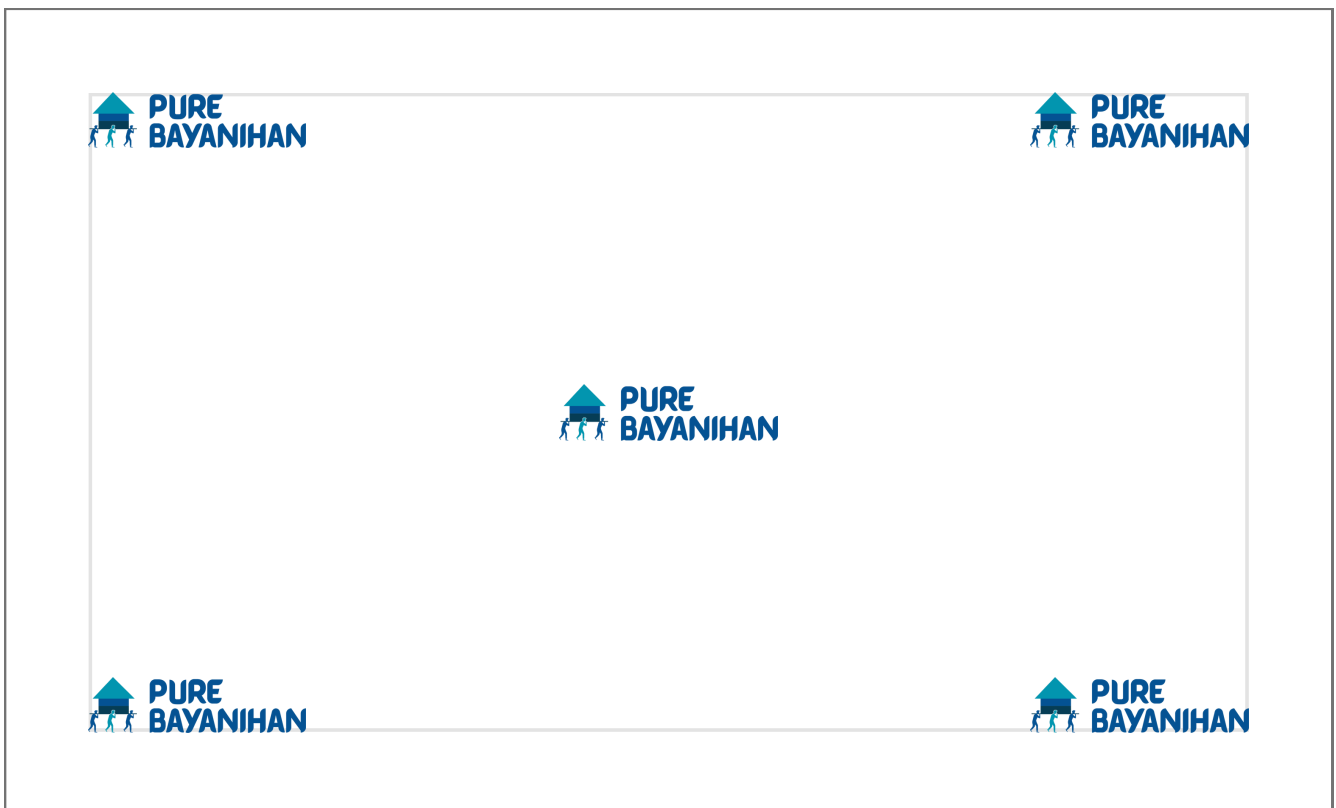
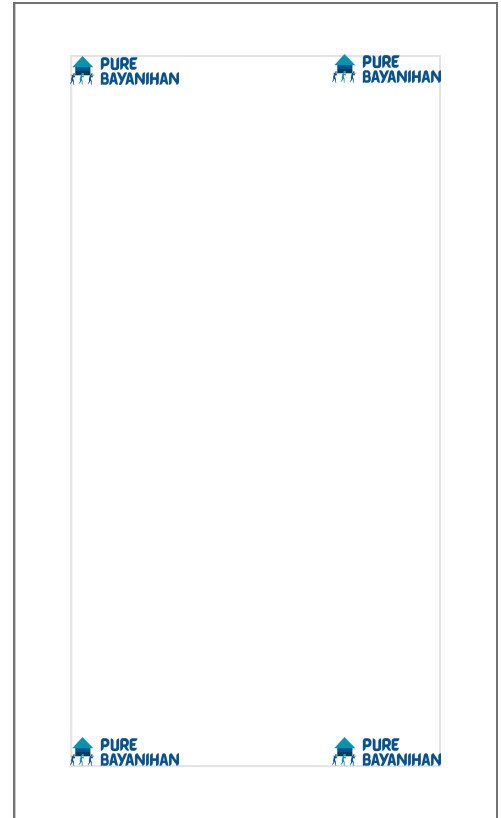


The safe distance to put your logo in

SQUARE



PORTRAIT



LANDSCAPE

The logo can be positioned in where is best suited, depending on the application and tone.



# Logo Application

The rules on proper positioning



If you happen to put the logos on certain images, always use the right logo orientation and brand colors depending the image size.

Also, you must follow the corresponding logo positioning written on the previous page.

# Reminders

Rules on logo use to keep in mind



**DO NOT** change the color.  
Use colors in the palette.



**DO NOT** crop the logo.



**DO NOT** add  
shadows or effects.



**DO NOT** rotate the logo.



**DO NOT** put over  
another illustration



**DO NOT** use tint or opacity.



Thank you!

