

■ BRAND KIT

■ Organization Name(s):

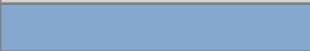

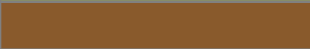

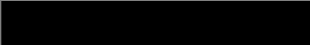
- Good Samaritan Ministries
- GSM

■ Website:

- goodsamaritanministries.org
- gsmusa.org

■ Brand Colors:

Use these exact colors across all digital and print materials for consistent branding.

Color Name	Hex Code	Preview
GSM Blue	#85a8cd	
GSM Green	#99aa3a	
Primary Brown	#895a2c	
Secondary Brown	#42210b	
Black	#000000	

■■ Logo Usage Instructions

- Use the correct file type depending on how the logo will be displayed.
- Do not resize or stretch small logos—this makes them appear blurry or pixelated.
- For example, do NOT drag a small .png from an email and stretch it to fill a poster.
- Instead, use large, high-quality files or vector versions (like .svg or .pdf) that can scale without losing quality.
- When printing something big—like a sign, banner, or poster—ALWAYS use the highest quality version or vector format.

■■ File Type Guidelines

■ Web Development

Allowed File Types:

- .svg — Best for logos/icons; sharp at any size and great for responsive sites.
- .png — Use when you need a transparent background (e.g., placing a logo over an image).
- .webp — Optimized format used by modern websites to load images faster.
- .ico — Used only for website icons in the browser tab (favicons).

Best Practices:

- Keep file sizes small to ensure fast website loading.
- Always use images in sRGB color mode to match screen display colors.
- Avoid using formats like CMYK or TIFF on websites—they may not load properly.

■ Web Publishing (Social media, newsletters, blogs)

Allowed File Types:

- .png — Best for logos or graphics where quality and transparency are important.
- .jpeg / .jpg — Best for photos; smaller file sizes, but no transparency.
- .svg — Great for sharp logos if the platform supports it (some social platforms do not).

Best Practices:

- Use 1080px width or higher to avoid blurry posts.
- Keep the aspect ratio consistent to avoid stretched images.
- Avoid using small, low-resolution images even if they upload—quality matters.

■■ Print Publishing (Flyers, brochures, banners, signage)

Allowed File Types:

- .eps — Vector format ideal for all print jobs; scales without losing quality.
- .pdf — Use for finalized layouts (like flyers or brochures). Keeps fonts and design intact.
- .tiff / .tif — Use for high-resolution images with no quality loss. Good for photo printing.
- .ai — Adobe Illustrator files used by graphic designers for editable artwork.

Best Practices:

- Always use CMYK color mode for accurate print color.
- Use at least 300 DPI (dots per inch) for sharp print quality.
- Include bleed (extra space around edges) when preparing full-bleed documents.
- If you're unsure, ask your printer what format they prefer before sending files.

