

ARKANSAS
IMMIGRANT
DEFENSE



DEFENSA ^{DE}
INMIGRANTES ^{DE}
ARKANSAS

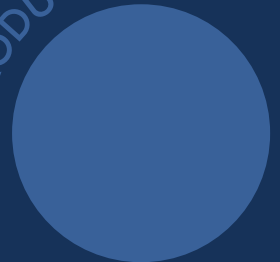
ATTORNEYS AT LAW ABOGADOS



This guide serves as the brand expression of Arkansas Immigrant Defense. To maintain a consistent, memorable and meaningful brand experience, visual and voice development should be evaluated against the following guidelines and standards.

Guidelines reflect the brand to stay true to its empowering and community based approach.

INTRODUCTION



Characteristics

Professional / Brave / Embracing / Accessible

Tag line

*Defending the rights of immigrants and refugees
across Arkansas.*

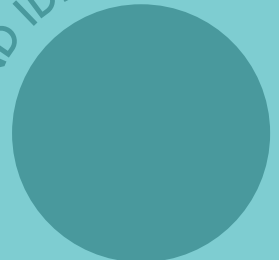
Description

Arkansas Immigrant
Defense promotes justice by
defending and advancing
the rights of immigrants
and refugees through direct
legal services, community
education, and community
advocacy.

Voice & Purpose

Arkansas Immigrant
Defense envisions a society
where immigrants and
refugees are welcomed and
valued as neighbors, and
where these neighbors are
ensured access to resources
like medical care and
education.

BRAND IDENTITY

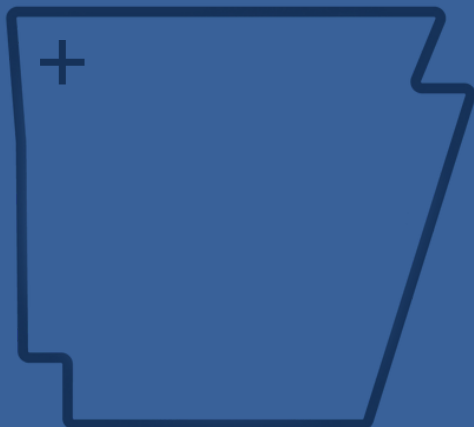


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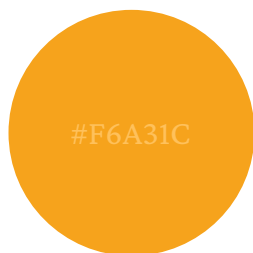
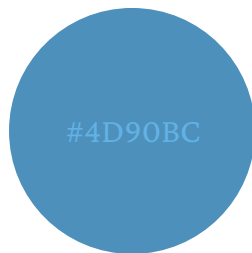
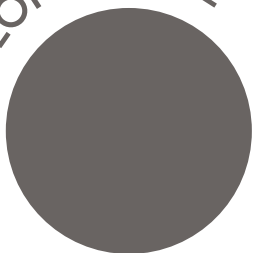
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WORD MARK + ICON



COLOR PALETTE



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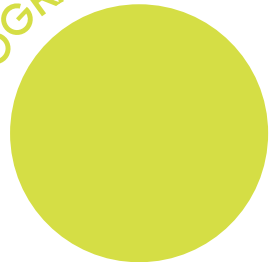
Now

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Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Crimson Pro

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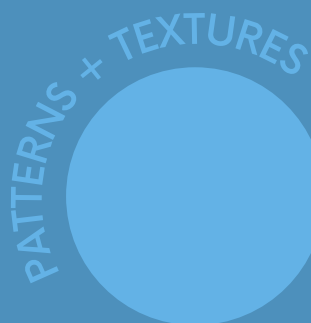
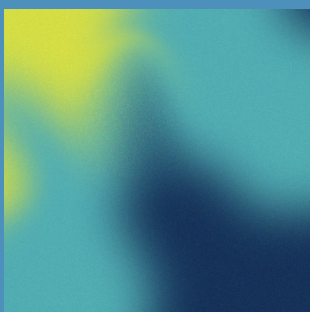
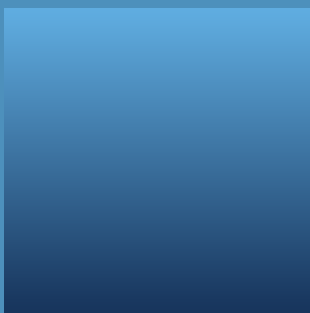
TYPOGRAPHY





DESIGN ELEMENTS

*Gradients / Arkansas outline / Circles /
Geometric shapes*



See stories folder for more templates

¡apoyanos!

Donar

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Iris Aquino

Iris Aquino is AID's asylum specialist. She also handles various other types of cases, and joined AID after years of working for immigrants and refugees in Arkansas.

Housing Resources
Recursos de Alojamiento



Covid-19 Team
Equipo do COVID-19

Legal Services
Servicios Legales

+

INSTAGRAM STORIES



our
programs



nuestros
programas

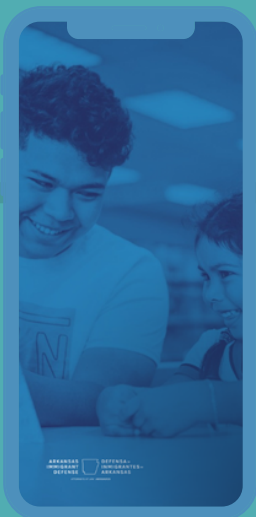


Testimonials
Quiénes somos

Baby Luz from Nicaragua

"JUST NINE DAYS AFTER MY AID ATTORNEY MET ME, WE WERE IN COURT GETTING A GUARDIANSHIP FOR MY BELOVED 2-YEAR-OLD NIECE. THANKS TO AID, I CAN HELP HER ACCESS MEDICAL CARE AND OTHER RESOURCES BECAUSE I HAVE THESE LETTERS OF GUARDIANSHIP."

"UNOS NUEVE DÍAS DESPUÉS DE QUE CONOCÍ A MI ABOGADO DE DEFENSA DE INMIGRANTES DE ARKANSAS, ESTABAMOS EN EL TRIBUNAL RECIBIENDO LA TUTELA DE MI QUERIDA SOBRINA DE 2 AÑOS DE EDAD. GRACIAS A DÍA, YO PUEDO AYUDARLA CON CUIDADO MÉDICO Y OTROS RECURSOS PORQUE TENGO LA CARTA DE LA TUTELA LEGAL."



AMERICAN
IMMIGRANT
DEFENSE



DEFENSE
CLINIC
AMERICAN

STORY HIGHLIGHTS

Instagram highlights / Facebook banner / Colorful logos



Instagram Profile Mockup



arimmigrantdefense

Message



517 posts

22.5k followers

7,003 following

Arkansas Immigrant Defense

Legal Services for Immigrants ~ Servicios Legales Para Inmigrantes
(479) 925-9095 (texts or voice/mensajes de texto o llamadas)

campsite.bio/araid

Followed by [collin_petigna](#), [uawaltoncollege](#), [suellen1795](#) +32 more



about



legal services



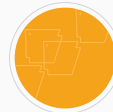
housing



fundraising



volunteer



covid-19

POSTS

REELS

IGTV

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