

About The Up Center

For more than 140 years, **The Up Center** has been a trusted nonprofit in Hampton Roads, helping children, families, and individuals reach their full potential.

We provide **comprehensive support services** in four key areas:

- Strengthening Children and Families
- Expanding Access to Mental Health and Recovery
- Advancing Housing and Financial Stability
- Providing Pathways to Independence

Each year, we help more than **10,000 people across our community** build safe homes, healthy relationships, and brighter futures.

Our Mission

To change lives by providing critical support and services that strengthen children, families, and communities.

Our Vision

A healthy, resilient community where everyone has the opportunity to thrive.

Areas of Focus

Strengthening Children & Families

- Early Childhood Development
- Family Counseling
- Team Up Mentoring
- Foster Care

Expanding Access to Mental Health & Recovery

- Mental Health Counseling
- Substance Use Counseling
- Peer Recovery
- Youth Centered Care

Advancing Housing & Financial Stability

- Housing & Financial Counseling
- Eviction & Foreclosure Prevention

Providing Pathways to Independence

- Representative Payee
- Sponsored Homes

By the Numbers *2025 Highlights*

10,000+ children, families, and individuals served across South Hampton Roads

947 youth supported through mentoring and life-skills programs

96% of families avoided eviction or foreclosure

Over **\$88,000** in debt reduced

1,157 military & veterans served

2,339 individuals received mental health counseling

Brand Guidelines

Logo Use | Download the Logo Pack (ZIP)

- Always use The Up Center logo in full color when possible.
- Do not stretch, crop, or change logo colors.
- Leave clear space around the logo equal to the height of the letter “U.”

PRIMARY LOGO

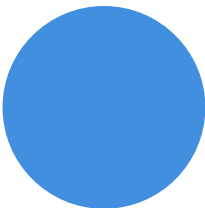


STYLES

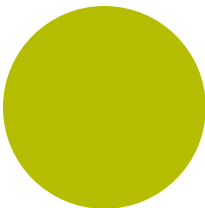


Colors

Primary Colors

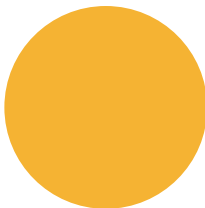


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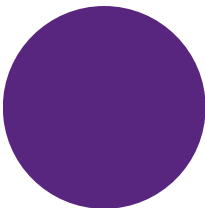


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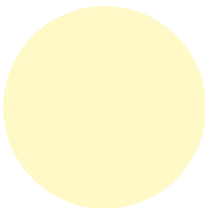


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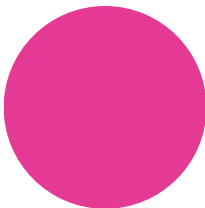


HEX #58267F

Accent Colors



HEX #FFF8C7



HEX #E43A95

Fonts

MAIN TYPEFACE

LATO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!£\$%&?@#

SECONDARY TYPEFACE

DINPRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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- Instagram: [@theupcenterva](https://www.instagram.com/theupcenterva)
- LinkedIn: linkedin.com/company/the-up-center
- YouTube: youtube.com/@theupcenterva

Contact Us

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Sponsorships

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