



LOGO & IDENTITY GUIDELINES



These guidelines outline a framework for creating communications for safehope. Please refer to these guideline when creating any print, digital or video artwork. This will keep the safehope brand consistent and easily recognizable.



ABOUT SAFEHOPE

safehope, based in Newton, KS, provides advocacy and support to all survivors, and secondary victims of domestic and sexual violence, and stalking in Harvey, Marion and McPherson counties. safehope creates a safe environment for survivors to understand the resources and options available to them and get support as they begin to heal from the trauma. Our services are available 24-hours a day, seven days a week.

We serve those who are survivor/victims of domestic violence and sexual assault and stalking at no charge. Services meet the needs not only for victims seeking emergency shelter but also for outreach victims and their families in our rural service area for crucial outreach services.

OUR MISSION

The Mission of safehope, is to provide advocacy and support to all survivors and secondary victims of domestic and sexual violence and stalking; while seeking social change through awareness, education and prevention. From 24-hour crisis hotline to supportive services to professional training, we offer crisis intervention, advocacy and support; to address the needs of victims and their children.

LOGO OBJECTIVE

The safehope logo is the visual representation of what our organization stands for. The tree in the icon stands for stability and growth, while the flying birds represent freedom and hope for a better future. To give the organization a softer and more welcoming look, all of the corners in the logo were rounded. To avoid dominating elements, the wordmark 'safehope' is always expressed in lower case letters. The purple and teal colors in the logo were chosen to follow industry standards of domestic violence and sexual assault organizations to help us be more recognizable to survivors of these incidents.

An approved version of this mark should be used in all organization materials to keep safehope easily recognizable.



LOGO CLEAR SPACE

There must be sufficient space surrounding the logo to avoid competition from other visual elements and to maintain its visual impact.

The outer GREY striped padding indicates clear space that must be left clear of other visual elements. The minimum required clear space is determined by the height of the lower case letters in the wordmark.

ORANGE indicates element alignment and boundaries.

The icon and the wordmark should always be centered with each other.



LOGO SIZING

To keep the logo legible, the minimum size of the icon should be 0.5" in height.

TYPOGRAPHY

The typography used for safehope was chosen to continue the brand's personality. Cronos Pro as the primary, and headline font, was chosen for its high contrast, bold strokes, and easy readability. The soft angle, and simple curves of Cronos Pro keep it feeling friendly, and safe, while being easily recognizable. Garamond as the body copy text is also easy to read, as well as being a classic font that always lends an air of legitimacy and class anywhere it is used.

PRIMARY FONT – CRONOS PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()

SECONDARY FONT – GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()

LOGO COLORS

**PURPLE**

#8E2789

CMYK: 52 100 5 0

Pantone 513 CP

**TEAL**

#20A896

CMYK: 77 11 50 0

Pantone 7473 CP

**WHITE**

#FFFFFF

CMYK: 0 0 0 0

**BLACK**

#000000

CMYK: 0 0 0 100

Whenever possible, the two-color (purple and teal) logo should be used. When it is not possible to use the two-color logo, a one-color logo in purple, teal, white, or black may be used. In addition, the logo may be produced as a blind emboss/deboss, or as a white, silver or clear foil stamp.

DON'T ABUSE THE LOGO

The safehope logo was specifically created to bring a unified identity to the organization. Changing the look of the logo will hinder the organization's visual identity. Do Not change the logo, even if you feel it looks good.



DO NOT STRETCH OR DISTORT THE LOGO

When resizing the logo, always hold the shift key and drag the corner resize bar, this will keep the proportions so the logo looks like it should.



DO NOT REVERSE THE LOGO COLORS

The locations of the purple and teal colors in the two-color logo were designed to create balance. Changing the colors creates an unwanted dominant element.



DO NOT CHANGE THE LOGO COLORS

Purple and teal follow industry standards of domestic violence and sexual assault organizations, changing the colors will confuse survivors seeking help.



DO NOT CHANGE THE LOGO FONTS

The font in the wordmark was hand-crafted for the safehope logo. It should always be used in all lower case, and should not be substituted with another font.



DO NOT CHANGE ELEMENT SIZES OR ROTATE THE LOGO

The wordmark should never be the same height as the icon, and the logo should not be used at an angle.



DO NOT CHANGE THE ELEMENT POSITIONS

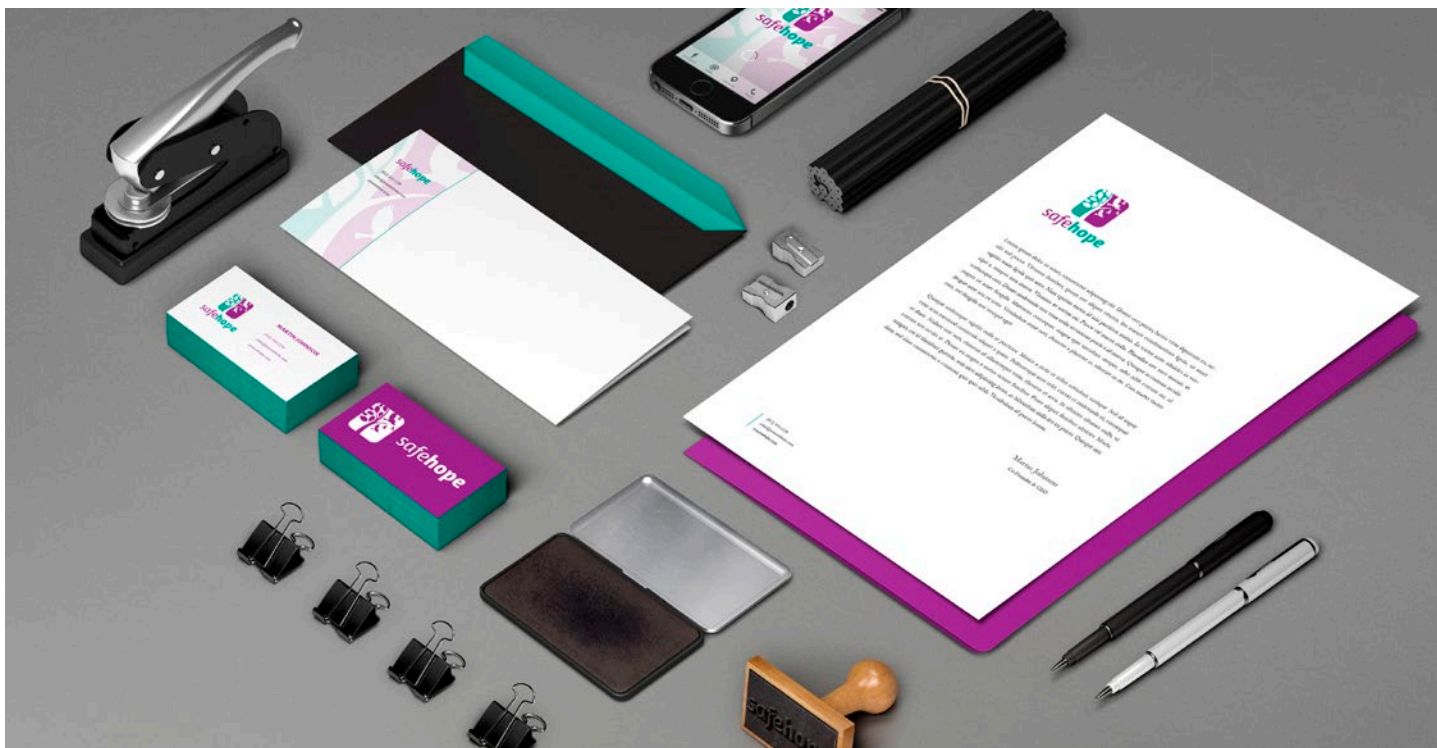
The locations of the purple and teal colors in the two-color logo were designed to create balance. Changing the colors creates an unwanted dominant element.



EXAMPLE MATERIALS

Here is a sampling of safehope materials out in the wild. From simple collateral pieces, to X-stand banners, and the recently renovarted safehope website.

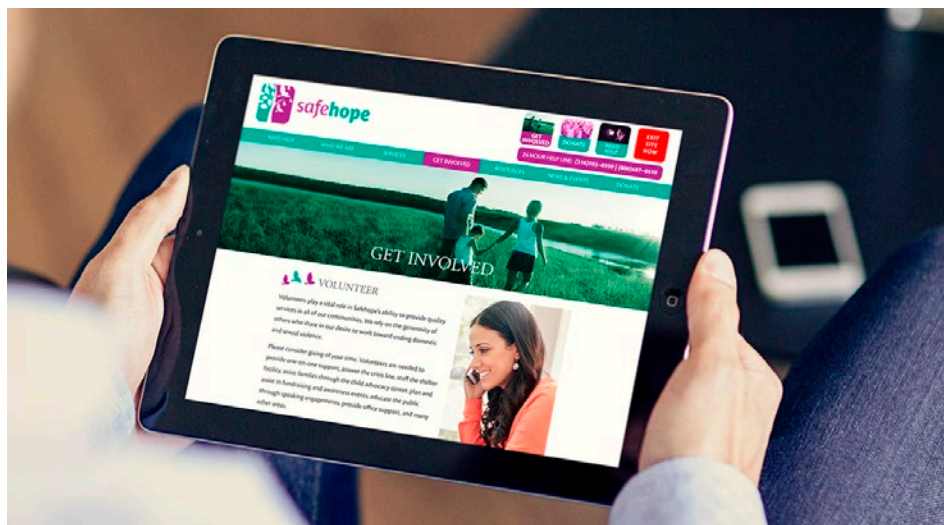
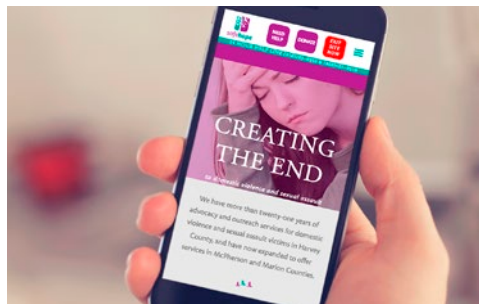
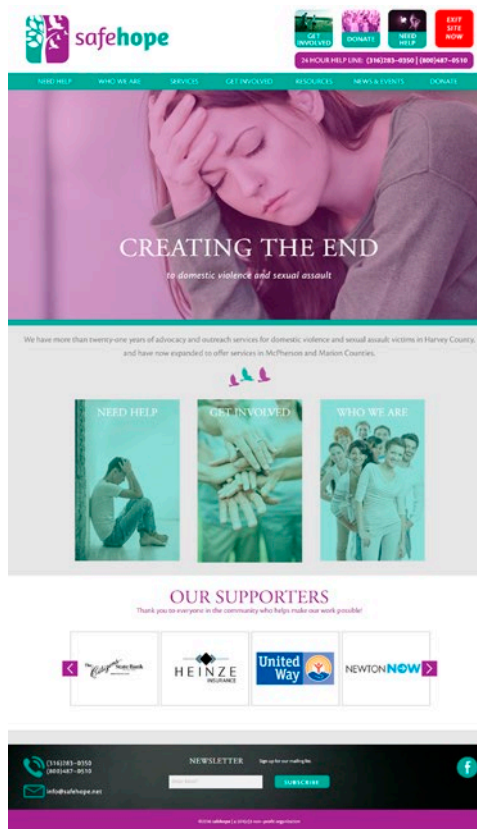
COLLATERAL MATERIALS



X-STAND BANNERS



WEBSITE



BILLBOARDS

