

HOPE  HOUSE

Brand Guide

Contents

Mission, Vision & Core Values	3
Brand History & Purpose	4
Core Logo & Tone of Voice	5
Logo Variations	6
Logo Usage	7
Clearing Space & Affiliate Logos	8
Fonts	9
Colors	10
Visual Language & Iconography	11
Examples & Use Cases	12

Mission & Vision

Mission Statement:

Hope House Colorado empowers parenting teenage moms to strive for personal and economic self-sufficiency and to understand their significance in God's sight, resulting in a healthy future for them and for their children.

Vision Statement:

Hope House Colorado is committed to transforming the lives of teen moms around the world.

Tag Line:

Empowering teen moms

Core Values

Christ-Centered: Exhibits God's love; Has a passion for Kingdom building; Serves with compassion and kindness; Committed to the growth of your own personal faith

Passion for Teen Moms: Passionate about the transformation of teen moms and their children; Called to the mission; Excited about engaging others in our ministry; Committed to sharing our knowledge for the benefit of teen moms everywhere

Extreme Ownership: Works hard and is committed to figuring out how to get the job done; Anticipates success and strives for excellence in all we do; Committed to working together as a unified team across the organization

Relationship Focused: Believes that true change happens for motivated teen moms within healthy, long-term relationship with staff and volunteers; Includes and engages champions and volunteers so they can experience the impact they make; Creates a warm, welcoming, safe, beautiful and well-kept environment for all that come to Hope House - a place to belong; Has fun, participates in celebrations and enjoys silliness

Brand History & Purpose

ORIGINAL LOGO, 2003



REBRANDED LOGO, 2013



CURRENT LOGO, 2019



The transition from the old Hope House logo to the rebranded logo created by Anabliss Design + Strategy in 2013 was guided by a few important principals. First, the rebranded logo was meant to distance itself from the dated feel of the old logo while bringing in a more professional look. Second, the rebranded logo was meant to fix simple design errors like thin text, difficult to match colors and poor contrast. Last, the rebranded logo was meant to be simple and easy to identify, even when it is shrunk down. The logo was reworked again in 2019 to remove the 'of' phrase for ease of use when referencing Hope House and its affiliates. These principals not only guide the logo for Hope House, but also the branding of Hope House itself.

USING

AP

Why Hope House uses AP Style in communications:

- To give journalists and members of the media information in a way that is easiest and most valuable to them.
- For consistency in grammar and structure for all Hope House communications.
- To maintain professionalism and consistency among all Hope House affiliates for branding purposes.

Internal style components that Hope House upholds (that may override AP Style in select situations):

- Capitalizing job titles in email signatures and internally across communications.
- Abbreviating job titles in processes to keep the information concise.
- When emphasizing statistics on communications publications (one-pagers, reports, etc.) by the numerical value as a number, even if at the beginning of a sentence.
- A few other exceptions apply, but for most communications, AP Style should be the primary style of communication for Hope House organizations.

Core Logo & Tone of Voice



Hope House empowers parenting teenage moms to strive for personal and economic self-sufficiency and to understand their significance in God's sight, resulting in a healthy future for them and for their children. As shown, the identity is the combination of the icon and the logotype. The identity colors are plum and green. Together, the icon, logotype and their respective colors form the primary symbol from which Hope House and Hope House affiliates will be recognized.

Hope House Tone of Voice

Empowering. We are a brand that focuses on the mission of **empowering** teen moms as they work toward self-sufficiency. We want all teen moms we serve to be able to associate their experience of Hope House and our brand with the feeling of empowerment.

Inspiring. The stories we tell—and that have been lived and experienced by our teen moms—are often challenging and hard emotionally. However, the emphasis of these stories will always focus on how **inspiring** and strong our teen moms are as they parent their children and break through barriers on their path to self-sufficiency.

Transformational. We are a brand primarily focused on transforming the lives of two generations at Hope House: teen moms and their children. Additionally, we also desire to see our champions', volunteers' and business partners' lives changed through **transformational** giving as they invest of their time, resources and finances to support our moms.

Logo Variations

1. CORE LOCKUP LOGO
WITH TAGLINE



2. CORE LOCKUP LOGO
WITHOUT SHADOW OR GRADIENT



3. CORE LOCKUP LOGO IN SOLID
GREEN, WHITE OR BLACK



4. CORE LOCKUP
LOGO STACKED



5. HOUSE ICON



6. TAGLINE

EMPOWERING
TEEN MOMS

Logo Usage



DO NOT substitute any other colors for approved colors.



DO NOT screen/make transparent any part or all of the identity.



DO NOT reproduce identity in black or in color on a dark background.



DO NOT reproduce identity in a single color outside of our Hope House green, plum, white or black.



DO NOT change proportions of any part of the identity.



DO NOT distort or modify identity in any way.



DO NOT outline any part or all of the identity.



DO NOT add the tagline to the logo manually.



DO NOT use gradient/shadow logo on anything other than a white background.

Clearing Space & Affiliate Logos

Clearing Space

The Hope House identity must always be surrounded by a minimum of open space known as clearing space. This staging area has been established to ensure the identity is not crowded by other elements and has maximum clarity and high visibility wherever it is used. A minimum staging area distance equal to the height of the logotype letter 'H' must be maintained completely around the identity to separate it from other type of graphics.



UPDATED LOGO, 2019



FIRST AFFILIATE, 2019



Affiliate Logos

New affiliate names should use font size and kerning that shall remain consistent to the 2019 updated Hope House logo. The name of the affiliate shall be right aligned with the rest of the logo and shall not extend beyond the left side of the “H” in HOUSE. If the affiliate name is too long, the font should be proportionately shrunk down to align with the left side of the “H” in HOUSE.

Fonts

Font Families

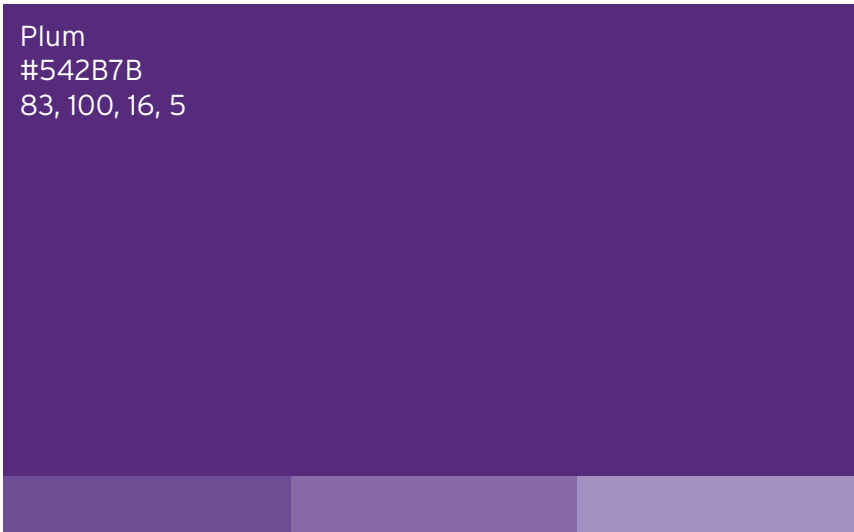
Name and use	Interstate family is used to communicate statistics, on posters or as headers.	Georgia family is used in press releases, emails, large bodies of text and formal communication.
Weights	Bold, Black or Ultra Black for headers. Regular for statistics or one-pager copy. Black or Ultra Black for emphasis.	Regular for headers, subheaders and body copy. Bold or <i>Italic</i> for emphasis.
Size & Spacing	30 pt heads, 18-24 pt subheads, 12 pt body 0" of spacing	12 point font 0" of spacing
Colors	Preferred: Plum Dark Grey Black As headers: Plum Hope House Green	Preferred: Plum Dark Grey Black When necessary: Hope House Green

Other Approved Fonts

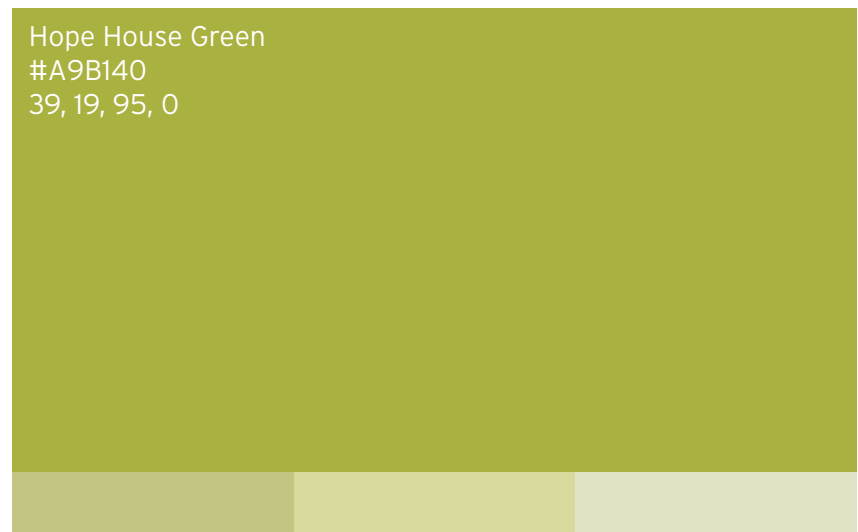
Name and use	Arial is used for signs, headers, invitations and anything that requires system fonts.	<i>Coniferous</i> family is a script font used as an accent in certain communication pieces. Ask for use of this font.
Size	Dependent on the size of the communication piece	Dependent on the size of the communication piece

Colors

Plum
#542B7B
83, 100, 16, 5



Hope House Green
#A9B140
39, 19, 95, 0



Dark Grey
#505050

Medium Grey
#77867F

Light Grey
#E8E8E8



Visual Language & Iconography

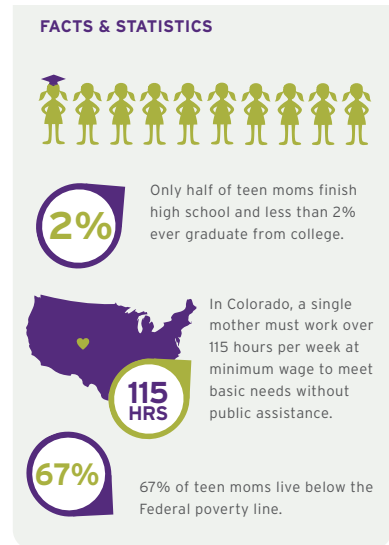
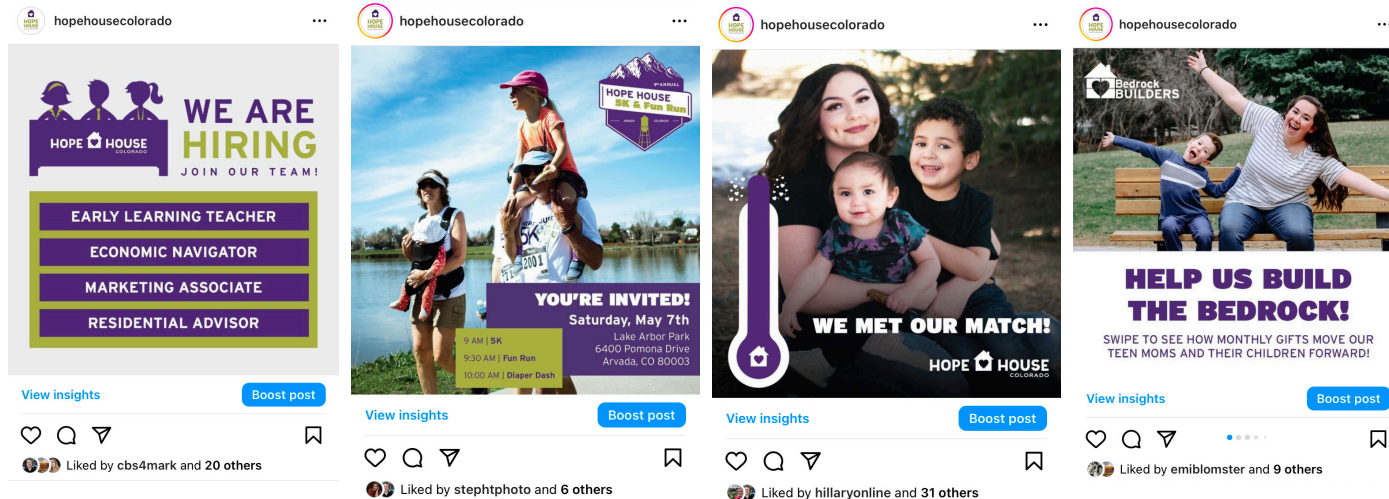
Hope House branding makes use of iconography in one-pagers, mailing pieces and various other graphic design projects. As shown on the right, icons in our branding make use of the primary colors of plum and green. In addition, maintaining a strong silhouette in our icons allows for ease of reading and cohesiveness. Make use of these icons when you create graphics to maintain the Hope House branding.

When making an icon in this style, there are important factors to consider to ensure the icon stays within the Hope House branding:

- Make sure the primary colors of plum and green are the main colors of your icon.
- Maintain a strong silhouette that works without any additional designing.
- When making a teen mom silhouette, it is best practice to create the silhouette from a previously existing icon on file. This ensures the new icon stays within the Hope House branding.
- However, affiliates have the liberty to create new icons so long as they align with the Hope House branding and design elements laid out in this document.



Examples & Use Cases



Use Cases



The stacked Hope House logo should primarily be used on swag items like shirts, hats and other wearable items. If possible, use the horizontal lockup instead.



The house logo should primarily be used on swag items or office items like lanyards, business cards or nametags.

The tagline only logo should primarily be used on promotional items like handouts and envelopes.

EMPOWERING TEEN MOMS