

**HOPE  HOUSE**

**Brand Guide**

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# Mission & Vision

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## **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

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**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

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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

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### 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

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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.

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## 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

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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

<b>Name and use</b>	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.
<b>Weights</b>	<b>Bold, Black</b> or <b>Ultra Black</b> for headers. Regular for statistics or one-pager copy. <b>Black</b> or <b>Ultra Black</b> for emphasis.	Regular for headers, subheaders and body copy. <b>Bold</b> or <i>Italic</i> for emphasis.
<b>Size &amp; Spacing</b>	30 pt heads, 18-24 pt subheads, 12 pt body 0" of spacing	12 point font 0" of spacing
<b>Colors</b>	<b>Preferred:</b> Plum      Dark Grey Black  <b>As headers:</b> Plum Hope House Green	<b>Preferred:</b> Plum      Dark Grey Black  <b>When necessary:</b> Hope House Green

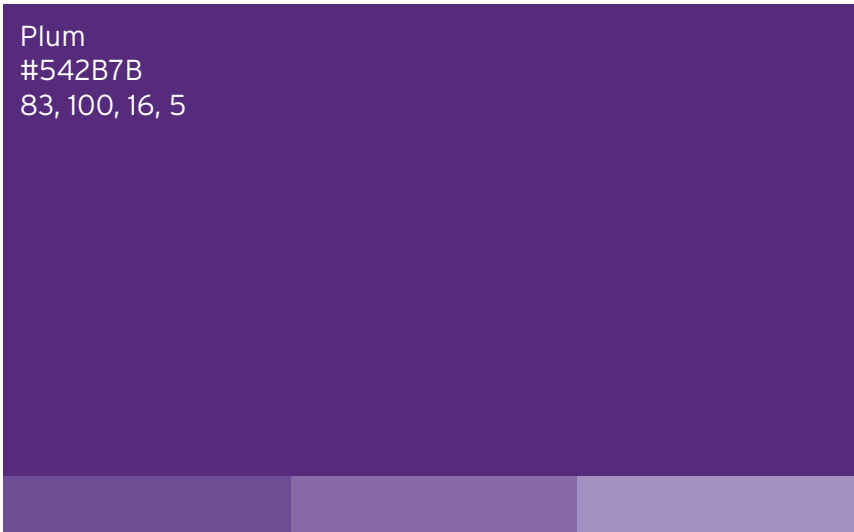
## Other Approved Fonts

<b>Name and use</b>	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.
<b>Size</b>	Dependent on the size of the communication piece	Dependent on the size of the communication piece

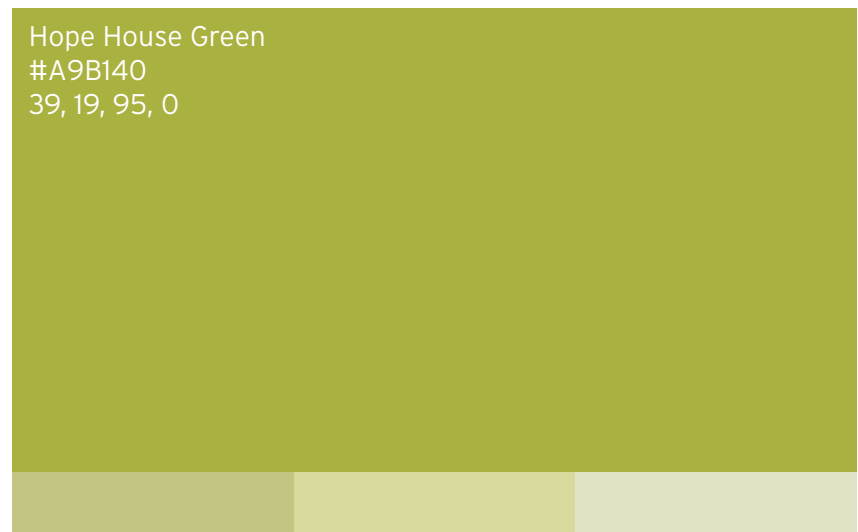
# Colors

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Plum  
#542B7B  
83, 100, 16, 5



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



Dark Grey  
#505050

Medium Grey  
#77867F

Light Grey  
#E8E8E8

