NEW**HOPE**
FOR FAMILIES

INTRODUCTION

This booklet is a guide for the correct usage of the New Hope For Families logo and is the starting point for establishing its visual identity.

It is important that persons involved in the reproduction of the New Hope For Families identity and materials are fully aware of all the standards and limitations. It is essential to maintain the visual consistency of the New Hope For Families logo and materials by conscientious observation of the principles included in this Style Guide. There will be situations that will require you to make exceptions to these rules, but use good judgement based on the information that follows.

The final logo files are broken out into the following folders:

nh_Logo_Color
This folder contains the logo files, in AI*, EPS*, JPEG**, and PNG** formats.

nh_Logo_Black
This folder contains the logo files in black, white and grayscale, in AI, EPS, JPEG, and PNG formats.

nh_Logo_White&Green
This folder contains the logo files in black, white and medium green, in AI, EPS, JPEG, and PNG formats.

nh_Logo_White
This folder contains the logo files in black, white and grayscale, in AI, EPS and JPEG, and PNG formats.

nh_Design Elements
This folder contains extra design elements in four-color, in AI, EPS, JPEG, and PNG formats.

04_Style Guide
This folder contains a PDF of this document that you are reading

*AI and eps files are the logo versions to be used for printing.
*PNG and JPG files are to be used for digital purposes only.

NEW HOPE FOR FAMILIES LOGOS

Tree of Hope

The mark alone

THE NEW HOPE FOR FAMILIES LOGO

The New Hope For Families logo consists of a "Tree of Hope" mark with the words "NEW" in Gotham Book, "HOPE" in Gotham BOLD, "FOR" in Gotham Light, and "FAMILIES" in Gotham Book.
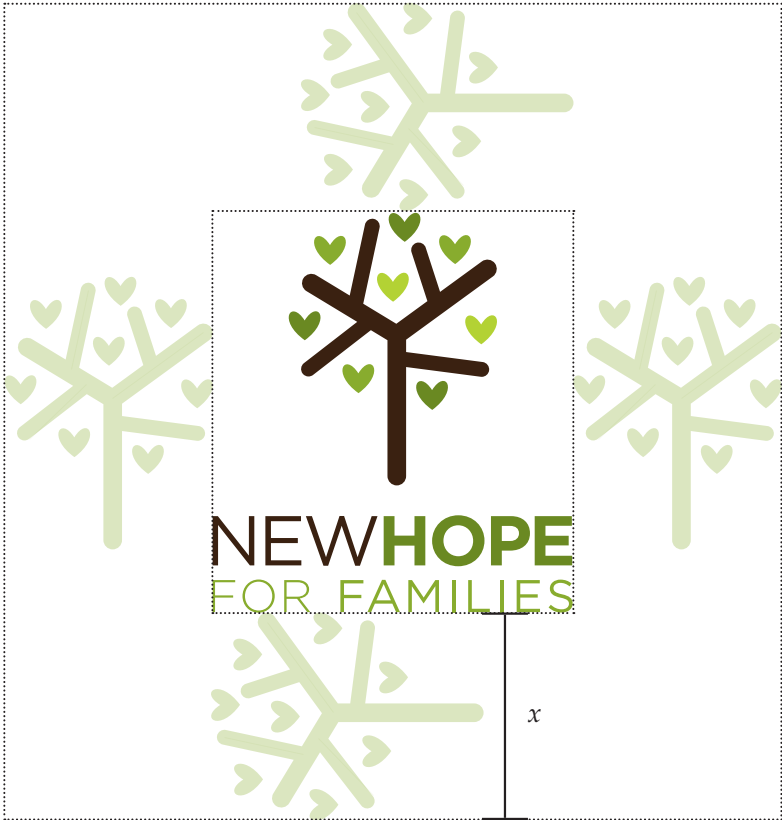
CLEAR SPACE

In applications where the logo is placed on a page with other elements, there must be enough negative space around it to ensure its full impact.

The minimum space that should be left clear around the logo is defined as x, or the width of the tree. This minimum space should be maintained as the logo is proportionately resized.

x = width of tree

COLOR USE

LIGHT BACKGROUNDS

PRIMARY COLORS	PROCESS COLORS	RGB EQUIVALENT	HEX CODE
	C: 35 M: 0 Y: 100 K: 0	R: 178 G: 210 B: 52	#B2D234
	C: 40 M: 0 Y: 100 K: 20	R: 136 G: 171 B: 45	#88AB2D
	C: 40 M: 0 Y: 100 K: 40	R: 106 G: 137 B: 34	#6A8922
	C: 50 M: 70 Y: 80 K: 70	R: 59 G: 35 B: 20	#3B2314

DARK BACKGROUNDS

PRIMARY COLORS	PROCESS COLORS	RGB EQUIVALENT	HEX CODE
	C: 35 M: 0 Y: 100 K: 0	R: 178 G: 210 B: 52	#B2D234
	C: 40 M: 0 Y: 100 K: 20	R: 136 G: 171 B: 45	#88AB2D
	C: 40 M: 0 Y: 100 K: 40	R: 106 G: 137 B: 34	#6A8922
	C: 0 M: 0 Y: 0 K: 0	R: 255 G: 255 B: 255	#FFFFFF

TYPOGRAPHY

When designing and producing publications for NEW HOPE, it is important to utilize these official type families and the color palette in order to create a consistent "look and feel."

The Gotham Family is a font set consisting of multiple weights and variations, and can be licensed here: https://www.typography.com/fonts/gotham/styles/gotham1

This Medium and Bold weights should always be used for headers and subheads, and the Light and Book weights can be used for body copy.

The Palatino Family is a serif font set consisting of multiple weights and variations, and should be available on your computer, whether you use the Windows or Mac OS.

Gotham Family
Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqr... 1234567890

Palatino Family
Palatino Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Palatino Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Palatino Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Palatino Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

LOGO COLORS

The logo can only be used in the color combinations found in the approved logo files only.

Four-Color
For occasions of 4-color printing, use
nh_logo_color.eps

Dark Backgrounds
On dark backgrounds, with four-color priniting, use the nh_logo_whiteandgreen.eps

Monochromatic
For occasions of one-color printing, use
nh_logo_grey.eps

Monochromatic on Dark Background
If you are limited to one-color printing and need to reverse the logo, use
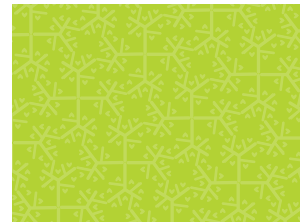nh_logo_white.eps

SPECIAL APPLICATIONS

80% Tint
The nh_logo_20_white.eps file, with the transparency set at 20% can be found used on a green ground as a decorative element.

Tree Pattern
The nh_pattern._light.eps, nh_pattern._med.eps, and nh_pattern._dark.eps, can be used screened back as a graphic background, or at 100% on the inside covers of New Hope brochures.

THINGS TO AVOID

Proportions
The proportions of the logo should never be altered.

Altering the Angle
Do not rotate the logo.

Embellishments
Do not add embellishments like drop shadows, embossings, etc. to the logo.

Backgrounds
Be wary of placing the logo on a colored background that would obscure the legibility of the logo or the type.

Do not place the logo on a background that's so busy that it obscures the legibility of the logo or type.

Wrong Colors
The logoYou may not change the colors of the logo with one exception...

...You **MAY** use the new_hope_logo_pink.eps file for collateral used for the annual Valentine's Day Fundraiser

SAMPLE APPLICATIONS

Banners

NEWHOPE

FOR FAMILIES

T-Shirts

TREE PATTERN >

The tree can be used as a repeating pattern covering a large area (see cover). This artwork can be found in the Design Elements folder.

NEW HOPE FOR FAMILIES

301 W 2ND ST
BLOOMINGTON IN 47403-2411
newhope4families.org
812 334 9840