

Brand Guidelines

Version 1.0

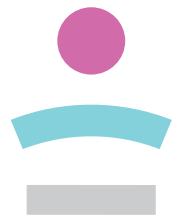


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1.0

Introduction

The Equal Hope brand is more than just our logo. It is a visual system based on simplicity, functionality and clear communication. It is an outward representation of our company that engages our audience at every point of contact. When properly applied, the brand boldly reflects our tradition, intelligence, efficiency and forward-thinking.

These guidelines outline how the Equal Hope identity can and should be used by everyone who touches the brand.

2.1

Logo

The EqualHope logo is simple, bold and progressive. It embraces tradition while expressing the strength, intelligence and forward-thinking that drives EqualHope into the future.

The following pages are guidelines that walk through proper usage of the logo.

The logo features the words "equal" and "hope" in a lowercase, sans-serif font. Between the two words is a stylized icon consisting of a pink circle above a teal arch, which sits on a grey horizontal bar.

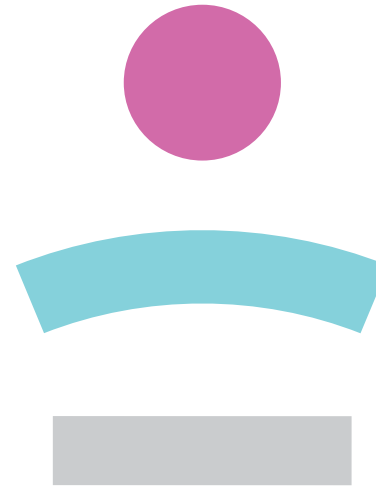
equal  hope

2.2

Icon

The person icon is at the heart of Equal Hope's visual identity. It is the graphic shorthand for the company, symbolizing Equal Hope's character, values and ambitions in many ways.

The Equal Hope logo is the preferred mark used to represent the company, but in rare instances—like social media or mobile applications—it is permissible to use the standalone icon.



2.3

Approved Color Variations

There is a suite of logo versions and color variations, each used to serve a specific functionality depending on the application in question.

FULL COLOR

The full color logo on white is the preferred treatment. It should be used on all applications unless the need for a specific aesthetic or function exists.

BLACK

The black logo should be used minimally.

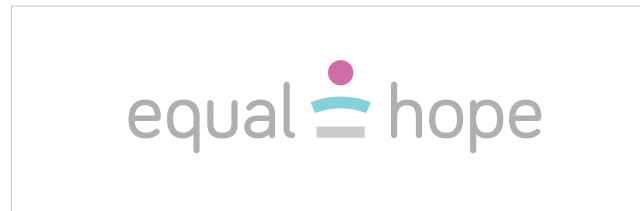
GRAYSCALE

The grayscale logo can be used for any needs where materials are produced on lower quality equipment (desktop printer).

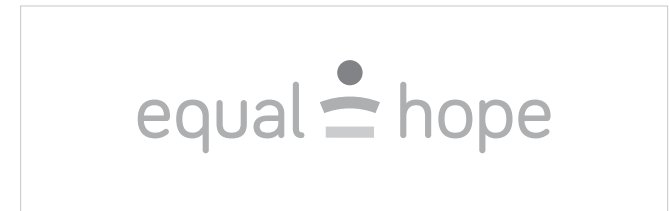
REVERSED

The logo can be shown in white on flat color fields, so long as the logo maintains its legibility.

Full Color



Grayscale



Black



Reversed



2.4

Logo Isolation + Minimum Size

ISOLATION

All logo designs are governed by an area of isolation that defines a “clear space” around the mark where no copy or imagery should appear. The area of isolation creates critical space around the logo, reinforcing its importance in every application and communication.

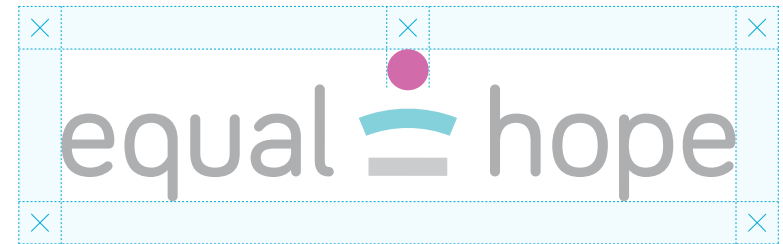
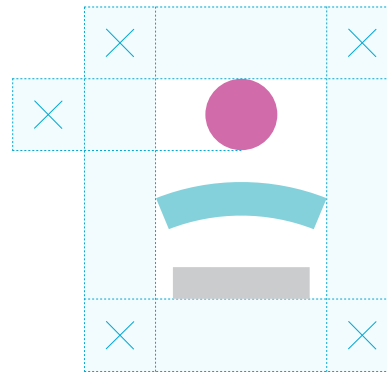
✕ is a uniform square equal to the size of the circle/head shape. This unit of measure is used to determine the proper amount of clear space around the lockup.

MINIMUM SIZE

The icon should not be used any smaller than 1/3 inch in width.

The logo should not be used any smaller than 1.25 inch in width.

However, some online applications may demand a smaller logo.

Isolation**Minimum Size**

Icon



Logo



2.5

Incorrect Logo/Icon Usage

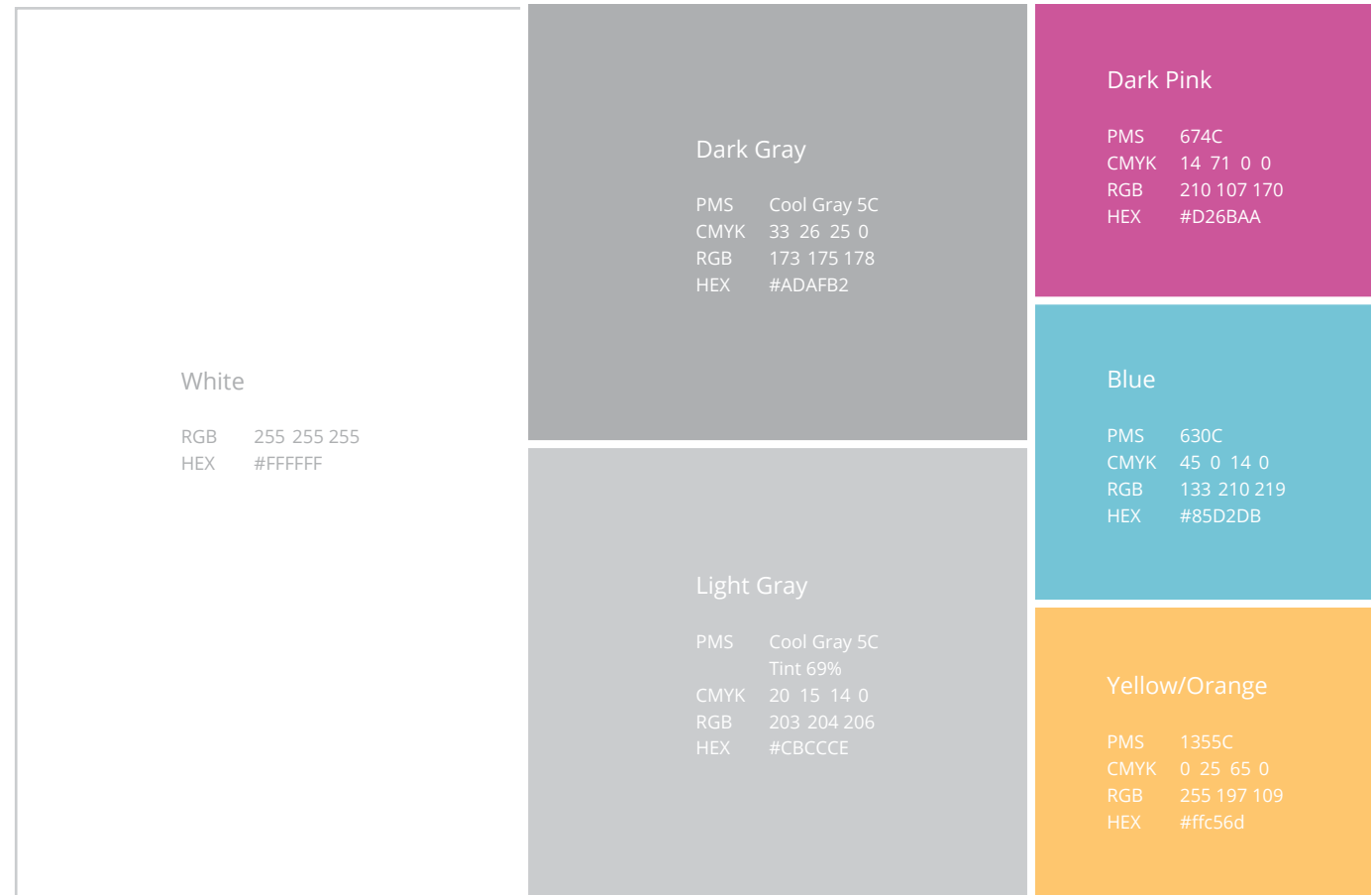
The Equal Hope logo was developed with precise logic and form. To protect its visual integrity and maintain a unified brand, abide by these usage rules.

<p>Do Not use Equal Hope by itself</p>	<p>Do Not re-organize the logo</p>	<p>Do Not use unapproved versions of the logo</p>	<p>Do Not change the colors of the logo</p>	<p>Do Not stretch the logo in any direction</p>	<p>Do Not use the logo as a key hole</p>
<p>Do Not change scale of any logo elements</p>	<p>Do Not rotate the logo</p>	<p>Do Not stack elements</p>	<p>Do Not use a drop shadow</p>	<p>Do Not re-organize shapes in the icon</p>	<p>Do Not place the full-color icon on a dark or busy background</p>
<p>Do Not outline the logo</p>	<p>Do Not use gradients on any part of the logo</p>	<p>Do Not reduce the opacity of the logo</p>			

3.1

Color Palette

The Equal Hope brand utilizes a gray mixed with blue and pink color palette with the support of a yellow/orange. The brand contains ample white space to convey a friendly, yet clean and sophisticated aesthetic.



Typography

4.1

Open Sans is the primary font used with the Equal Hope brand. It is clean, legible, functional and friendly.

OPEN SANS LIGHT

Open Sans Light is best applied at larger type sizes. It allows headers and text to be prominent, yet clean and airy.

OPEN SANS REGULAR

Open Sans Regular is the standard weight for body text and captions. It is light-weight, yet heavy enough to remain legible at small sizes.

OPEN SANS SEMIBOLD

Open Sans Semibold contrasts well with Open Sans Light. It is useful for adding emphasis to type without being too heavy-handed.

OPEN SANS BOLD

Open Sans Bold contrasts well with Open Sans Regular. It should be used sparingly. It is reserved for content of the utmost importance and titling elements—when a strong, bold impression is needed.

Primary Typography

Open Sans

Light

Regular

Semibold

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;()[]<>/?'@#\$\$%^&-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;()[]<>/?'@#\$\$%^&-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;()[]<>/?'@#\$\$%^&-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;()[]<>/?'@#\$\$%^&-=+

4.2

Secondary Typography

Libre Baskerville

Libre Baskerville is the secondary font used with the Equal Hope brand. It is clean, legible and sophisticated.

LIBRE BASKERVILLE REGULAR

Libre Baskerville Regular is the standard weight for body text and captions. It is light-weight, yet heavy enough to remain legible at small sizes.

LIBRE BASKERVILLE BOLD

Libre Baskerville Bold contrasts well with Libre Baskerville Regular. It should be used sparingly. It is reserved for content of the utmost importance and titling elements—when a strong, bold impression is needed.

Regular
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;()[]<>/!?'@#\$\$%^&-+=

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;()[]<>/!?'@#\$\$%^&-+=

4.3

Each device comes with its own pre-installed font selections. These selections are largely based on the device's operating system. The problem is that every system is different. This is why it is important to create a fallback with a web safe alternative. These web safe fonts will be used in email newsletters and similar online content where our Open Sans & Libre Baskerville font families are not an option.

Our Web Safe fonts are Arial and Georgia.

Web Safe Typography

Arial

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;()[]<>/?'@#\$\$%^&-=+

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;()[]<>/?'@#\$\$%^&-=+

Georgia

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;()[]<>/?'@#\$\$%^&-=+

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;()[]<>/?'@#\$\$%^&-=+