

# HEARTLY HOUSE

## IDENTITY GUIDELINES



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# LOGO

## LOGO AND TAG LINE

### Our Logo

Our logo is the symbol of what we do. It depicts an environment where survivors can feel safe, wanted, and cared for with a loving spirit.

Our logo should stay consistent to its given colors and layout, according to the brand guidelines.

The tagline should never be used in parts, but as a whole statement, unless using it for a pre-approved creative purpose.

Version A - Stand alone



Version B - With tag line



# LOGO

## FULL COLOR REPRODUCTION

### Full Color Reproduction

Our logo is to be used according to the instructions for each version. Never put a darker colored logo on a dark background and try to avoid using drop shadows and glow effects on the logo.

Our logo may only appear in the color combinations shown here.

Click the File Support link below to access high-resolution versions of our logo and color palette information:

### File Support

Version A – Full color reproduction For use on light backgrounds



Version B – Full color reproduction For use on light backgrounds



Version A – Full color reproduction For use on dark backgrounds



Version B – Full color reproduction For use on dark backgrounds



# LOGO

## SINGLE COLOR REPRODUCTION

### Single Color Reproduction

On occasion, it may be necessary to print in black and white, only. Use these logos for black and white layouts and reproductions.

Click the File Support link below to access high-resolution versions of our logo and color palette information:

### File Support

Version A – Single color reproduction For use on light backgrounds



Version B – Single color reproduction For use on light backgrounds



Version B – Single color reproduction For use on light backgrounds



Version B – Single color reproduction For use on dark backgrounds



# LOGO

## MINIMUM SIZE AND CLEAR SPACE

### Minimum size

Our logo is to be no smaller than 2.044in wide without the tagline and no smaller than 2.3565in wide with the tagline.

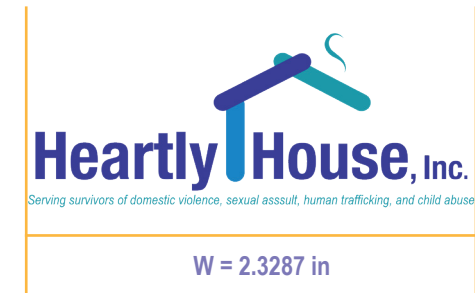
### Clear space

Our logo requires at least one m's width away from other artwork.

Version A – Minimum size



Version B – Minimum size



Version A – Clear space



Version B – Clear space



# LOGO

## SOCIAL MEDIA

### Social Media Logo/Avatar

These are the only approved social media profile logos and/or avatars that may be used.

Version A – Whole Name



## Helvetica Neue

This font is used as part of our logo and for any major headings or artwork.

# Helvetica Neue

Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%&\*,./;:'"<>?

Condensed Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%&\*,./;:'"<>?

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%&\*,./;:'"<>?

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%&\*,./;:'"<>?

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%&\*,./;:'"<>?

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%&\*,./;:'"<>?



### Arial Narrow

This font is primarily used for all body copy and/or text that surrounds our logo.

# Arial Narrow

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%&\*,./:'"<>?

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%&\*,./:'"<>?

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%&\*,./:'"<>?

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%&\*,./:'"<>?

Brand Colors

Dark purple is the main color for Hearty House followed by teal. Varying tints (percentages) of these colors may be used throughout designs.

Primary Color Set



rgb: #3c3e95  
cmyk: 92, 91, 2, 0  
pantone: 7672 C



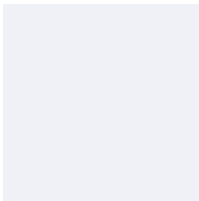
rgb: #5d5aa4  
cmyk: 74, 73, 2, 0  
pantone: 7669 C



rgb: #7e78b6  
cmyk: 55, 55, 1, 0  
pantone: 7675 C



rgb: #aba6d0  
cmyk: 32, 32, 1, 0  
pantone: 2705 C



rgb: #eedf6  
cmyk: 5, 5, 0, 0  
pantone: 663 C

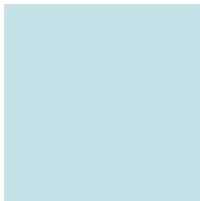
Primary Color Set



rgb: #0098a9  
cmyk: 100, 0, 29, 13  
pantone: 320 C



rgb: #38b3c1  
cmyk: 65, 0, 19, 8  
pantone: 631 C



rgb: #c2e1e6  
cmyk: 20, 0, 6, 3  
pantone: 7457 C

# COLOR

## SECONDARY PALETTE

### Brand Colors

Dark blue and yellow may be used as secondary colors. Varying tints (percentages) of these colors may be used throughout designs.

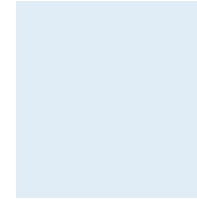
#### Secondary Color Set



rgb: #0083c4  
cmyk: 100, 26, 0, 8  
pantone: 7460 C



rgb: #72b1dc  
cmyk: 50, 13, 0, 4  
pantone:



rgb: #dee9f5  
cmyk: 10, 3, 0, 1  
pantone:

#### Secondary Color Set



rgb: #fcb740  
cmyk: 0, 31, 85, 0  
pantone: 1365 C



rgb: #ffd593  
cmyk: 0, 17, 47, 0  
pantone: P 14-4 C



rgb: #ffe9d1  
cmyk: 0, 7, 18, 0  
pantone: P 14-1 C

### Heartly House Social Profiles

Connect with Heartly House social platforms and engage on social media by following general instructions aligned with each platform.

### Facebook @heartlyhouse

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- Comment, like, or share Heartly House postings.
- Share blog articles from the Heartly House website.

### LinkedIn Heartly House, Inc

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- Reshare articles from the Heartly House website.
- Tag @Heartly House, Inc in associated events or content.

### Instagram @heartlyhouse

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- Use the branded hashtags: #ISupportedHeartly, #HeartlyHelps, #HeartlyRocks #EmpoweredByHeartly, #SafeWithHeartly, #SupportHeartlyFrederick #HHRocks
- Tag @HeartlyHouse in any content that is associated with approved events and opportunities.

### Twitter @heartlyhouse

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- Retweet tweets from Heartly House.
- Share blog articles from the Heartly House website.
- Only mention Heartly House when tweeting about approved upcoming events.

### Hashtags

These hashtags should be used when posting about Heartly House events on social platforms.

### Branded

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#HeartlyAngels, #ISupportedHeartly, #ProudHeartlyDonor, #HeartlyHelps,  
#EmpoweredByHeartly, #SafeWithHeartly, #SupportHeartlyFrederick #HHRocks  
#HeartlyRocks

### General/Topics

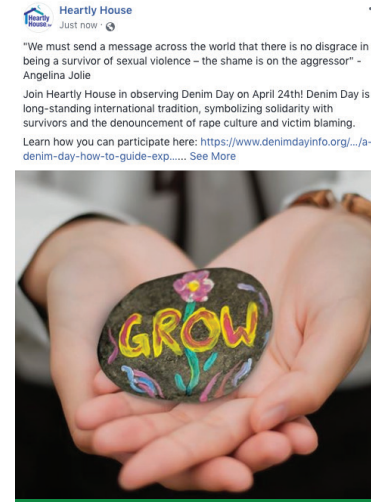
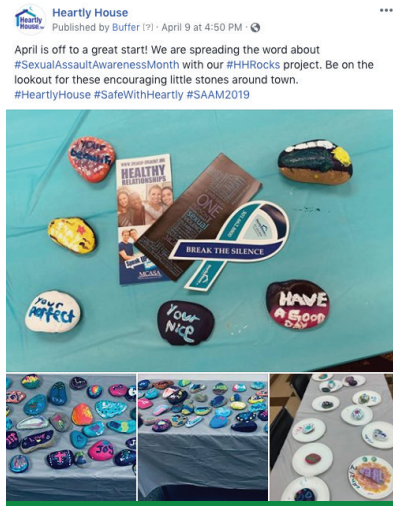
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#StopSexualAssault, #EndChildAbuse, #FrederickCountyMD, #DomesticViolence,  
#SexualAssaultAwareness, #ChildAbuseSupport, #DomesticViolenceSupport,  
#SupportingOurCommunity, #FeelTheFreedom, #[Event], #[Event\_Year]

### Hashtags

These hashtags should only be used when mentioning rock-related events, such as Survivors Rock, or when paired with rock-related imagery.

## #HHRocks #HeartlyRocks



# CONTACT

To access Heartly House services,  
please call our 24-hour hotline at 301-662-8800.  
Your call is confidential. We do not provide services via email.

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P.O. Box 857  
Frederick, MD 21705  
Fax: 301.663.4334

**24-Hour Hotline: 301.662.8800**

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**HEARTLYHOUSE.ORG**

