

HEARTLY HOUSE

IDENTITY GUIDELINES



CONTENTS

Logo

- 1.1 Logo and tagline
- 1.2 Full color reproduction
- 1.3 Single color reproduction
- 1.4 Minimum size and isolation zone
- 1.5 Social media logo/avatar

Fonts

- 2.1 Primary typeface
- 2.2 Secondary typeface

Color

- 3.1 Primary palette
- 3.2 Secondary palette

Social Media

- 4.1 Profiles and guidelines
- 4.2 Hashtags
- 4.3 Hashtag example

Contact

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.

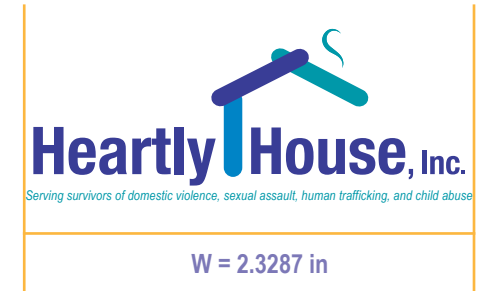
Clear space

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



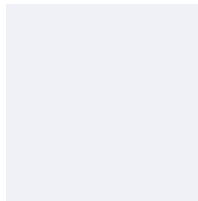
rgb: #5d5aa4
cmyk: 74, 73, 2, 0
pantone: 7669 C



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

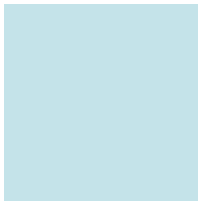
Primary Color Set



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.

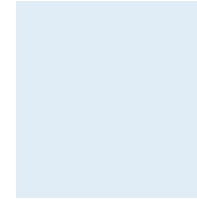
Secondary Color Set



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

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

LinkedIn Heartly House, Inc

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

Instagram @heartlyhouse

- 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

- 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

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

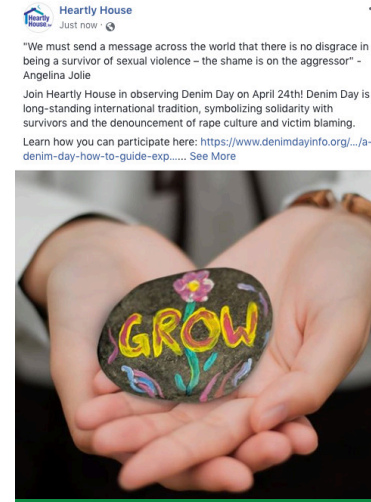
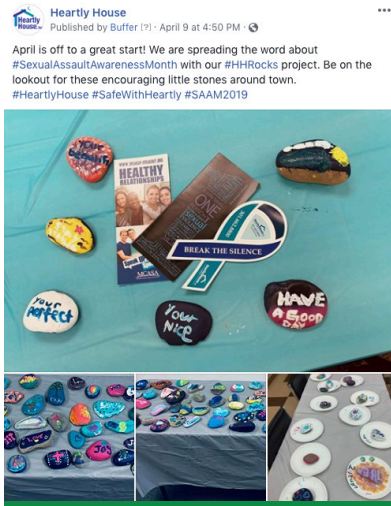
General/Topics

#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.

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

24-Hour Hotline: 301.662.8800

Inga James, Executive Director
ijames@heartlyhouse.org
301.418.6610 x 209

HEARTLYHOUSE.ORG

