



# BRAND GUIDELINES



### SAFEHOME LOGO

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*Logo*



*Logo (reversed out)*



*One-color logo*



### SAFEHOME LOGO 02 - MINIMUM SIZE VERSION

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*Logo*



*Logo (reversed out)*



*One-color logo*



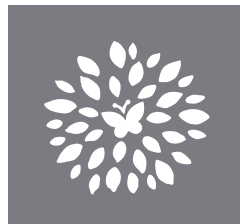
### SAFEHOME MARK

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*Mark*



*Mark (reversed out)*



*One-color logo*





## LOGO USAGE

### CLEAR AREA

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### MINIMUM SIZE

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Safehome



*2 1/2 inches or 180 pixels*

### OUR COLORS

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**Safehome Blue**

RGB: 161.195.209

CMYK: 23.7.0.18

Web: #a1c3d1

PMS 551



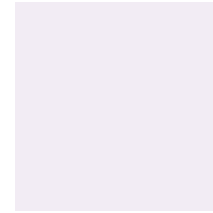
**Safehome Lilac**

RGB: 179.155.200

CMYK: 11.23.0.22

Web: #b39bc8

PMS 522



**Safehome Light Lilac**

RGB: 240.235.244

CMYK: 2.4.0.4

Web: #f0ebf4

PMS 663



**Safehome Orchid**

RGB: 241.114.161

CMYK: 0.53.33.5

Web: #f172a1

PMS 190



**Safehome Magenta**

RGB: 230.67.152

CMYK: 0.71.34.10

Web: #e64398

PMS 212



**Safehome Amethyst**

RGB: 172.49.146

CMYK: 0.72.15.33

Web: #ac3192

PMS 247

### FONTS: PRINT

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Gotham and Aleo are the primary fonts used in all Safehome print marketing material. These fonts were chosen for their simple, clean and versatile appearance. Weights for Gotham include Thin, Extra Light, Light, Book, Medium, Bold, Black and Ultra.

# Gotham

abcdefghijklmnopqrstuvwxyz

Thin - *Italic*  
abcdefghijklmnopqrstuvwxyz

Extra Light - *Italic*  
abcdefghijklmnopqrstuvwxyz

Light - *Italic*  
abcdefghijklmnopqrstuvwxyz

Book - *Italic*  
abcdefghijklmnopqrstuvwxyz

Medium - *Italic*  
abcdefghijklmnopqrstuvwxyz

**Bold - *Italic***  
**abcdefghijklmnopqrstuvwxyz**

**Black - *Italic***  
**abcdefghijklmnopqrstuvwxyz**

**Ultra - *Italic***  
**abcdefghijklmnopqrstuvwxyz**

### FONTS: PRINT

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Gotham and Aleo are the primary fonts used in all TRC print marketing material. These fonts were chosen for their simple, clean and versatile appearance. Weights for Aleo include Light, Regular, and Bold.

# Aleo

abcdefghijklmnopqrstuvwxyz

Light - *Italic*

abcdefghijklmnopqrstuvwxyz

Regular - *Italic*

abcdefghijklmnopqrstuvwxyz

Bold - *Italic*

abcdefghijklmnopqrstuvwxyz

#### *Print Usage Example*

##### **About Us**

Safehome provides a healing atmosphere where survivors of domestic violence can gain inner strength, build self-esteem, explore options, and establish a life free of violence. Through SAFEHOME's shelter and community services, approximately 8,000 individuals each year receive the support they need to lead healthy, independent lives.

##### **Our Mission**

Safehome's mission is to break the cycle of domestic violence and partner abuse for victims and their children by providing shelter, advocacy, counseling, and prevention education in our community.

### FONTS: DIGITAL

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Merriweather and Open Sans are the primary Google fonts used in all Safehome digital material. This font was chosen for its simple, clean and versatile appearance. Weights for Open Sans include Light, Regular, Semibold, Bold, Extra Bold and Condensed Light.

# Open Sans

abcdefghijklmnopqrstuvwxyz

Light - *Italic*

abcdefghijklmnopqrstuvwxyz

Regular - *Italic*

abcdefghijklmnopqrstuvwxyz

Semibold - *Italic*

abcdefghijklmnopqrstuvwxyz

Bold - *Italic*

abcdefghijklmnopqrstuvwxyz

**Extra Bold - *Italic***

**abcdefghijklmnopqrstuvwxyz**

Condensed Light - *Italic*

abcdefghijklmnopqrstuvwxyz

### Fonts: Digital

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Merriweather and Open Sans are the primary Google fonts used in all Safehome digital material. This font was chosen for its simple, clean and versatile appearance. Weights for Merriweather include Light, Regular, Bold and Ultra Bold.

**Merriweather**  
abcdefghijklmnopqrstuvwxyz

*Light – Italic*  
abcdefghijklmnopqrstuvwxyz

*Regular – Italic*  
abcdefghijklmnopqrstuvwxyz

**Bold – Italic**  
abcdefghijklmnopqrstuvwxyz

**Ultra Bold – Italic**  
abcdefghijklmnopqrstuvwxyz

#### *Website Usage Example*

### Youth Education

Statistics indicate 1 in 3 teens have or will experience dating violence. For almost 20 years, SAFEHOME has provided education to youth on healthy and unhealthy relationships to prevent further violence. Middle and high school is the time when youth learn to develop impactful relationships with their friends, family, and dating partners. The dynamics of these relationships lay a foundation for all relationships throughout their lifetime.