



new
horizons

SHELTER & OUTREACH CENTERS

advocating against domestic & sexual abuse

BRAND IDENTITY GUIDELINES
June 2015



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LOGO



Full logo and tagline



Icon

The following are **ACCEPTABLE** ways of reproducing the logo:



Black and White



Reversed on solid color background

The following are **UNACCEPTABLE** ways of reproducing the logo:



Do not distort or skew



Do not use low resolution files



Do not use unapproved colors

LOGO SPECIFICATIONS

Clear Space

The New Horizons logo should have one “h” height of clear space around the entire logo. “h” height will be determined by the size of the logo used.



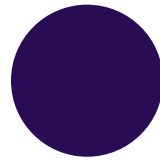
Minimum Size

The New Horizons logo should be used no smaller than 0.94” or 281px in height.



COLOR PALETTE

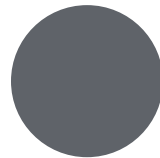
Primary Colors



New Horizons Purple

Solid Coated Spot Color: Pantone 669 C
Four-color Process: C:87 M:97 Y:8 K:49
Web page: R:43 G:16 B:84
HEX Value: #2b0f53

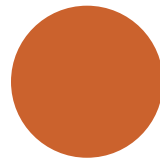
Solid Uncoated Spot Color: Pantone 2695 U
Four-color Process Uncoated: C:63 M:67 Y:30 K:9
Web page: R:110 G:92 B:127
HEX Value: #6d5c7e



New Horizons Gray

Solid Coated Spot Color: Pantone Cool Gray 9 C
Four-color Process: C:30 M:22 Y:17 K:57
Web page: R:95 G:99 B:105
HEX Value: #5f6369

Secondary Colors



New Horizons Orange

Solid Coated Spot Color: Pantone 7583 C
Four-color Process: C:16 M:73 Y:96 K:4
Web page: R:202 G:97 B:44
HEX Value: #c9612c



New Horizons Light Gray

Solid Coated Spot Color: Pantone 7541 C
Four-color Process: C:11 M:7 Y:9 K:0
Web page: R:224 G:226 B:224
HEX Value: #e0e1e0

TYPOGRAPHY

Primary Typeface - Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Open Sans Bold should be used for primary headlines. These headlines and other labels should be treated as all caps.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Open Sans Regular should be used for sub-headlines and body copy.

IMAGERY

