



HEARTLINE

Help for Oklahomans in Need

BRAND STANDARDS GUIDE

LOGO USAGE GUIDELINES

TABLE OF CONTENTS

Brand Statement	3
Color Palette	4
Logo Mark	5
Logo Variations.....	6-8
Grayscale	9
One-Color / Black.....	10
One-Color / Reversed.....	11
Scaling	12
Isolation Space	13-14
Improper Usage.....	15-16
Logo Typefaces	17
Typeface Usage	18-19
Collateral.....	20-21
Conclusion	22

Brand Statement

Color Palette

Logo Mark

Logo Variations

Grayscale

One-Color / Black

One-Color / Reversed

Scaling

Isolation Space

Improper Usage

Logo Typefaces

Typeface Usage

Collateral

Conclusion

BRAND STATEMENT

HeartLine is the essential link between people in need and community services, providing help, hope and information 24 hours a day, seven days a week. The identity for HeartLine is reflective of this mission. The intertwined hearts lock together to form a cross, a common symbol for aid. The hearts, aside from the obvious tie to the name, also represent the compassion and care found at the heart of each of HeartLine's many programs and services. The logo consists of yellow and a light blue, the brand's colors, which often are associated with the state of Oklahoma and convey a warm, caring tone. Blue is a calming color, as well as the most widely chosen favorite color based on public polling. Yellow, a color cultures around the world recognize as signifying safety, also is associated with help, happiness and optimism.



HEARTLINE

Help for Oklahomans in Need

- Brand Statement
- Color Palette**
- Logo Mark
- Logo Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Scaling
- Isolation Space
- Improper Usage
- Logo Typefaces
- Typeface Usage
- Collateral
- Conclusion

COLOR PALETTE

CMYK / RGB / HEX PALETTE:

The full-color version of the logo is composed of two colors. This version is limited to CMYK printing and RGB display.

PMS SPOT PALETTE:

The PMS spot color version of the logo is used when maintaining brand color is preferred and/or limited to a few inks.

CMYK / RGB / HEX PALETTE

SAFE YELLOW	RGB 253, 183, 20	CMYK 0, 31, 100, 0	HEX #FDB714
CALM BLUE	RGB 39, 170, 225	CMYK 70, 15, 0, 0	HEX #27AAE1

PMS SPOT PALETTE

SAFE YELLOW	PMS 7549
CALM BLUE	PMS 2925

TABLE OF CONTENTS

- Brand Statement
- Color Palette
- Logo Mark**
- Logo Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Scaling
- Isolation Space
- Improper Usage
- Logo Typefaces
- Typeface Usage
- Collateral
- Conclusion

LOGO MARK

ICON



AVENIR BLACK

HEARTLINE

LOGOTYPE

TABLE OF CONTENTS

- Brand Statement
- Color Palette
- Logo Mark
- Logo Variations**
 - Grayscale
 - One-Color / Black
 - One-Color / Reversed
 - Scaling
 - Isolation Space
 - Improper Usage
 - Logo Typefaces
 - Typeface Usage
 - Collateral
 - Conclusion

LOGO VARIATIONS

VERTICAL ORIENTATION:

The vertically oriented logo should be the default choice.

HORIZONTAL ORIENTATION:

When vertical space is constrained, consider using the horizontal orientation.



TABLE OF CONTENTS

- Brand Statement
- Color Palette
- Logo Mark
- Logo Variations**
 - Grayscale
 - One-Color / Black
 - One-Color / Reversed
 - Scaling
 - Isolation Space
 - Improper Usage
 - Logo Typefaces
 - Typeface Usage
 - Collateral
 - Conclusion

LOGO VARIATIONS

WITH TAGLINE:

When applicable, you are encouraged to use the logo with the accompanying tagline.



- Brand Statement
- Color Palette
- Logo Mark
- Logo Variations**
 - Grayscale
 - One-Color / Black
 - One-Color / Reversed
 - Scaling
 - Isolation Space
 - Improper Usage
 - Logo Typefaces
 - Typeface Usage
 - Collateral
 - Conclusion

LOGO VARIATIONS

WITH VARIOUS PROGRAMS:

When necessary, the logo can be incorporated with the various programs offered by HeartLine Inc. These should only be used with horizontal orientations. The name of the program should be set in Mrs Eaves Italic.



When locking up the logo with another logo, separate the two with a 1-point rounded-edge pipe.

TABLE OF CONTENTS

- Brand Statement
- Color Palette
- Logo Mark
- Logo Variations
- Grayscale**
- One-Color / Black
- One-Color / Reversed
- Scaling
- Isolation Space
- Improper Usage
- Logo Typefaces
- Typeface Usage
- Collateral
- Conclusion

GRAYSCALE

When needed, the logo may print in grayscale with two percentages of black.



HEARTLINE

VERTICAL ORIENTATION



HEARTLINE

HORIZONTAL ORIENTATION

CMYK 0, 0, 0, 70

CMYK 0, 0, 0, 40

TABLE OF CONTENTS

- Brand Statement
- Color Palette
- Logo Mark
- Logo Variations
- Grayscale
- One-Color / Black**
- One-Color / Reversed
- Scaling
- Isolation Space
- Improper Usage
- Logo Typefaces
- Typeface Usage
- Collateral
- Conclusion

ONE-COLOR / BLACK

When printing is limited, the logo may be printed in 100 percent black.



HEARTLINE

VERTICAL ORIENTATION

 **HEARTLINE**

HORIZONTAL ORIENTATION

CMYK 0, 0, 0, 100

TABLE OF CONTENTS

Brand Statement

Color Palette

Logo Mark

Logo Variations

Grayscale

One-Color / Black

One-Color / Reversed

Scaling

Isolation Space

Improper Usage

Logo Typefaces

Typeface Usage

Collateral

Conclusion

ONE-COLOR / REVERSED

When printing is limited or the logo needs to sit on top of dark colors, use the reversed white logo.



VERTICAL ORIENTATION



HORIZONTAL ORIENTATION

TABLE OF CONTENTS

- Brand Statement
- Color Palette
- Logo Mark
- Logo Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Scaling**
- Isolation Space
- Improper Usage
- Logo Typefaces
- Typeface Usage
- Collateral
- Conclusion

SCALING

Please adhere to the following scaling guidelines. The logo should never be smaller than 1/2 inch, while the icon should never be smaller than 1/4 inch. The icon can be used alone if the full logo or full name already has appeared in the layout's context.



NEVER SMALLER THAN
1/2 INCH



NEVER SMALLER THAN
3/4 INCH



The icon can be used alone if the full logo or full name already has appeared in the layout's context.



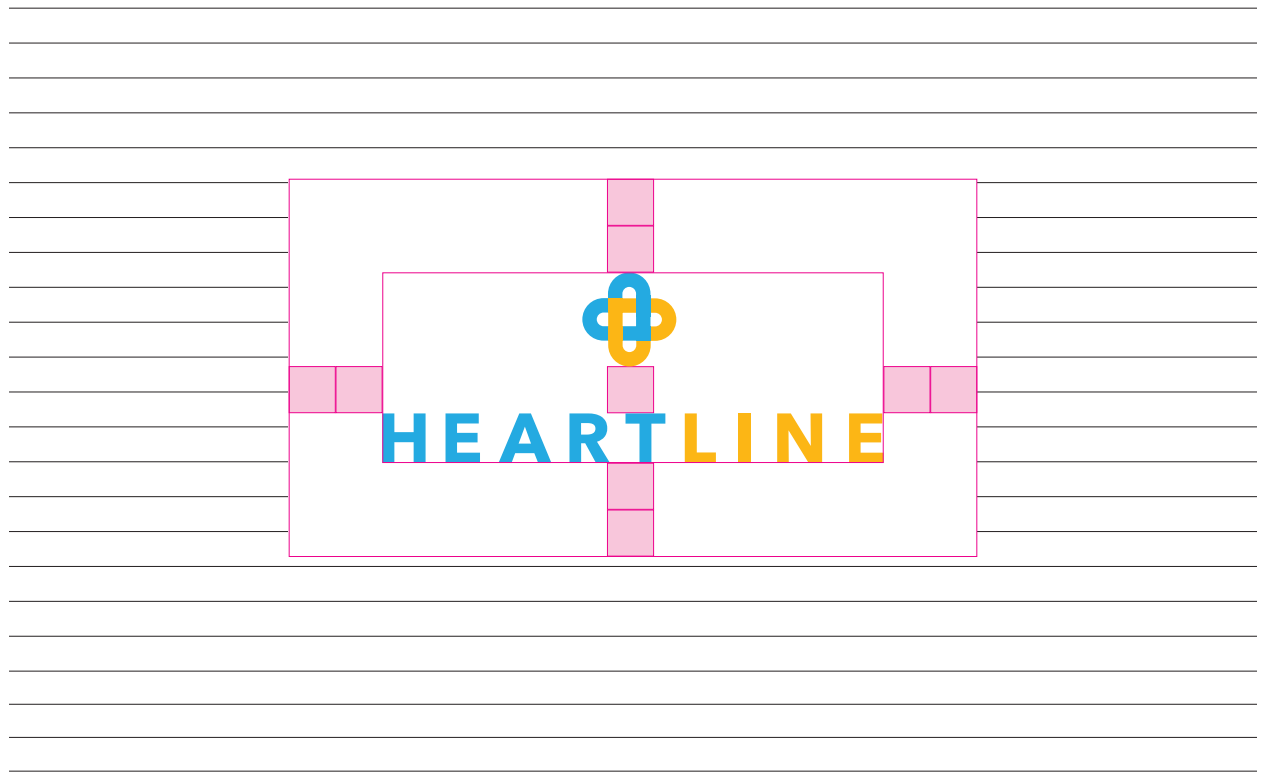
NEVER SMALLER THAN
1/4 INCH

- Brand Statement
- Color Palette
- Logo Mark
- Logo Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Scaling
- Isolation Space**
- Improper Usage
- Logo Typefaces
- Typeface Usage
- Collateral
- Conclusion

ISOLATION SPACE

VERTICAL ORIENTATION:

No matter the logo's size, the isolation space is **twice** the space between the icon and logotype. Keep all copy and other graphical elements outside of these margins.



 = space between icon and logotype

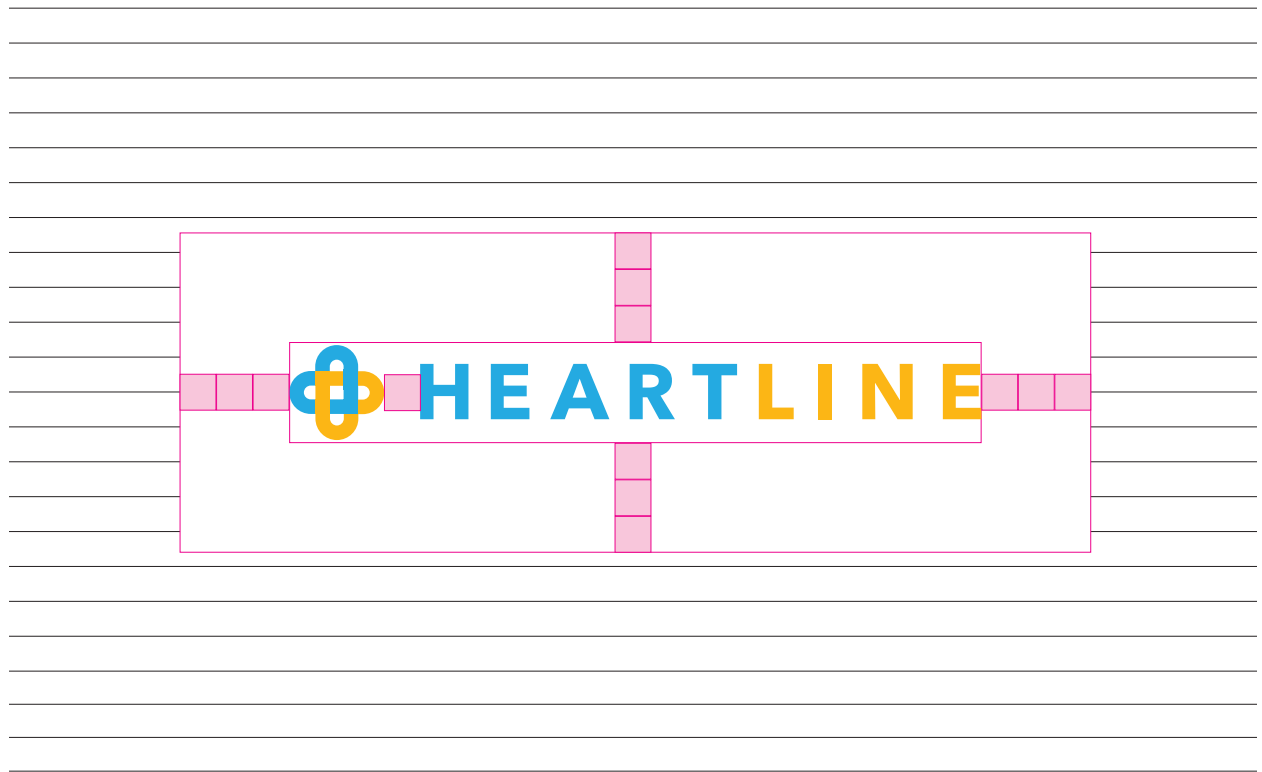
 = isolation space equals **twice** the space between icon and logotype

- Brand Statement
- Color Palette
- Logo Mark
- Logo Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Scaling
- Isolation Space**
- Improper Usage
- Logo Typefaces
- Typeface Usage
- Collateral
- Conclusion

ISOLATION SPACE

HORIZONTAL ORIENTATION:

No matter the logo's size in horizontal orientation, the isolation space is **three times** the space between the icon and logotype. Keep all copy and other graphical elements outside of these margins.



 = space between icon and logotype

 = isolation space equals **three times** the space between icon and logotype

TABLE OF CONTENTS

- Brand Statement
- Color Palette
- Logo Mark
- Logo Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Scaling
- Isolation Space
- Improper Usage**
- Logo Typefaces
- Typeface Usage
- Collateral
- Conclusion

IMPROPER USAGE

Adhering to proper usage guidelines will maintain the brand integrity of HeartLine Inc. The following are examples of improper logo usage and applications.

Under no circumstances should any of these scenarios be published.



Do not change the size ratio of logo elements.



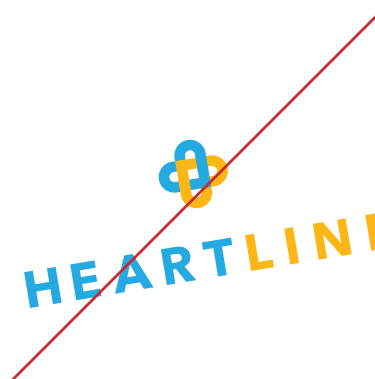
Be mindful of color backgrounds. Do not apply the full-color logo to a color that is close in hue or shade.



Do not add a stroke to the logo to make it stand out on a dark background. Use the reversed logo instead.



Never add a drop shadow to the logo.



Do not tilt the logo.



Do not separate the logotype from the icon.

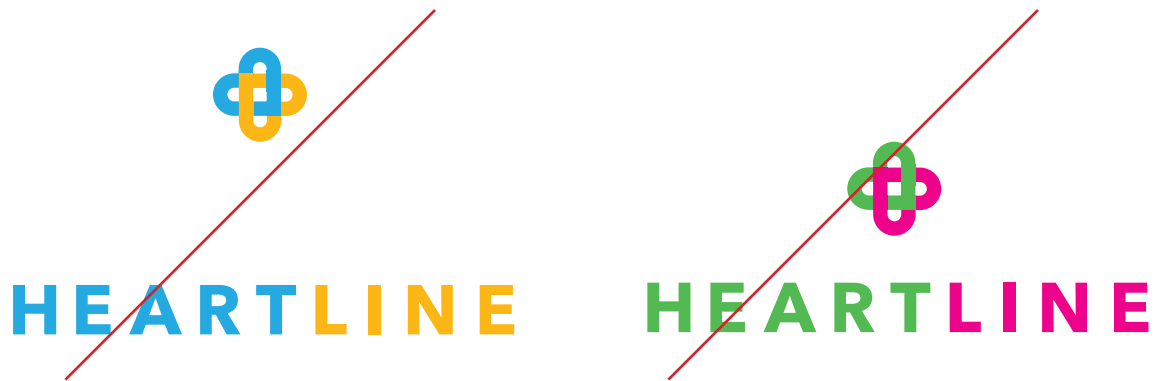
TABLE OF CONTENTS

- Brand Statement
- Color Palette
- Logo Mark
- Logo Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Scaling
- Isolation Space
- Improper Usage**
- Logo Typefaces
- Typeface Usage
- Collateral
- Conclusion

IMPROPER USAGE

Adhering to proper usage guidelines will maintain the brand integrity of HeartLine Inc. The following are examples of improper logo usage and applications.

Under no circumstances should any of these scenarios be published.



Do not change the placement of logo elements or the space between them.

Never change the color.



Never create your own tagline or augment the logo's wording.

- Brand Statement
- Color Palette
- Logo Mark
- Logo Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Scaling
- Isolation Space
- Improper Usage
- Logo Typefaces**
- Typeface Usage
- Collateral
- Conclusion

LOGO TYPEFACES

AVENIR

Avenir is a widely used geometric sans-serif digital typeface with an organic and humanist approach. It's strong, bold and easily legible, which lends itself to any media.

**A B C D E F G H I J K L
M N O P Q R S T U V
W X Y Z À Á Ê Ë Ì Ï Ø
Û ü a b c d e f g h i j k
l m n o p q r s t u v w
x y z à á ê ë ì ï ø ü & 1 2 3**

Mrs Eaves

Mrs Eaves is familiar enough to be friendly, yet different enough to be interesting. Due to its relatively wide proportions compared to its predecessor, Baskerville, it's useful for giving presence to small amounts of text, such as poetry, or for elegant headlines and use in print ads. It makes the reader slow down a bit and contemplate the message.

**A B C D E F G H I J K L
M N O P Q R S T U V
W X Y Z À Á Ê Ë Ì Ï Ø
Û ü a b c d e f g h i j k
l m n o p q r s t u v w
x y z à á ê ë ì ï ø ü & 1 2 3**

- Brand Statement
- Color Palette
- Logo Mark
- Logo Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Scaling
- Isolation Space
- Improper Usage
- Logo Typefaces
- Typeface Usage**
- Collateral
- Conclusion

TYPEFACE USAGE COMPANIONS

When developing marketing material for HeartLine Inc., consider the following recommended typeface companions that will complement the brand.

BEBAS NEUE IN ALL CAPS FOR HEADLINES

Minion Pro Bold for subheads at about 80% the size of companion headlines.

Minion Pro Regular for a complementary body copy set at 12-point size with a 3:4 leading ratio. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin viverra eu dolor a scelerisque. Quisque hendrerit convallis finibus. Cras accumsan dapibus rhoncus. Curabitur porta dolor sit amet massa gravida, eget posuere felis faucibus. Nam nec lorem a felis bibendum tincidunt et ac ipsum. Cras sed nunc congue, rutrum quam at, finibus eros. Maecenas semper lorem erat, eget fringilla velit venenatis eu. Ut ornare scelerisque suscipit. Nam sit amet elit vestibulum sem consequat porta dictum at mauris. Nunc imperdiet dapibus gravida.

Brand Statement
Color Palette
Logo Mark
Logo Variations
Grayscale
One-Color / Black
One-Color / Reversed
Scaling
Isolation Space
Improper Usage
Logo Typefaces
Typeface Usage
Collateral
Conclusion

TYPEFACE USAGE

ALTERNATE TYPEFACES

Only when Bebas Neue and Minion Pro are not accessible shall the following substitutes be acceptable.

ARIAL BLACK IN ALL CAPS FOR HEADLINES

Georgia Bold for subheads at 80% the size of companion headlines.

Georgia Regular for a complementary body copy set at 12-point size with a 3:4 leading ratio. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin viverra eu dolor a scelerisque. Quisque hendrerit convallis finibus. Cras accumsan dapibus rhoncus. Curabitur porta dolor sit amet massa gravida, eget posuere felis faucibus. Nam nec lorem a felis bibendum tincidunt et ac ipsum. Cras sed nunc congue, rutrum quam at, finibus eros. Maecenas semper lorem erat, eget fringilla velit venenatis eu. Ut ornare scelerisque suscipit. Nam sit amet elit vestibulum sem consequat porta dictum at mauris. Nunc imperdiet dapibus gravida.

- Brand Statement
- Color Palette
- Logo Mark
- Logo Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Scaling
- Isolation Space
- Improper Usage
- Logo Typefaces
- Typeface Usage
- Collateral**
- Conclusion

COLLATERAL

LETTERHEAD





HEARTLINE

Help for Oklahomans in Need

Month, Day, Year

Name of the recipient & address:
 Name
 Company
 Address
 City, State, ZIP

Dear Recipient,

(Body of the letter)
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam bibendum facilisis neque, quis pretium nisi posuere quis. Nam sagittis, erat ac maximus bibendum, ante ex dictum arcu, non tristique dolor eros eu nisl. Donec consectetur, orci id tempus tempor, erat nisi rhoncus lectus, id pharetra dolor velit eget ipsum. Donec cursus suscipit turpis sit amet gravida. Nunc luctus, lectus quis fringilla aliquet, nibh nisl accumsan diam, vitae laoreet augue purus et tortor. Nunc sit amet nisl lectus. Vivamus mattis eros ut dolor blandit aliquet. Aliquam vulputate scelerisque diam sed ultricies. Morbi ac convallis nisl, ut fermentum orci. Donec pharetra eu massa sed maximus. Ut ac auctor ipsum. Aliquam erat volutpat. Phasellus rhoncus diam id semper suscipit. Mauris sagittis turpis mauris, eget tempus nulla rhoncus vel. Quisque elementum tristique massa, in maximus orci porta at. Suspendisse in risus eu felis dapibus maximus.

Sincerely,

Sender Name

HEARTLINE INC. | P.O. BOX 12832 | OKLAHOMA CITY, OK 73157 | 405-840-9396 | heartlineoklahoma.org




TABLE OF CONTENTS

- Brand Statement
- Color Palette
- Logo Mark
- Logo Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Scaling
- Isolation Space
- Improper Usage
- Logo Typefaces
- Typeface Usage
- Collateral**
- Conclusion

COLLATERAL

BUSINESS CARD / EMAIL SIGNATURE



Email Signature

--

Johnathon M. Doe

JOB TITLE

o: [405-840-9396](tel:405-840-9396)

c: [405-840-9396](tel:405-840-9396)

e: name@heartlineoklahoma.org



HEARTLINE INC. | heartlineoklahoma.org

P.O. BOX 12832 | OKLAHOMA CITY, OK 73157

TABLE OF CONTENTS

- Brand Statement
- Color Palette
- Logo Mark
- Logo Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Scaling
- Isolation Space
- Improper Usage
- Logo Typefaces
- Typeface Usage
- Collateral
- Conclusion**

CONCLUSION

We expect all of our vendors and partners to treat our brand with respect by adhering to the rules provided in this guide. Thank you for your diligent cooperation.

QUESTIONS?

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