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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.
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

<table>
<thead>
<tr>
<th>SAFE YELLOW</th>
<th>RGB 253, 183, 20</th>
<th>CMYK 0, 31, 100, 0</th>
<th>HEX #FDB714</th>
</tr>
</thead>
<tbody>
<tr>
<td>CALM BLUE</td>
<td>RGB 39, 170, 225</td>
<td>CMYK 70, 15, 0, 0</td>
<td>HEX #27AAE1</td>
</tr>
</tbody>
</table>

PMS SPOT PALETTE

<table>
<thead>
<tr>
<th>SAFE YELLOW</th>
<th>PMS 7549</th>
</tr>
</thead>
<tbody>
<tr>
<td>CALM BLUE</td>
<td>PMS 2925</td>
</tr>
</tbody>
</table>
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.
LOGO VARIATIONS

WITH TAGLINE:

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

HEARTLINE
Help for Oklahomans in Need

VERTICAL ORIENTATION

HEARTLINE
Help for Oklahomans in Need

HORIZONTAL ORIENTATION
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.
GRAYSCALE

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

<table>
<thead>
<tr>
<th>CMYK</th>
<th>0, 0, 0, 70</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>0, 0, 0, 40</td>
</tr>
</tbody>
</table>
ONE-COLOR / BLACK

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

CMYK 0, 0, 0, 100
ONE-COLOR / REVERSED

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

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

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.
TYPEFACE USAGE

COMPANIONS

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

BEVAS NEUE IN ALL CAPS FOR HEADLINES

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

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.

COLLATERAL

LETTERHEAD

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, a ante ex lectus arcu, non enim
arcu dolor erat eu nisl. Donec consectetur, orci id tempus tempor, erat nisi rhoncus lectus, id
phasellus dolor velit eget ipsum. Donec cursus suscipit turpis sit amet gravida. Nunc luctus, lectus quis
fringilla aliquet, nibh nisl accumsan diam, vitae
Aliquam vulputate sodalesque diam sed ultrices. Morbi ac ornare nibh, ut fermentum orci. Donec
phasellus 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. Suspendero in risus eu felis dapibus maximus.

Sincerely,

Sender Name
COLLATERAL

BUSINESS CARD / EMAIL SIGNATURE

Kayley Saunders
SCHOOL-BASED PREVENTION COORDINATOR

o: 405-840-9396
c: 405-840-9396
e: ksaunders@heartlineoklahoma.org

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e: name@heartlineoklahoma.org

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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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