



# **Pittsburg H.O.P.E.**

**Homeless Outreach in  
Professional Education**

# **Visual Identity Graphics Standards Manual**

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# INTRODUCTION

Homeless Outreach in Professional Education non-profit identity is one of the most important building blocks of its outreach communications program. Consistent use of the organization official marks, colors and typefaces not only will distinguish HOPE from other non-profit organizations, but will help its establishment as a prestigious and innovative charity.

A strong visual identity helps foster immediate recognition for an institution, builds credibility for its programs, and expresses its quality, personality, and identity. HOPEs graphic elements will foster discussions with its various constituencies and will reaffirm its voice for building awareness.

HOPEs graphic identity brings to mind qualities that are consistent with the charity's mission and its intramural goals. The qualities most often associated with HOPEs Logo are:

Challenging, Distinctive, Professional, Respected, Competitive, Established  
Progressive, Trustworthy, Comprehensive, Innovative, Responsible

The benefits of HOPEs visual identity program will reach the organization as a whole and also enrich its individual units. Likewise, the responsibility for protecting that identity is shared by every program, office or manager. The standards outlined in this guide have been developed as a way of protecting the HOPEs visual identity. The guidelines are designed to help assure a clear and consistent expression of HOPEs mission. They are not intended to standardize publications or limit creative expressions.

HOPEs visual identity system consists of three elements:

1. A set of three unique marks
2. A set of official colors
3. A set of official typefaces

## HOPE Marks

HOPE has three marks that act as its identifiers. These marks are the means by which the charity projects and builds its identity. Communications that represent HOPE to extramural audiences or that serve as vehicles to conduct business must use the appropriate marks, as described in the sections of this manual. Proper and consistent use of the marks on a continuous basis will create immediate recognition for HOPE and play an important role in shaping the right impression of HOPE in the minds of important constituents. HOPE marks are protected by trademarks, as are the non-profit full name and initials.



## LOGO

HOPE Logo is the primary identifier and thus, should be the first choice to represent the non-profit organization on all communications. The logo must always be scaled proportionally and never distorted in any manner. The logo may be applied to any necessary surface. The logo colors include white & black as well as color. The colors used must match these values.

### Red-Graphic

CMYK - Cyan 16.86%, Magenta 76.86%, Yellow 74.51%, Black 4.71%

### Blue-Box

CMYK - Cyan 70%, Magenta 18%, Yellow 13%, Black 2%

### Marron-Type

CMYK - Cyan 33%, Magenta 80%, Yellow 76%, Black 25%

## HOPE SIGNATURE

The signature is the full name of the charity set in iActioni font. The signature is a secondary mark that reinforces the meaning of the initials in the HOPE Logo. Used alone, the HOPE Signature might assume the role of a istampi on envelopes, back covers of publications, flyers. The signature colors include white and maroon. The maroon color must match these values. Marron-Type CMYK - Cyan 33%, Magenta 80%, Yellow 76%, Black 25%

## HOPE POSITIONING STATEMENT - PLEASE HELP US HELP OTHERS.

These few words capture the essence of HOPE's pioneering approach to training and self-improvement leading to incubate a better living environment. The HOPE Positioning Statement is always coupled with the Logo or Signature. The combination of one of these marks and the HOPE Positioning Statement forms a unified presentation that creates a complete picture of HOPE's organizational identity. The HOPE Positioning Statement should be used in as many as possible communication materials. In formal applications, where a icharity presencei may be inappropriate, the HOPE Positioning Statement may be omitted.

## INITIALS AND FULL NAME

HOPE has chosen to emphasize its initials in its corporate identity system, its advertising and its marketing materials. Over time, this charity would like to be identified by its initials, and for people to associate those four letters with a respected non-profit organization that has a reputation for quality, innovation and compassion.

While the initials HOPE will be emphasized, the full and legal name of the charity remains Homeless Outreach in Professional Education, and it is important that our external audiences be aware of that and remembers our full name. Therefore, all marketing materials produced by the HOPE should carry the full name, although its appearance should be subordinate to the identity marks that contain our initials.

Whenever possible, the full name should be conveyed by the use of the HOPE Signature. The signature should always appear in the same visual space as the primary HOPE identifier, the Logo. In addition, it is good practice to spell out the full name, Homeless Outreach in Professional Education, when the charity is mentioned for the first time in a text.

## TYPEFACES

Adhering to a standard set of typefaces is another way a non-profit organization achieves a consistent identity. Consistent Use of official type families across all HOPE communications helps HOPE to reach its various audiences in a unique and recognizable voice. HOPEs official typefaces are ACTION and ELEGANCE.

## COLORS

HOPEs visual identity system includes a version specific colors. A set of 5 colors in addition to balck and white (and various tints of B&W), selected for their compatibility, form a supporting color palette for use in HOPEs publications and other visual communications.

Below, each of these colors is illustrated CMYK color values. The colors should be used in all HOPE visual communications.

Dark Blue - CMYK - Cyan 94%, Magenta 55%, Yellow 16%, Black 15%  
Navy Blue - CMYK - Cyan 100%, Magenta 50%, Yellow 0%, Black 0%  
Blue - CMYK - Cyan 75%, Magenta 37.5%, Yellow 0%, Black 0%  
Cyan - CMYK - Cyan 40%, Magenta 0%, Yellow 0%, Black 0%  
Light Yellow - CMYK - Cyan 0%, Magenta 0%, Yellow 25%, Black 0%



## BUSINESS CARD

Business cards must be 3.5 x 2 inches in size. Only changes to text may be made. All type must be in black. The main header (name) in the card must



## Homeless Outreach in Professional Education

4356 Someplace St. Pittsburg, PA. 9876 (888)333-55-99 [www.pittsburghhope.com](http://www.pittsburghhope.com)



### LETTERHEAD

Letterheads must be 8.5 x 11 inches in size. Only changes to text may be made. All company info. must be consistent throughout stationary. Letterheads must be used for all intra/extra mural printouts directly related to HOPE.



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## ENVELOPES

Envelopes must be 9.5 x 4.13 inches in size. Only changes to text may be made such as address change. The envelope uses company colors in the design. The text must measure 10 pt. in size.

## POLICY ON HOPE STATIONERY

This standards manual contains the approved official designs for HOPE letterhead, envelopes, business cards and direct mailers. All HOPE offices, hostels, centers, homes and branches are required to use these official designs and are not authorized to use any of HOPEs official marks to create their own stationery. Any other stationary must be previously approve.

Text must always use the ELEGANCE font for all information pertaining to the company. All text must contain 0 kerning, the leading must be the same as the font size used and no styles may be applied to the text (italics, outlines, transparency, effects). All text in stationary must be in black.



# Dedicated to Helping The Future of Pittsburg's Homeless

Presorted STD  
US POSTAGE  
PAID  
Permit # 1234  
Pittsburg,  
PA 9876

BACK

To our neighbors at:  
234 Anywhere rd.  
Pittsburg, PA 9876

## Pittsburg Homeless Outreach in Professional Education

Over the last 5 years Pittsburg H.O.P.E., has helped the homeless in our fair city. We are a non-profit organization. Our funding comes primarily from private and government donations as well as government programs. Our program offers help to homeless people looking to further their employment chances. We provide basic office skills, through literature and workshops held at the Holy Heaven Church. The program also provides interviewing tips, and placement services to help in finding a job. We actively seek volunteers as well as donations. Let your actions affect someone's life, please contact us with any questions or comments. Thank You

Please Help Us  
Help Others.  
(888)333-5599  
www.pittsburghhope.com



**Pittsburg H.O.P.E.**  
4356 Someplace St.  
Pittsburg, PA 9876

We will Gladly Send  
You All Our Information,  
Just Fill Out this Card.

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

We are very interested in your questions, comments and suggestions.

Presorted STD  
US POSTAGE  
PAID  
Permit # 1234  
Pittsburg,  
PA 9876

### DIRECT MAILER

The direct mailer found in this standards manual is the principal advertising used by HOPE Following advertisements must use only the company colors, in addition to black and white. ACTION may only be used in headers, while ELEGANCE may serve as the general font for all purposes. No distortion may be done to the HOPE marks such as the logo, signature or positioning statement.



**Homeless Outreach in  
Professional Education**

During the past 5 years we have been active in providing Pittsburg's homeless with office skills and other interviewing tips and other forms of professional education. We are a non-profit organization funded through donations and government aid. If you are interested in our organization please visit our website and find out how you can help someone help themselves.

**IF YOU NEED HELP,  
IF YOU WANT TO VOLUNTEER OR DONATE PLEASE CONTACT US**

**(888)333-5599 www.pittsburghhope.com**

### DIRECTORY ADVERTISEMENT

The directory advertisement must be 5 x 5 inches in size. Only changes to the body text may be made, using the ELEGANCE font exclusively. This advertisement can be used in both directories (Yellow Pages) and publications such as newsletters or newspapers.



## **SIGNAGE**

Signage found in this standards manual represents the guidelines that must be followed for developing an outdoor sign. Signs must be of a light colored stone, yet not white; stone must be textured and placed upon a rock foundation. The rectangle format must be followed. The application of the logo must be done on a smooth surface. The logo must be raised from the stone rectangle to increase depth.



## **CD TEMPLATE**

The Label template for application on Compact Disks found in this standards manual shall be used exclusively to print. Printing may be done to labels or to CD directly. No changes may be made to the template. Text may be added using the ELEGANCE font in the area provided for extra information.

# CD CONTENTS.

All native file formats must only be modified in the text, no changes to templates or graphics is possible.  
EPS. file formats are to be used for printing on line printers.  
JPEG version shall be used to print intra murally.  
GIF versions shall be used for web based purposes.

Logo.

File Formats: AI, EPS, JPEG, GIF

Business Card.

File Formats: AI, EPS, JPEG

Letterhead.

File Formats: AI, EPS, JPEG

Envelope.

File Formats: AI, EPS, JPEG

Direct Mailer.

File Formats: AI, EPS, JPEG

Directory Advertisement.

File Formats: AI, EPS, JPEG

Fonts.

Action, Elegance



