



# HomeFirst Application Style Guide

January 2014 Release v1.0



HomeFirst™ is a leading provider of services, shelter and housing opportunities to the homeless and those at risk of homelessness in Santa Clara County. We are passionately focused on helping the homeless find and keep permanent housing.

Drawing on years of work in the community, and having recently renamed the organization, HomeFirst is embarking on building its brand anew. Consistent usage of the new HomeFirst trademark is a crucial aspect in building a strong brand.

Corporate Identity can be looked at in two parts: The visible part of the program—the trademark, and the strategy behind the design. Our trademark is the outward face of HomeFirst and an important expression of our mission in the community.. Since continuity of identity is so crucial in building and sustaining recognition, it is critical that the integrity of the HomeFirst trademark be preserved.

Opportunities to expose corporate identity are vast. Every public contact you make represents an impression. From letterhead to signage, from advertising to community outreach, to how the phone is answered—all are a form of media, all have the capacity to affect how an organization is perceived. Please assist us in our efforts by following these guidelines. Refer to them when conveying graphics specifications to vendors or internal departments, and use them as a benchmark for any visual communications you produce.

Thank you,

Claire Wagner

Marketing and Communications Manager

# Trademark

## Landscape Trademark

The landscape trademark consists of a typographic presentation of the words “HomeFirst” in a side-by-side lockup with the “Open door” logo mark.

“HomeFirst” is based on the type font DIN Condensed Bold. Each individual letter in the word “HomeFirst” has been custom drawn for visual flow and balance. The custom letterform is clean and modern, presents a strong image that is easy to read and reproduce, while also displaying soft rounded qualities that are comfortable and relaxed. Negative spaces are open and balanced.

The lockup of logo mark and letterform must never be broken. Never use the components separately.

## Corporate Tagline

A corporate tag line, “Where Homelessness Ends” is used to help position HomeFirst in the minds of its clients and varied audiences, and must never be removed. It points to the core motivation of obtaining permanent housing.

## Copyright

The “TM” trademark protection is a part of the corporate trademark and must never be removed. It may be enlarged as required to maintain readability.

## Editorial Usage

In text (editorial), initial-cap, one word is the case convention for the company name “HomeFirst.”

“HomeFirst™” must carry the “TM” trademark protection at its first occurrence of in the body of text of any printed or digital communication (headlines excluded).

A HomeFirst copyright notice must appear on any printed or e-document displaying the HomeFirst corporate trademark that is intended for distribution to the general public.

HomeFirst CORPORATE TRADEMARKS MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

Landscape Trademark > file “HomeFirst\_Lnscp\_PMS.eps”



Editorial ——— Initial cap with a “TM” – at first occurrence in text

Lorem ipsum dolor sit amet, HomeFirst™ consectetur adipiscing elit, sed diam nonummy nibh. Duis autem vel eum iriure HomeFirst dolor in hendrerit in vulputate velit esse molestie consequat.

## Copyright Notice

©2014 HomeFirst™, Inc. HomeFirst, and the HomeFirst logo design are trademarks of HomeFirst, Inc. All rights reserved.

# Trademark

## Portrait Trademark

The portrait trademark consists of a typographic presentation of the words “HomeFirst” in a center-stacked lockup with the “Open door” logo mark.

This portrait version provides a square aspect ratio for situations where the landscape version is less suitable.

The lockup of logo mark and letterform must never be broken. Never use the components separately.

## Corporate Tagline

A corporate tag line, “Where Homelessness Ends” is used to help position HomeFirst in the minds of its clients and varied audiences, and must never be removed. It points to the core motivation of obtaining permanent housing.

## Copyright

The “TM” trademark protection is a part of the corporate trademark and must never be removed. It may be enlarged as required to maintain readability.

## Editorial Usage

In text (editorial), initial-cap, one word is the case convention for the company name “HomeFirst.”

“HomeFirst™” must carry the “TM” trademark protection at its first occurrence of in the body of text of any printed or digital communication (headlines excluded).

A HomeFirst copyright notice must appear on any printed or e-document displaying the HomeFirst corporate trademark that is intended for distribution to the general public.

HomeFirst CORPORATE TRADEMARKS MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

Portrait Trademark > file “HomeFirst\_Prtrt\_PMS.eps”



## Editorial

Initial cap with a “TM” – at first occurrence in text

Lorem ipsum dolor sit amet, HomeFirst™ consectetur adipiscing elit, sed diam nonummy nibh. Duis autem vel eum iriure HomeFirst dolor in hendrerit in vulputate velit esse molestie consequat.

## Copyright Notice

©2014 HomeFirst™. HomeFirst, and the HomeFirst logo design are trademarks of HomeFirst. All rights reserved.

## Trademark Reversed

### Landscape Trademark, Reversed

The landscape trademark may appear reversed out of a solid color background, preferably a solid pms 432 dark gray background.

Care must be taken to place the reversed HomeFirst trademark over backgrounds where the white type and yellow “light” from the “open door” of the logo mark have good contrast and will be clearly readable. If there is any doubt, contact the HomeFirst Marketing department.

HomeFirst CORPORATE TRADEMARKS MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

Landscape Trademark, Reversed > file “HomeFirst\_Lnscp\_Rev\_PMS.eps”



## Trademark Reversed

### Portrait Trademark, Reversed

The portrait trademark may appear reversed out of a solid color background, preferably a solid pms 432 dark gray background.

Care must be taken to place the reversed HomeFirst trademark over backgrounds where the white type and yellow “light” from the “open door” of the logo mark have good contrast and will be clearly readable. If there is any doubt, contact the HomeFirst Marketing department.

HomeFirst CORPORATE TRADEMARKS MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

Portrait Trademark, Reversed > file “HomeFirst\_Prtrt\_Rev\_PMS.eps”



# Trademark

## Proportions

The landscape trademark is constructed with an aspect ratio (length to height) of 2.6:1. This proportion must never be altered. Particular care should be taken when placing the corporate trademark in an application such as Microsoft Word or PowerPoint, where the image proportions are easily modified by dragging the corners of the picture box. Doing so can change the aspect ratio of the trademark and is to be avoided.

## Minimum Clear Space Protection

The landscape trademark may appear in the same graphic field with other logos, graphics, and type. Therefore it is important to maintain a minimum amount of clear space protection around the logo to avoid confusion of the brand. This clear space helps establish the importance of the logo in environments where it competes for attention with other graphic elements or logos.

The unit of measure "X" equals the height of the word mark. The minimum required clear space protection extends the distance 1X above, below, to the right, and to the left of the trademark as indicated.

## Minimum Size

The minimum size the landscape trademark may be reproduced is 1.0 in. wide. Beyond this the tag line "Where Homelessness Ends" becomes difficult to read.

HomeFirst CORPORATE TRADEMARKS MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

## Landscape Trademark

### Proportions



### Minimum clear space protection



### Minimum size



# Trademark Architecture

## Proportions

The Portrait trademark is constructed with an aspect ratio (length to height) of 1:1, a square format providing great flexibility in a variety of graphic spaces. This proportion must never be altered. Particular care should be taken when placing the corporate trademark in an application such as Microsoft Word or PowerPoint, where the image proportions are easily modified by dragging the corners of the picture box. Doing so can change the aspect ratio of the trademark and is to be avoided.

## Minimum Clear Space Protection

The landscape trademark may appear in the same graphic field with other logos, graphics, and type. Therefore it is important to maintain a minimum amount of clear space protection around the logo to avoid confusion of the brand. This clear space helps establish the importance of the logo in environments where it competes for attention with other graphic elements or logos.

The unit of measure "X" equals the height of the word mark. The minimum required clear space protection extends the distance 1X above, below, to the right, and to the left of the trademark as indicated.

## Minimum Size

The minimum size the portrait trademark may be reproduced is 1.0 in. wide. Beyond this the tag line "Where Homelessness Ends" becomes difficult to read.

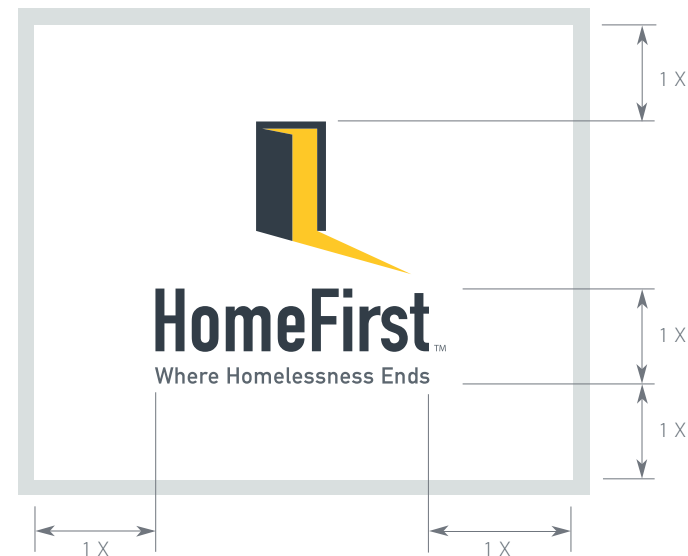
HomeFirst CORPORATE TRADEMARKS MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

## Portrait Trademark

### Proportions



### Minimum clear space



### Minimum size





# Color Palette

## HomeFirst Colors

HomeFirst colors are an important part of the brand image. The Pantone color reference is: Pantone+ Solid Color, Coated.

An extended palette of corporate colors has been established for use wherever the HomeFirst brand is delivered. These additional colors are designed to provide a color foundation for the extended brand look-and-feel. The palette is versatile while also delivering a unique HomeFirst identity.



















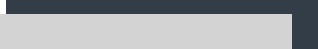
Draw from the extended HomeFirst corporate color scheme when creating illustrations, graphics, and anywhere additional colors are needed.

HomeFirst EXTENDED CORPORATE COLORS MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

## HomeFirst Colors

## Pantone+® Solid Coated Color Book

### SPOT Color (pms) Pantone+ Solid Color Coated Book

		pms432C	corporate colors
		pms123C	
<hr/>			
		pms158	extended color palette
		pms258	
		pms368	
		pms327	
		pms299	
		pms431	
		pms429	
		pms427	

# Color Palette

## Color Equivalencies

When reproducing colors in process ink or digital mediums, refer to the table at the right for color equivalencies of the Pantone+ colors:

Process color (cmyk)

RGB color (r/g/b)

Web (html)

Note: Color variance will occur across a wide range of circumstances:











1. Application programs (such as PowerPoint)
2. Output displays (due to monitor settings)
3. Printers (due to printer settings)
4. Printed color vs. projected (displayed) color

If you have any questions or concerns over the proper application of color, contact the HomeFirst Marketing department.











HomeFirst EXTENDED CORPORATE COLORS MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

## Color Equivalencies











### PROCESS Color (cmyk) Pantone+ Color Bridge Book

	432	c65 m43 y26 k78
	123	c0 m19 y89 k0
	158	c0 m62 y95 k0
	258	c51 m79 y0 k0
	368	c65 m0 y100 k0
	327	c100 m2 y60 k14
	299	c86 m8 y0 k0
	431	c45 m25 y16 k59
	429	c21 m11 y9 k23
	427	c7 m3 y5 k8

### RGB Color (rgb)

	432	r51 g63 b72
	123	r255 g199 b44
	158	r232 g119 b34
	258	r140 g71 b153
	368	r120 g190 b32
	327	r0 g134 b117
	299	r0 g163 b224
	431	r91 g103 b112
	429	r162 g170 b173
	427	r208 g211 b212

### HTML Color (web)

	432	333F48
	123	FFC72C
	158	E87722
	258	8C4799
	368	78BE20
	327	008675
	299	00A3E0
	431	5B6770
	429	A2AAAD
	427	D0D3D4

## Color Usage

### Color-On-Color Guidelines

When reproducing the color HomeFirst trademark on color surfaces, care must be taken to maintain the integrity of the trademark with good contrast and appropriate color combinations.

If you have any questions or concerns over the proper application of color, contact the HomeFirst Marketing department.

HomeFirst EXTENDED CORPORATE COLORS MUST NEVER BE ALTERED OR MODIFIED IN ANY WAY.

### Color-On-Color Guidelines

HomeFirst\_Lnscp\_PMS.eps



HomeFirst\_Lnscp\_Rev\_OnYellow\_PMS.eps



HomeFirst\_Lnscp\_Rev\_OnBlack\_PMS



HomeFirst\_Lnscp\_Rev\_PMS.eps



HomeFirst\_Lnscp\_Rev\_PMS.eps



HomeFirst\_Lnscp\_Rev\_PMS.eps



HomeFirst\_Lnscp\_Rev\_OnBlack\_PMS



HomeFirst\_Lnscp\_Rev\_PMS.eps



HomeFirst\_Lnscp\_Rev\_PMS.eps



HomeFirst\_Lnscp\_PMS.eps



# Typography

## Myriad Pro Font Family

Myriad Pro (Open Type) font family represents the HomeFirst brand identity. It appears on the corporate letterhead suite, and this Style Guide, and is intended for use in all marketing communications materials — wherever the HomeFirst brand is delivered.

## Franklin Gothic Font Family For Content Authoring

Because content is authored by individuals outside of the Marketing department (such as Word documents and PowerPoint presentations) where Myriad Pro may not be available, a standard type font resident on PCs and MACs is specified to provide continuity company-wide.

Franklin Gothic font family is specified for content creation (outside the marketing department) in programs such as MS Word and PowerPoint.

## Myriad Pro Font Family

### Light

The quick brown fox jumps over the

### Light Italic

*The quick brown fox jumps over the*

### Regular

The quick brown fox jumps over the

### Italic

*The quick brown fox jumps over the*

### Semibold

The quick brown fox jumps over the

### Semibold Italic

*The quick brown fox jumps over the*

### Bold

The quick brown fox jumps over the

### Bold Italic

*The quick brown fox jumps over the*

### Light Condensed

The quick brown fox jumps over the

### Light Condensed Italic

*The quick brown fox jumps over the*

### Condensed

The quick brown fox jumps over the

### Condensed Italic

*The quick brown fox jumps over the*

### Semibold Condensed

The quick brown fox jumps over the

### Semibold Condensed Italic

*The quick brown fox jumps over the*

## Franklin Gothic Font Family

### Gothic Book

The quick brown fox jumps over the

### Book Italic

*The quick brown fox jumps over the*

### Medium

The quick brown fox jumps over the

### Medium Italic

*The quick brown fox jumps over the*

### Demi

The quick brown fox jumps over the

### Demi Italic

*The quick brown fox jumps over the*

### Heavy

The quick brown fox jumps over the

### Heavy Italic

*The quick brown fox jumps over the*

# Usage Violations

## Violations

Any variation from the guidelines covered in the HomeFirst Application Style Guide would be incorrect and should not be used.

The following are some examples of unacceptable modifications – violations in the application of the HomeFirst trademark.

1. Never move, delete, or rearrange any elements of the corporate trademark from their respective positions.
2. Never attach words or graphics to the corporate trademark.
3. Any distortion of proportions (height or width) of the corporate trademark is incorrect.
4. Never make another logo using elements of the corporate trademark.
5. The HomeFirst logo mark (the open door) must never appear independently from the lettermark.
6. Never place the HomeFirst trademark over a colored or a textured background. Use a reversed trademark if there is adequate contrast.
7. Never place the HomeFirst trademark over a photographic background. Use a reversed trademark if there is adequate contrast.
8. Never use a reversed HomeFirst trademark on a light background.

IF YOU HAVE ANY QUESTIONS OR CONCERNS REGARDING APPLICATION OF THE HomeFirst CORPORATE TRADEMARK, CONTACT THE MARKETING DEPARTMENT.

## Violations

1. Violation



5. Violation



2. Violation



6. Violation



3. Violation



7. Violation



4. Violation



8. Violation



## About HomeFirst

HomeFirst is a leading provider of services, shelter, and housing opportunities to the homeless and those at risk of homelessness in Santa Clara County. We are passionately focused on helping the chronically homeless find and keep permanent housing.

Our efforts are consistent with the nationwide 'Housing First' movement that places people in permanent housing, as soon as possible, rather than relying upon shelters or transitional housing. This approach has proven more effective in ending homelessness rather than just managing it.

For more information, visit **[homefirstscc.org](http://homefirstscc.org)**.

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