



Brand Standards Manual

Brand Goals

WHAT WE WANT TO ACCOMPLISH



► Goals of HWH's Brand

OUR GOALS

Our goals are:

- to **provide** safe and dignified **housing** for people who struggle with mental wellness
- to **improve our community's safety** by offering loving care and housing to those challenged by mental illness
- to **eradicate** the **fear** and **stigma** associated with mental illness by promoting education and resources and offering real solutions

OUR VALUES

We value

- love, compassion, and respect for all people
- employing a servant's heart and attitude

We understand the unique challenges these individuals face, valuing their worth and contribution to our world.

THE 4 TENETS

These Four Tenets must be reflected in our homes and in anything bearing our brand:

- **Security**
- **Dignity**
- **Love**
- **Purpose**

► Goals of These Standards

The following guidelines will help direct and guide you as you create web and print materials for His Will Homes. It establishes the way we talk about ourselves, the way we direct our marketing, and the way we present ourselves aesthetically.

Let's use these tools to help change communities and lives.



Brand Voice

HOW WE TALK



► Personality

1. CARING

Offering security, dignity, love, and purpose

- Focused on caring
- Offering hope and restoration
- Providing refuge and freedom
- Serving in community

2. PRAGMATIC

It just makes sense

- Promoting community safety
- Saving community money
- Lovingly serving both individuals and the community

3. PROFESSIONAL

A professional resource

- Driving awareness and policy
- Educating and informing the public
- Eliminating the stigma of mental illness

► Tone

SHOULD ALWAYS POINT TOWARD HOPE.

All imagery and messages should focus on:

- Freedom
- Community
- Opportunity
- Service

All imagery and messages should be:

- Light
- Bright and full of joy and freedom
- Professional
- Reliable and trustworthy
- Loving

Utilize images of:

- Light
- Open doors
- Open windows
- Keys (not locks)
- Smiling people helping each other

Some additional words and sentiments that you should invoke in messages and imagery:

Safety, security, dignity, love, purpose, integrity, hope, peace, understanding, shelter, family, belonging.



Logo Guidelines

HOW TO USE THE LOGO



▶ Primary Logo Meaning

BEHIND THE LOGO

The logo is designed to symbolize the successfulness of a supportive relationship between an individual and his or her community.

The figure in the center represents the transformed life of the individual. The figure is filled with hope, joy and freedom as community comes together to offer him or her a place of security, dignity, love, and purpose. As a flower blossoms when watered and nurtured or an eagle soars when well, so does the individual when fully supported by a community..

The “h” on either side represents the renewed community surrounding the individual. As the individual soars while embracing their community, the houses of the community are further established themselves, represented by the stem of the “h” being set down in place.



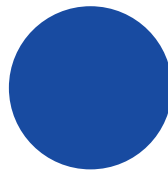
BEHIND THE COLORS



Yellow:

Represents

- Hope
- Freedom
- Light
- Joy
- Happiness
- Spirituality



Blue:

Represents

- Security
- Stability
- Safety
- Reliability
- Professionalism



▶ Logo Usage Guidelines



CORRECT USAGE:

Isolation Area:

Leave plenty of breathing room (Isolation area)

Do not ever shrink beyond readability of the logotype (i.e. “HIS WILL HOMES”).

Web:

- **RGB**
- **Resolution** - Minimum 72dpi (retina and mobile require higher pixel density)
- **Size** - Minimum is 200 x 200 pixels using the vertical layout
- Use png or svg with transparent background.
- For main menu and within horizontal areas, use the horizontal layout.

Print:

- **CMYK**
- **Resolution** - Minimum 300dpi
- **Size** - Minimum is 1 x 1 inch when using the vertical layout

INCORRECT USAGE:

- Do not stretch logo
- Never add words or alter text
- Never change colors
- Never place dark logo over dark background.
- Watch out for competing contrast.
- Never rearrange the logo elements.



▶ Logo Variations

VERTICAL



HORIZONTAL



DARK BACKGROUNDS



CIRCLES

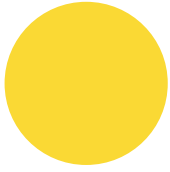


Color Guidelines

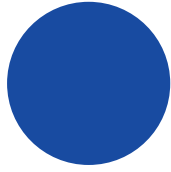
THE COLOR PALETTE



▶ Primary Colors

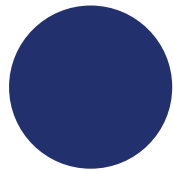


HEX: #fbd934
RGB: 35, 31, 32
CMYK: 2, 11, 89, 0

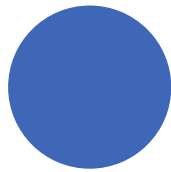


HEX: #184ba1
RGB: 24, 76, 161
CMYK: 98, 81, 0, 0

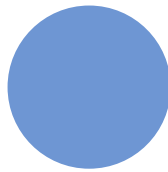
▶ Secondary Colors



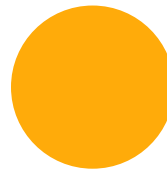
HEX: #22306d
RGB: 34, 48, 109
CMYK: 100, 93, 28, 15



HEX: #3e67b6
RGB: 62, 103, 182
CMYK: 81, 62, 0, 0

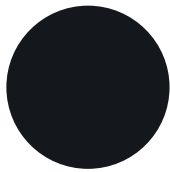


HEX: #6e95d2
RGB: 110, 149, 210
CMYK: 57, 35, 0, 0

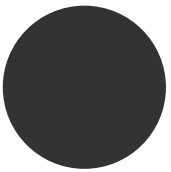


HEX: #ffaa0a
RGB: 255, 170, 10
CMYK: 0, 38, 100, 0

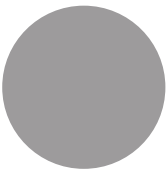
▶ Grays



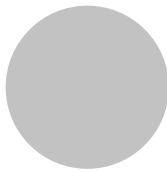
HEX: #14171b
RGB: 35, 31, 32
CMYK: 77, 69, 63, 78



HEX: #333333
RGB: 51, 51, 51
CMYK: 69, 62, 62, 58



HEX: #9d9b9c
RGB: 157, 155, 156
CMYK: 41, 34, 34, 1



HEX: #c2c2c2
RGB: 194, 194, 194
CMYK: 24, 19, 19, 0

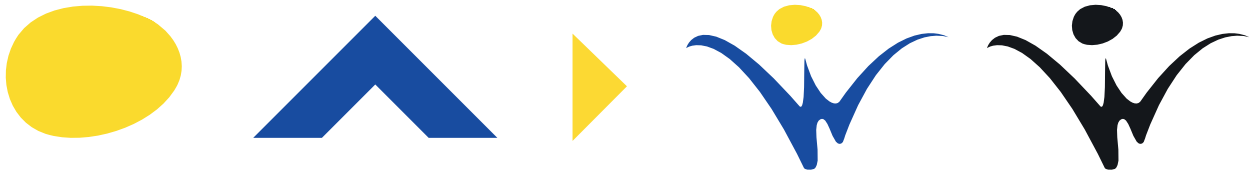


Supporting Graphics

GRAPHICS FOR YOUR TOOLBOX



▶ Logo Incorporation



▶ Separator Bar



▶ Icons



Typography

FONTS & HOW TO USE THEM

Aa



Header 1: Muli Bold

HEADER 2: LATO LIGHT ALL CAPS #1457BA

Header 3: Muli Bold Title Case #666666

Paragraph: Open Sans Light #333333



Example of a Header

SAMPLE SUB-HEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

► Tips and Examples

Headers:

Headers should be darker, usually in #14171b. Besides imagery, headers are the first thing the audience sees. Make headers bold and interesting. Try to keep to five words or less.

Sub-headers:

These expand a little about the context. Keep it brief (less than five words). Usually appears in gray or blue. Keep the font size 4-6 pt smaller than the Header font.

Paragraph:

Keep paragraphs in grays. Try to avoid hyphens and orphans (words appearing by themselves)

A Life Restored

STORIES OF HOPE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

PEOPLE OF HWH



A Place to Call Home

SAFE & WELCOMING HOUSING FOR MENTAL RESTORATION

TYPE AND BACKGROUND COLOR

Light on Dark



Dark on Light



Yellow on Blue

(SPARINGLY)

Light on Light



Marketing Guidelines

HOW TO COMMUNICATE TO YOUR AUDIENCE



► Know Your Audience

Below are some tips to consider regarding our audiences.

VOLUNTEERS:

Volunteers want to make a difference. They want to connect with like-minded people and maybe have a little fun while serving their community. Here are some points to emphasize in photography and content:

- **Joy**
- **Fulfilling work** that **makes a difference**
- **Helping others**

DONORS:

Donors, too, desire to make a difference. Organizational reliability is key to them. They want to ensure that their money is being used responsibly to affect real and positive change. Donors value:

- **Honesty**
- **Transparency**
- **Results** in the lives of **individuals** and the **community**

COMMUNITY MEMBERS

Our goal with members of the community is to show them a possibility for increased safety, while confronting stigmas and misconceptions associated with mental illness. Community members value:

- **Safety** and **security**
- **Financial well-being** of the **community**

JUDGES & CASEWORKERS:

Judges & caseworkers want to be assured that troubled individuals are placed into a safe and secure programs which can effectively reform these less stable individuals into productive members of society. Points to emphasize include:

- **Safety** and **security**
- **Reliable provision** and **care**
- **Effective reform**

POTENTIAL RESIDENTS & THEIR FAMILIES:

We want to offer them a refuge that is safe, secure, and caring. However, we also want to show an environment that encourages freedom, stability, and opportunities to excel.

- A **safe** and **caring** environment and staff
- **Peace**
- **Joy**
- **Opportunities** for **freedom**



Photography

IMAGERY FOR YOUR BRAND



► Photo Guidelines

DO

- Focus on a feeling of hope and joy.
- Use bright colors and light photos.
- Show happiness, hope, joy, smiles, and sunlight.
- Show pictures that convey a sense of safety, care, love, and security.
- Show community imagery, such as people working together, groups, people serving hand-in-hand.

DO NOT

- Do not use photography that depicts or invokes feelings of fear, despair, or ill intent.
- Do not show imagery of drugs, alcohol, needles, etc.

THINK IT THROUGH

We want to free people from the misconceptions and stigmas they may associate with mental illness and never reinforce fear or despair..





► Special Considerations

PHOTOGRAPHY OF ENVIRONMENTS

Try to keep house imagery light, bright, and clean. Only show houses and environments with the goal of pointing people toward hope.

However, you can show works in progress, such as before and after pictures, as well as volunteers doing construction or repairs or remodeling — always showing people making positive changes together.

Here are some examples of what you may see:

- Window and light
- Open doors and open spaces
- Cozy and inviting living spaces
- Safety and security
- Keys, not locks
- People serving together
- People helping each other

PHOTOGRAPHY OF PEOPLE

It can be good to show rough individuals, but show them in a state of joy, purpose, or working together. Make full use of pictures showing caring and community.

It may be appropriate to show backs, hands, and feet. If you do show a face, be sure you either use stock photography or have a written release form included with this manual.





HIS WILL HOMES

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