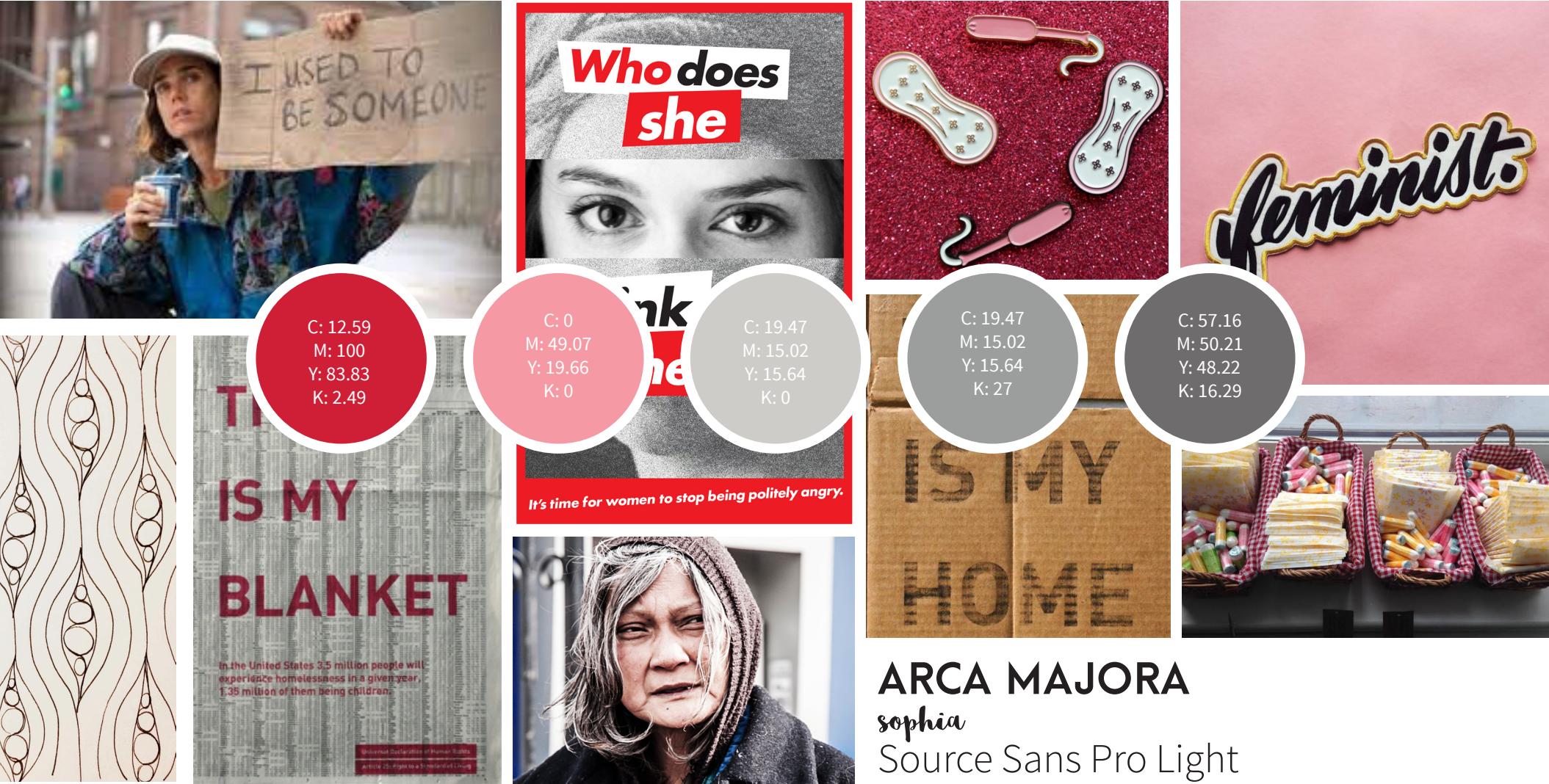




# THE HOMELESS PERIOD STYLE GUIDE

# mood board



# goals

## mission

to raise awareness of the many challenges homeless women face, especially during that time of month

## look + feel

empowering, “zine” feminist  
highlighting the challenges of being a homeless woman  
feminine but with a punch

## why this style guide?

- > this style guide will be a reference for future use of the aesthetic + branding of the non-profit The Homeless Period, including a logo, merchandising, photography, and graphic elements
- > with its color scheme and three fonts, the design of this style guide will stress the femininity of homeless women (who are often not even seen as human) and encourage viewers to empathize with them and take action (especially the female audience)

# logo

ON WHITE



THE HOMELESS PERIOD

ON BLACK



IMAGES



THE HOMELESS PERIOD

ICON



DO NOT USE



THE HOMELESS PERIOD

DO NOT USE



THE HOMELESS PERIOD

# color palette



free bleed

C 12.59  
M 100  
Y 83.83  
K 2.49

R 207  
G 32  
B 55

#CF2037

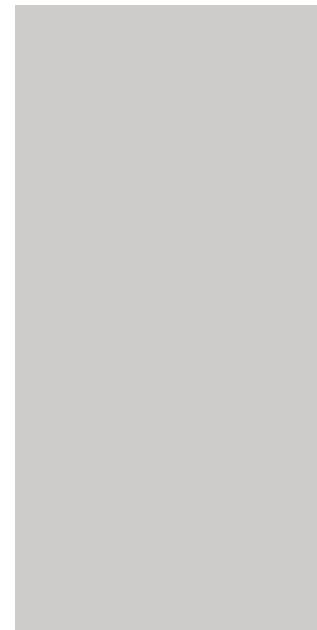


rose

C 0  
M 49.07  
Y 19.66  
K 0

R 245  
G 154  
B 165

#F59AA5



concrete

C 19.47  
M 15.02  
Y 15.64  
K 0

R 205  
G 204  
B 203

#CCCCCC



slate grey

C 19.47  
M 15.02  
Y 15.64  
K 27

R 158  
G 159  
B 160

#9E9FA0



sleeping outside

C 57.16  
M 50.21  
Y 48.22  
K 16.29

R 111  
G 109  
B 110

#6E6C6D

# font choices

## ARCA MAJORA - HEADLINE

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  
1 2 3 4 5 6 7 8 9 0

\*downloadable from <https://www.behance.net/gallery/19930755/arca-majora-free-font>

## sophia - headline accent

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  
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  
1 2 3 4 5 6 7 8 9 0

\*downloadable from <https://www.behance.net/gallery/30281267/Sophia-Free-Handlettered-Brush-Script-Font>

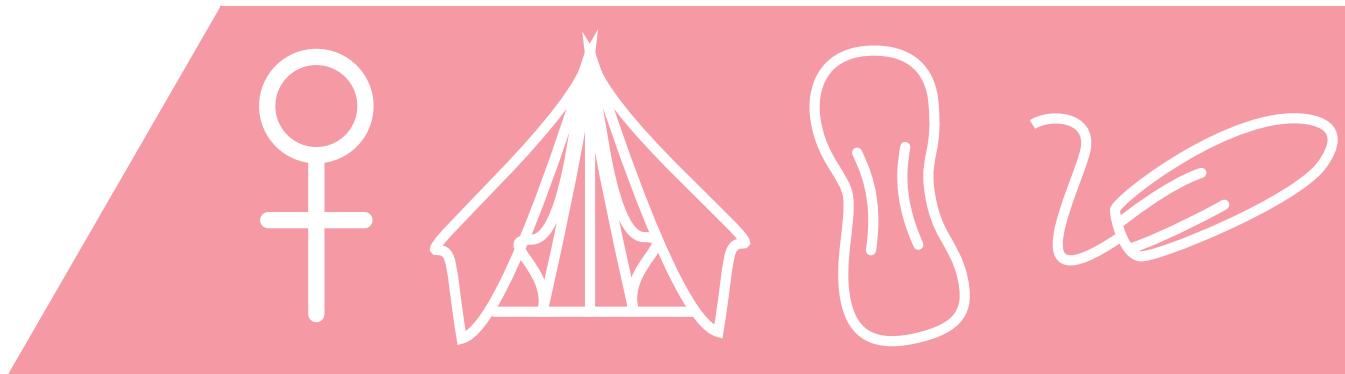
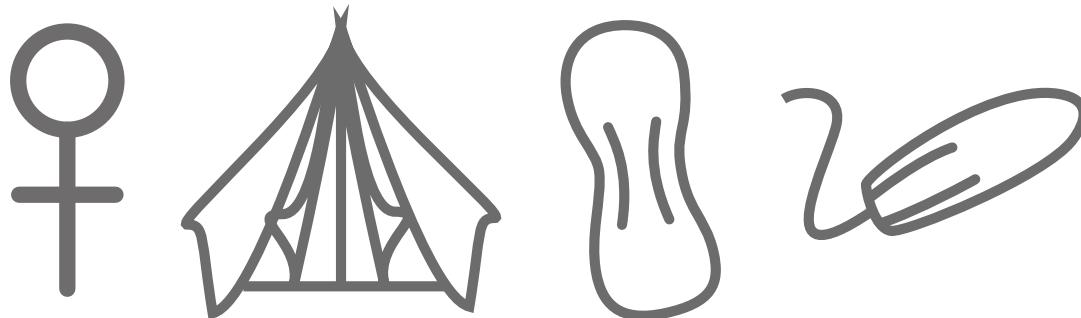
## SOURCE SANS PRO - BODY (LIGHT)

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  
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  
1 2 3 4 5 6 7 8 9 0

\*downloadable from <https://www.fontsquirrel.com/fonts/source-sans-pro>

# graphic elements

## ICONS



- > Icons in either grey color (sleeping outside) or white
- > Icons to be used on photos, as graphic elements of a page, or for any other promotional material

# photography

## TESTIMONIALS



**TAMPONS OR FOOD?  
FOOD.**

read more about her story here

Retrieved from [https://c2.staticflickr.com/6/5225/5633797795\\_2c021c1dd0\\_b.jpg](https://c2.staticflickr.com/6/5225/5633797795_2c021c1dd0_b.jpg)



**THAT DREADED TIME OF  
MONTH.**

read more about her story here

Retrieved from <https://i.ytimg.com/vi/FhrliwsNl1Q/maxresdefault.jpg>



**PERIOD PAIN IS AN  
UNDERSTATEMENT.**

read more about her story here

Retrieved from [https://upload.wikimedia.org/wikipedia/commons/3/3e/Homeless\\_woman.jpg](https://upload.wikimedia.org/wikipedia/commons/3/3e/Homeless_woman.jpg)

- > Testimonials of homeless women will be used on either the website or social media platforms.
- > On the website, a pink parallelogram (in the color rose) with a quote about menstruating while homeless will appear in the headline font (Arca Majora) with a “read more” text box slightly below in the body font (Source Sans Pro Light). Images have a 60% opacity filter of the grey color (sleeping outside)
- > By including testimonials, the non-profit can further humanize homeless women, showing their personal personal struggles, which would encourage the audience to empathize and take action

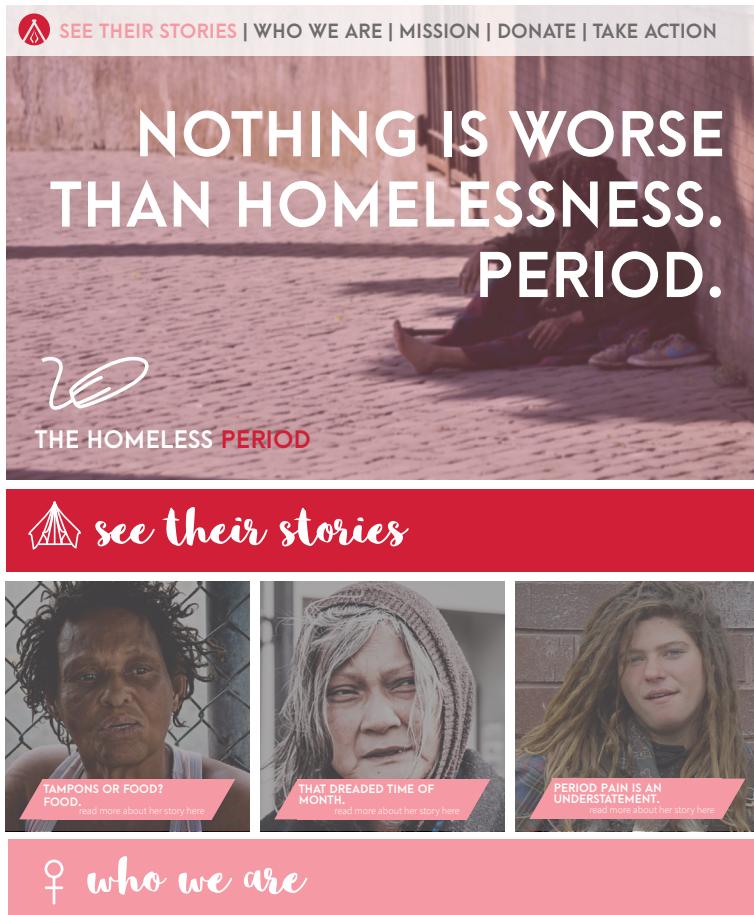
# photography

## DONATION PHOTOGRAPHY



- > Photography can include shots of people donating feminine hygiene products, people volunteering at donation drives, or people distributing the products to homeless shelters (any type of photography related to the mission of The Homeless Period)
- > Icons can be used with photography if desired, but must have the name of the non-profit (THE HOMELESS PERIOD) in the image format (white and red words) accompany it in the bottom left-hand corner of the image (with the icon above the non-profit name)
- > Text over the image describing the scene or encouraging the audience to donate is optional and up to the choice of the designer/creator, but text MUST be in white Arca Majora and over a 5.0 Gaussian blur of the image

# web design



The homepage features a large, bold headline: "NOTHING IS WORSE THAN HOMELESSNESS. PERIOD." Below it is a photograph of a person sitting on a bench. A signature logo "THE HOMELESS PERIOD" is overlaid on the image. A red bar at the bottom left contains the text "see their stories" next to a tent icon.

**SEE THEIR STORIES | WHO WE ARE | MISSION | DONATE | TAKE ACTION**

**NOTHING IS WORSE THAN HOMELESSNESS. PERIOD.**

**THE HOMELESS PERIOD**

**see their stories**

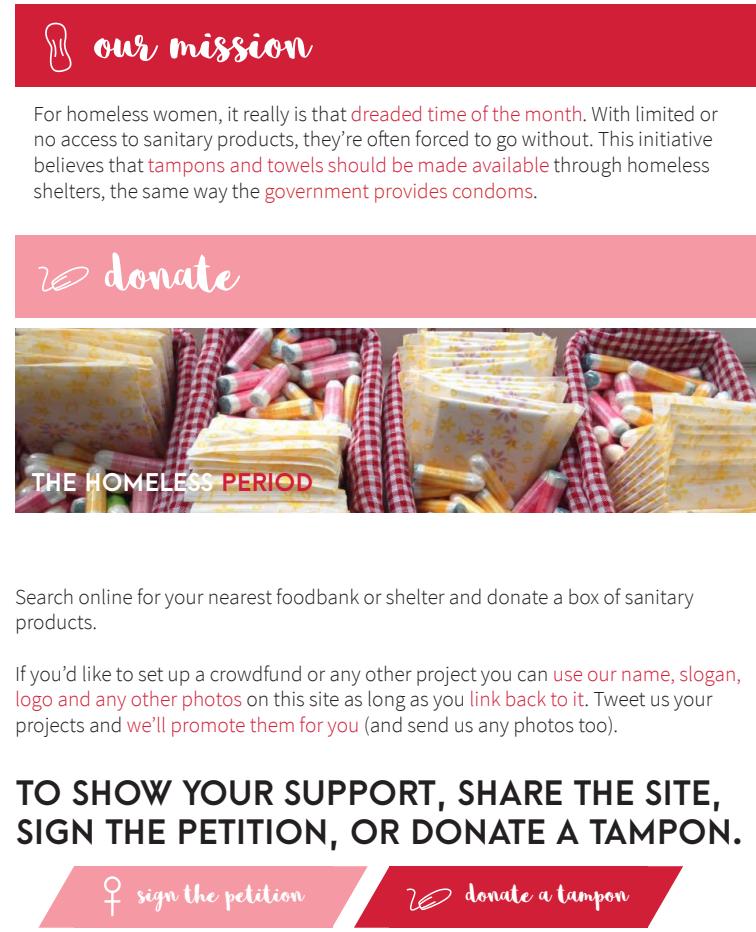
**TAMpons OR FOOD? FOOD.**  
read more about her story here

**THAT DREADED TIME OF MONTH.**  
read more about her story here

**PERIOD PAIN IS AN UNDERSTATEMENT.**  
read more about her story here

**who we are**

We are Oli, Josie, and Sara. We met as interns at a London advertising agency. We found the issue made us [think about homelessness in a way we hadn't before](#). We spoke about it with shelters like Spires UK, and later recorded an interview with Patricia – a woman who slept rough in Brixton for 6 months.



A red bar at the top right contains the text "our mission" next to a tampon icon. Below it is a section titled "donate" with a tampon icon. A photograph shows several boxes of sanitary products. A red bar at the bottom right contains the text "sign the petition" next to a tent icon and "donate a tampon" next to a tampon icon.

**our mission**

For homeless women, it really is that dreaded time of the month. With limited or no access to sanitary products, they're often forced to go without. This initiative believes that [tampons and towels should be made available](#) through homeless shelters, the same way the [government provides condoms](#).

**donate**

**THE HOMELESS PERIOD**

Search online for your nearest foodbank or shelter and donate a box of sanitary products.

If you'd like to set up a crowdfund or any other project you can [use our name, slogan, logo and any other photos on this site as long as you link back to it](#). Tweet us your projects and we'll promote them for you (and send us any photos too).

**TO SHOW YOUR SUPPORT, SHARE THE SITE, SIGN THE PETITION, OR DONATE A TAMpon.**

**sign the petition**

**donate a tampon**



- > format of web design is a single page parallax scrolling site
- > clicking on the various menu items will orient user to each section of the site
- > the menu (80% opacity white) always remains at the top of the screen
- > sections divided up with colorful bars, an icon, and the title of each section written in the accent font (Sophia)
- > two buttons at the end ("sign the petition" and "donate a tampon") that will redirect to either the petition site or the donation site
- > logo at end of site

# desktop + laptop



Retrieved from <http://www.pixeden.com/psd-mock-up-templates/cinema-display-psd-mockup>

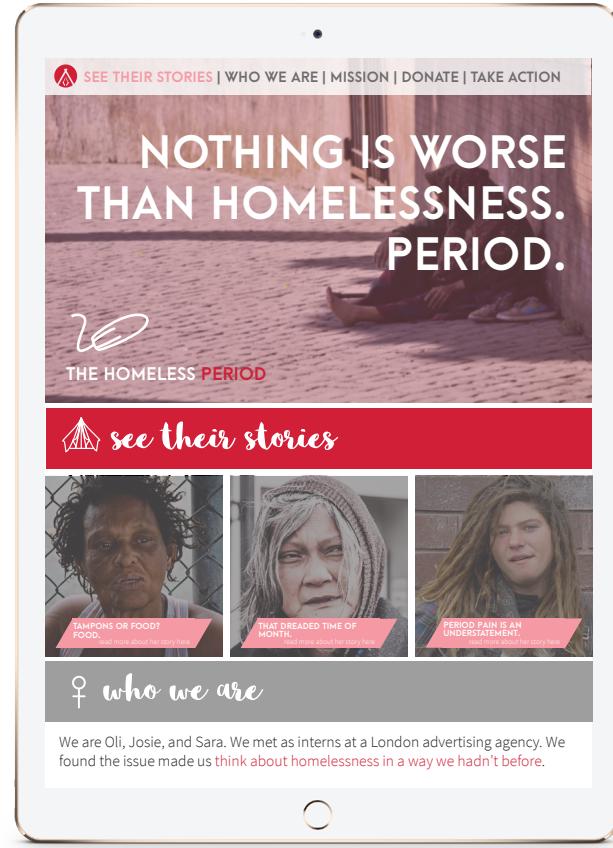


Retrieved from <http://www.pixeden.com/psd-mock-up-templates/the-new-macbook-psd-mockup>

- > similar formatting of website between desktop and laptop
- > homepage takes up entire screen, menu above for easier navigation

# phone + tablet

Retrieved from <http://www.pixeden.com/psd-mock-up-templates/iphone-6s-psd-rose-gold-mockup>



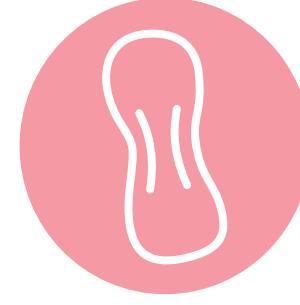
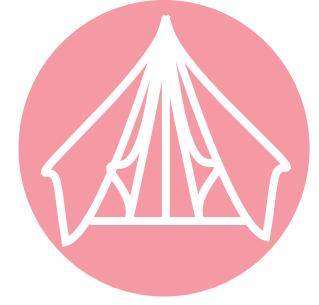
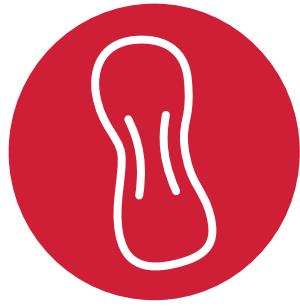
Retrieved from <http://www.pixeden.com/psd-mock-up-templates/psd-ipad-pro-vector-mockup>

> phone version has hamburger menu that, when clicked, leads to a pull out menu, but tablet version has the same menu above like that of the desktop and laptop versions

> phone version shows only one image at a time, while tablet version can show multiple because of its larger screen size (as seen with the "see their stories" component)

# merchandising

## PINS + BADGES



> pins given to those who donate a amount of money or certain number of sanitary products; also given to those who have signed the petition for homeless shelters to provide feminine hygiene products

> pins either have the red icon of the logo (in the color free bleed), its inverse, or the phrase "power to the period" against either a red background or a pink background (in the color rose), and the graphic elements in both red and pink (only the pad and tampon elements are in red, however)