

Table of Contents

Black & White Logo	3
Color Logo	4
Area of Non-encroachment	5
Primary Colors (including all Pantone, CMYK and RGB breakdowns)	6
Fonts (including usage specs)	7
Branded Item Specs	8-13

Black & White Logo

The Way Home logo consists of a key with a house shape inside the key. The name of the company appears above the key to the right, and does not intersect the key shape at all.

Do not alter The Way Home logo, or signature, in any way.



Primary signature

Recommended use for all The Way Home media

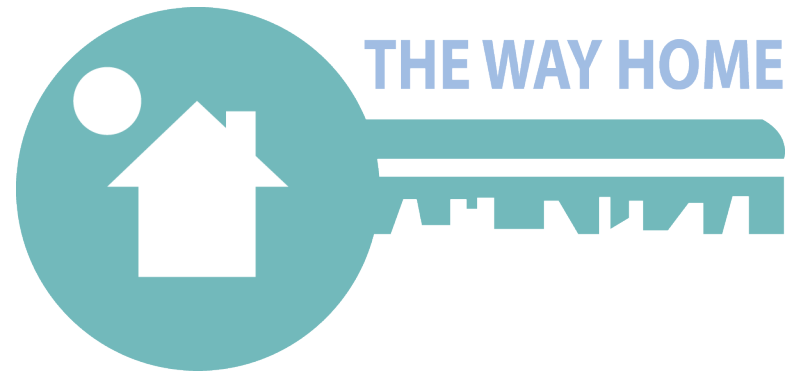
Color Logos

There are two color variations that can be done with the logo, aside from black and white. The black and white logo is preferred in any printed official, or plain text documents.

Color logos may be used for advertisement and internet-related purchases.



Color signature with black logo, blue is Pantone 658



Color signature with color logo, blue is Pantone 658, green is Pantone 2397

Area of Non-encroachment

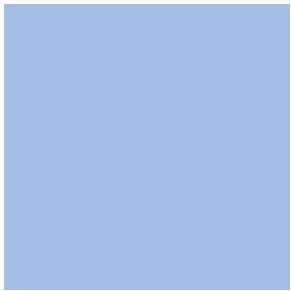
Other objects cannot be placed within the highlighted area of the company logo.

Non-encroachment area is the size of the circle shape on the key logo.



Primary Colors

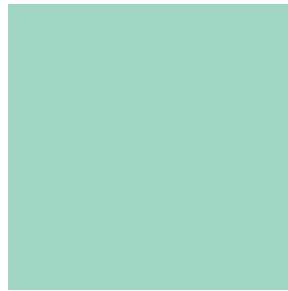
The primary colors used in the logo, cover page, and other company-related media.



R: 161
G: 190
B: 228

C: 35%
M: 17%
Y: 0%
K: 0%

PANTONE: 658



R: 161
G: 212
B: 194

C: 31%
M: 1%
Y: 28%
K: 0%

PANTONE: 7464



R: 114
G: 186
B: 188

C: 55%
M: 9%
Y: 27%
K: 0%

PANTONE: 2397

Fonts

Arial Narrow complements the unique font in The Way Home Logo, which is Futura Condensed Medium. Georgia is primarily for official documents and information.

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

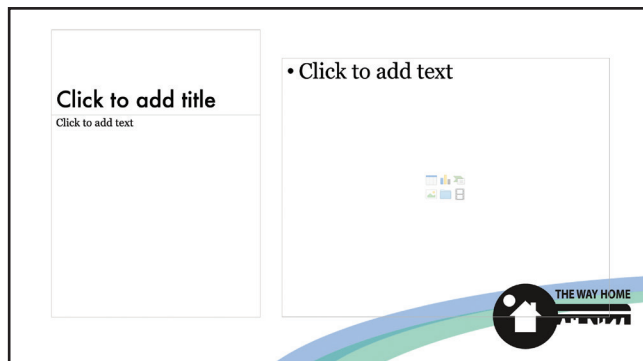
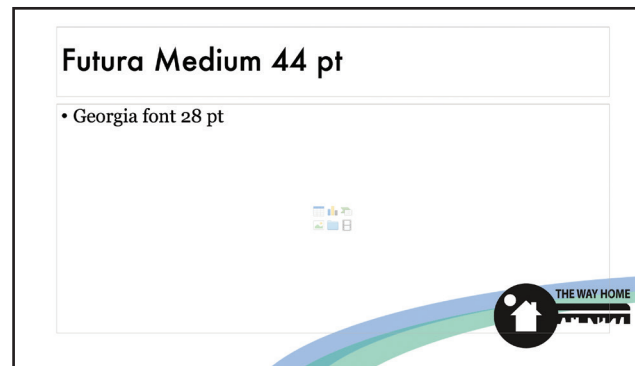
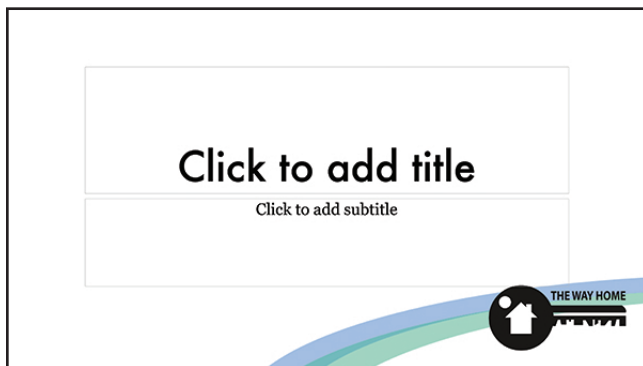
Follow these simple rules when using typography in communications:

- Use only the approved typefaces: Arial Narrow, and Georgia.
- Fonts may be used in any size to accommodate a range of media.
- Align all text on the left for consistency. Justified text is acceptable for copy-heavy documents.
- Use accent colors from The Way Home palette to color typography.
- Do not use “The Way Home” signature, logotype, or tagline artwork in body copy. Instead, type “The Way Home” using either font shown above.

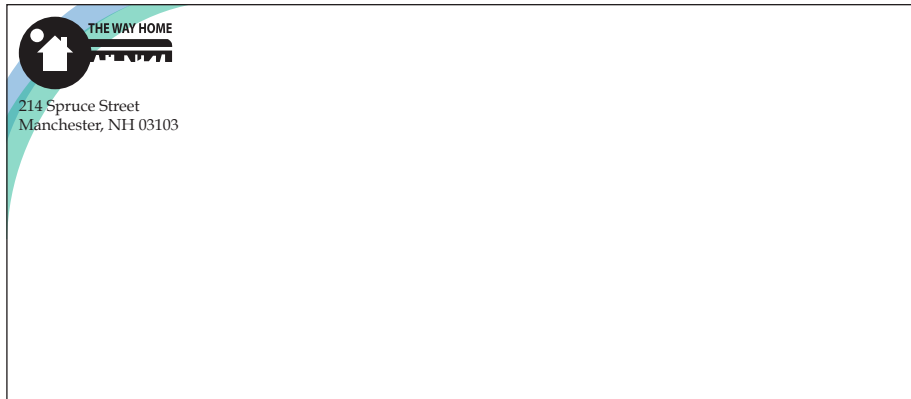
Presentation Slide Specs

Slides include fonts preset with The Way Home brand fonts, and logo font. There is one title slide, three slides that contain both text boxes, and spaces to insert images.

Each slide features The Way Home logo, and color design to match that of the stationary package (featured on next page.)



Branded Stationary



Branded stationary for The Way Home includes:

- 3.5" x 2" business card
- 8.5" x 11" letterhead
- 4.125" x 9.5" (#10) envelope

Website Logo Banner

This website banner will replace the current banner on The Way Home's website. It features the design to match the stationary package, one of the colored logos, and the current slogan for the Way Home.


This banner should be placed only at the top of the webpage.



Georgia Italic is the font used on the bottom of the image.

Colors used are all 3 of the Pantone colors listed on page 6.

Primary Colors



THE WAY HOME

214 Spruce Street
Manchester, NH 03103
(603) 627-3491
info@thewayhomenh.org

Programs

The Way Home provides wraparound services to homeless and at-risk households. Our goal is to ensure that everyone can secure safe, affordable housing and have the skills and resources to remain housed.

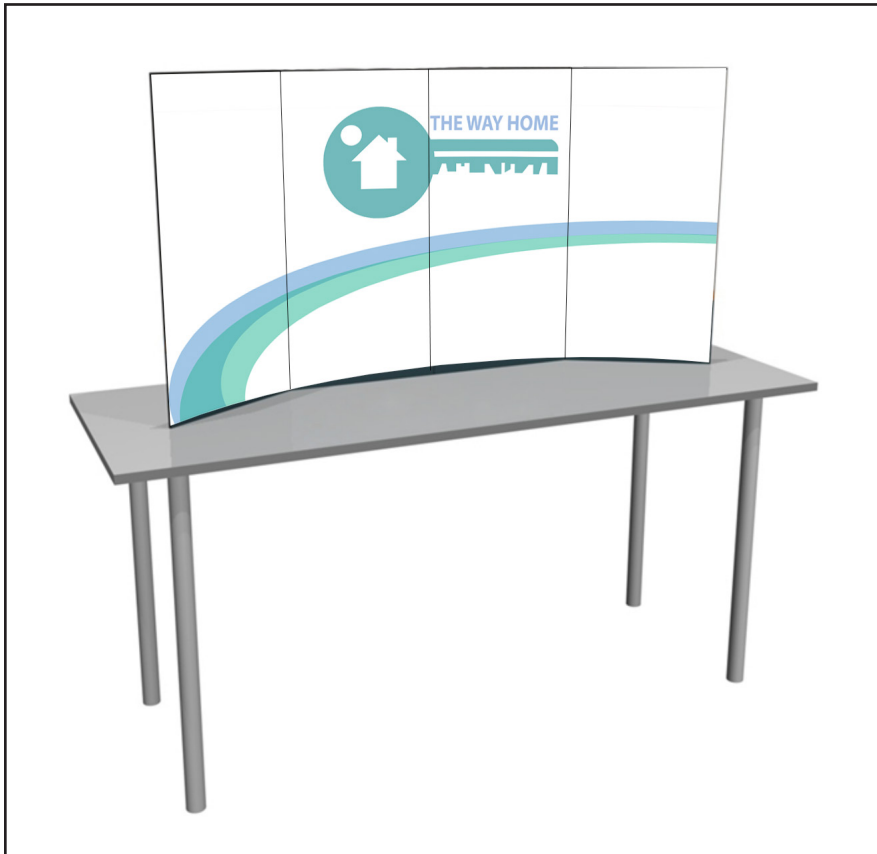
<p>Housing Assistance</p> <ul style="list-style-type: none"> •Security deposit guarantees •Homelessness-prevention grants •Mediation to prevent eviction or foreclosure 	<p>Housing Counseling Services</p> <ul style="list-style-type: none"> •Rental housing counseling •Foreclosure-prevention counseling •Financial literacy classes •Homelessness prevention, outreach, intervention
<p>Healthy Homes</p> <ul style="list-style-type: none"> •Certified Healthy Homes Specialists •Healthy home peer education •Apartment inspections •In-home education and resource •Landlord/Tenant education and support on Integrated Pest Management 	<p>Direct Housing</p> <ul style="list-style-type: none"> •Transitional supportive housing •Permanent supportive housing for chronically homeless •Permanent supportive housing for homeless veterans •Affordable housing
<p>Community Advocacy</p> <ul style="list-style-type: none"> •Represent low-income interests on the NH Public Utilities Commission •Monitor state legislation affecting housing and homelessness •Educate tenants on reporting substandard housing conditions •Work with state and local coalitions to end homelessness and promote healthy housing 	

This flyer design is easy to read, and can be printed as handouts or attached to bulletin boards.

The fonts used are Futura Condensed Medium, Georgia, and Georgia Bold, which go along with the font used in The Way Home logo and font kit. The 2-color logo is featured in the upper left corner, and contact information is located in the upper right corner. All the services of The Way Home are described in the text.

Dimensions: 8.5" x 11"

Tradeshow Booth



The Way Home tradeshow booth folding display features the same logo, design, and colors that are shown in other previous promotional materials in this book. It is easy to travel, and display right on top of the table to help attract clients.

The logo and design featured use the colors from the Pantone palette on page 6.

The dimensions of the open fold display are 63.5" x 31.875"

Social Media Images

The Way Home social media images can be used for the company's Facebook page. The cover photo (left) and the profile picture (right) both feature the logos, and the cover photo is family-friendly, and the logo with the sun rays references the old logo that The Way Home used to have.

Facebook logo: 180 x 180 px

Facebook banner: 828 x 315 px

