



Help
Hope
Live

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We have put together these brand guidelines to assist you and your in-house team on how to implement and execute the Help Hope Live brand effectively across a range of media.

These guidelines are essential to ensuring continuity across our brand.

Help Hope Live's bright, natural color palette is designed to evoke the vitality and optimism hope provides. The following production details will help best showcase this concept:

- Uncoated Pantone colors are preferred.
- Matte paper is preferred.
- Do not add to the color palette.

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OUR IMPACT

At Help Hope Live, we **Help** relieve the financial burden of a medical crisis, provide **Hope** at a time of overwhelming need and support patients and their families to **Live** life as fully as possible.

AT A GLANCE

The core elements of the Help Hope Live identity makes our brand instantly recognizable.

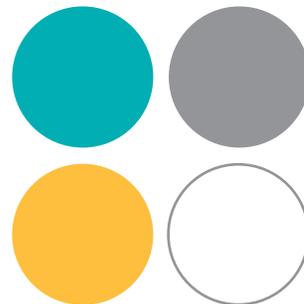
These elements are:

- our logo
- our color palette
- our typeface

LOGO



COLOR PALETTE



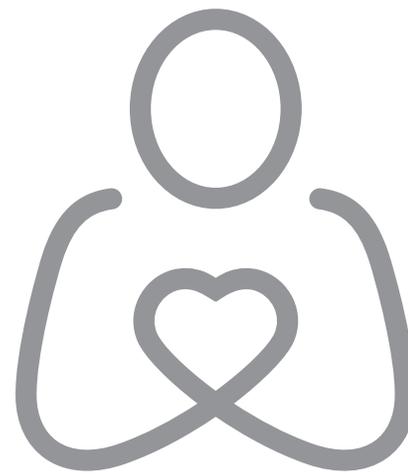
TYPEFACES

Avenir Heavy
Avenir Roman

OUR LOGO

HELP HOPE LIVE FIGURE

The figure featured in the Help Hope Live logo symbolizes the Help Hope Live pledge, a commitment to Help Hope Live by involvement in donorship, volunteering, recommendation and support.



Help
Hope
Live

Vertical



Help Hope **Live**

Horizontal

Logo Versions

Primary

This primary logo should be used whenever possible.

FULL COLOR

This logo should be used on a white or light background.



Logo Versions

Primary

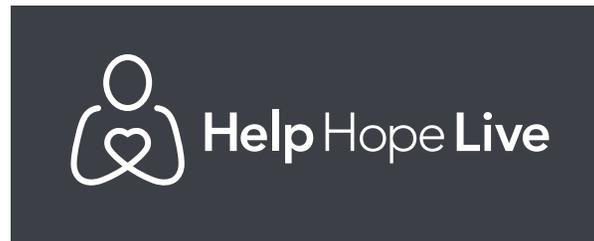
BLACK

A black logo is placed on a white or light background.



WHITE

A white logo is used on a dark or gray background.



Logo Versions

Secondary – Division/Qualifying

Geographic subtext can be added to the logo as needed.

The Division/Qualifying subtext should be left-aligned to the Help Hope Live mark and styled in: **Avenir Medium, ALL CAPS.**

Breaking the location onto two lines should be avoided whenever possible.

FULL COLOR

This logo should be used on a white or light background.



Logo Versions

Secondary – Division/Qualifying

BLACK

A black logo is placed on a white or light background.



WHITE

A white logo is used on a dark or gray background.



Logo Versions

Logomark

When there is very limited space available, the logomark can be used on its own.

FULL COLOR

This logo should be used on a white or light background.



BLACK & WHITE

A black logo is placed on a white or light background. A white logo is used on a dark or gray background.



Logo Sizing

MINIMUM HEIGHT

For the sake of legibility, the logo must never be printed smaller than 1in in height or 200px on screen. At smaller sizes, it is best to use the vertical logo or icon alone as shown below.

Should a logo be needed below 1 inch or 200px then the icon below will be used.



Logo Usage

ISOLATION ZONE

To protect the legibility of the logo, a clear space should be established around it. No other text, border element or image should be placed within this area. The clear space is proportional to the logo's size. Use the height of the "head graphic" according to the diagram to determine the clear space or margin required.



Incorrect Logo Usage

DO NOT STRETCH OR SKEW THE LOGO

Distorting the logo will decrease legibility and aesthetic balance.

DO NOT ALTER LOGO COLORS

Deviating from the specified logo colors will weaken the brand identity.

DO NOT CONCEAL OR CROP THE LOGO

The entire logo should be visible. Do not extract parts of the logo

DO NOT OVERLAP THE LOGO

The logo should be placed over a solid color block or white space, not over textures or other graphic shapes.

DO NOT FRAME THE LOGO

Do not enclose the logo in a different shape or use decorative borders.

DO NOT CHANGE THE LOGO FONT

Do not use the figure graphic with a new font.



COLORS

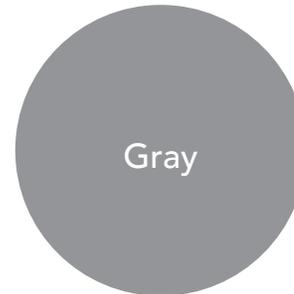
PRIMARY PALETTE

The strength of our palette is its consistency. Adhering to these color guidelines will result in clean, comprehensive communications that are instantly recognizable as Help Hope Live's.

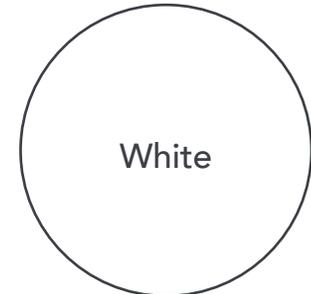
Although our palette is based on the Teal, the predominant color in most layouts should be white. By incorporating plenty of white space, we ensure that our communications feel clean and modern.



RGB 0 174 179
CMYK 76 7 33 0
HEX #00AEB3
Pantone 2397 U



RGB 148 149 153
CMYK 45 36 34 1
HEX #949599
Pantone Cool Gray 8 U

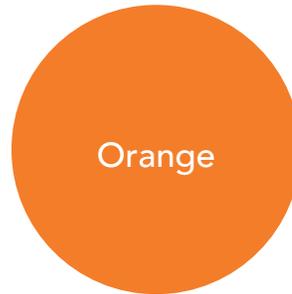


RGB 255 255 255
CMYK 0 0 0 0
HEX #FFFFFF

COLORS

SECONDARY PALETTE

The best uses for colors of the secondary palette are for items that require differentiation, for example, within charts and graphs, or for updates or callout buttons in digital applications.



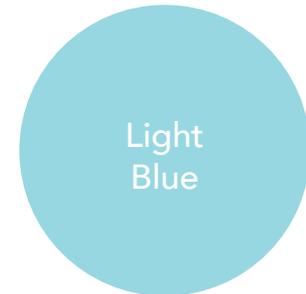
Orange

RGB 244 125 41
CMYK 1 63 96 0
HEX #F47D29
Pantone 144 U



Burgundy

RGB 149 46 70
CMYK 30 92 61 21
HEX #952e46
Pantone 2041 U



Light
Blue

RGB 152 210 221
CMYK 39 3 11 0
HEX #97d7e1
Pantone 629 U



Olive

RGB 154 155 50
CMYK 43 28 100 4
HEX #8f8e24
Pantone 398 U



Light
Green

RGB 175 193 45
CMYK 37 10 100 0
HEX #afc12d
Pantone 382 U



Yellow

RGB 254 191 62
CMYK 0 27 86 0
HEX #FEBF3E
Pantone 7406 U

TYPEFACES

PRIMARY TYPEFACE

Use Avenir Roman or Avenir Light for body copy and Avenir Heavy for headlines. Avenir Black will be reserved for use in the logo.

Verdana is meant to act as a back-up typeface in instances when Avenir is unavailable.

AaBbCcDdEeFf

01234567890

Avenir Heavy

AaBbCcDdEeFf

01234567890

Avenir Roman

TYPEFACES

SECONDARY TYPEFACE

Use Nexa Rust Script for invitations and "fancy" font needs. This is to be used very sparingly.

Aa Bb Cc Dd Ee Ff
01234567890
Nexa Rust Script

PRIMARY & SECONDARY TYPEFACE EXAMPLES

Fancy Text

23 pt Nexa Rust Script

Body Copy
10pt Avenir Roman (Black)

Legal Text
8pt Avenir Light (Black)

Main Headlines

24 pt Avenir Heavy (Teal)

Sub Headlines
16pt Avenir Light (Gray)

CATEGORY HEADLINE

16pt Avenir Roman (Teal)

2 Radnor Corporate Center, Suite 100
100 Matsonford Road
Radnor, PA 19087

