

04	introduction
05	logo
07	colors
10	typography
12	stationery
16	imagery
18	brand elements
21	identity
22	audience



Between Friends is a nonprofit agency dedicated to breaking the cycle of domestic violence and building a community free of abuse.

clear space

Clear space is how far the logo must be placed from other elements. To measure clear space, use the Hug symbol as a guide to spacing.

sizing

The full logo with the tagline should be used when adequate space is provided. The tagline should be removed when it is no longer legible. Two inches wide is a guideline of how small it can be. If you are unsure of whether it is readable or not, don't include it. The Hug symbol should be used on smaller applications, or where there is not sufficient space for the full horizontal logo.



(between
friends)

10px



4px

on backgrounds

When using the logo on a colored background or photo, the logo, in its entirety, should be made white. The tagline should also be changed to white. The only appropriate background colors to use are those present in our palette. If using a background color in the palette other than white. If using the logo on a photo without a color overlay or color block, the logo should be placed in a spot where it can easily be seen.

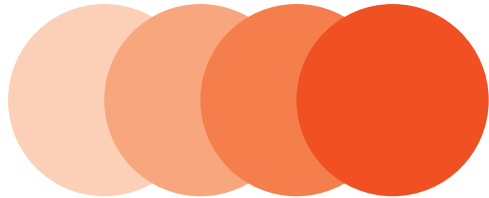
digital use

The Hug symbol should be used on social media as a profile image. The profile picture should always include orange, whether it is orange on white, or white on orange.



color

The primary colors of the brand are Tiger Lily and Silver Brunia. These colors should be used for all major brand elements, and should be the first choice when choosing color. Our secondary colors of Purple Iris and Arctic Sky should be used sparingly to emphasize calls-to-action, or important text, but should never be used as the main color.



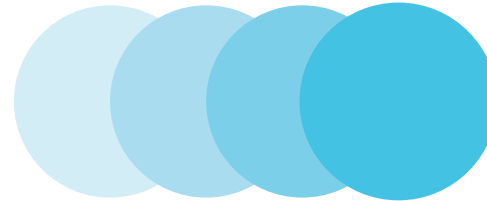
tiger lily

pantone orange 021 c

cmyk: 00, 00, 00, 00

rgb: 000, 000, 000

hex: #ffffff



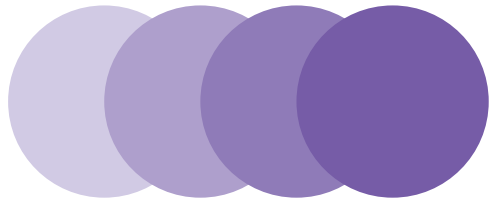
arctic sky

pantone 637 c

cmyk: 00, 00, 00, 00

rgb: 000, 000, 000

hex: #ffffff



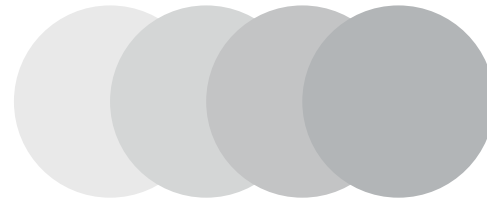
purple iris

pantone 2665 c

cmyk: 00, 00, 00, 00

rgb: 000, 000, 000

hex: #ffffff



silver brunia

pantone 877 u

cmyk: 00, 00, 00, 00

rgb: 000, 000, 000

hex: #ffffff

color usage

Our color palettes help separate us from others, and create a sense of uniqueness. While the usage of colors is somewhat flexible, there are some general rules to follow:

- Use our primary colors, Tiger Lily and Silver Brunia, when possible.
- Create contrast using combinations of light and dark colors.
- Darker colors can be made slightly transparent and overlaid on photos.
- Use our secondary color palette, Purple Iris and arctic sky, sparingly.



Combine tints + shades of the primary palette



Place white logo or text over any palette color



Use solid, opaque colors with text over photos



Use transparent dark colors over photos



Combine colors with poor contrast



Place color logo on top of color



typography

Our primary logotype typeface is Proxima Nova. It is both clear, legible, and modern, which will work well in print and digital. Because Proxima Nova may not be accessible to all, Montserrat may be used to substitute. The font family includes many weights like light and extrabold, providing a wide range of options for type. For headlines, quotes, and larger text, extrabold is best. For body copy, subheadlines, captions, and smaller text use light.

1. **large headline** montserrat extrabold 28pt

2. **large copy** montserrat light 16pt

3. **medium headline** montserrat extrabold 20pt

4. **medium copy** montserrat light 12pt

5. **small headline** montserrat extrabold 14pt

6. **small copy** montserrat light 8pt

7. **quotation** montserrat extrabold 20pt

8. **quotation credit** montserrat light italic 12pt

1 **Our Mission**

2 Between Friends is a nonprofit agency dedicated to breaking the cycle of domestic violence and building a community free of abuse.

3 **Our Mission**

4 Between Friends is a nonprofit agency dedicated to breaking the cycle of domestic violence and building a community free of abuse.

5 **Our Mission**

6 Between Friends is a nonprofit agency dedicated to breaking the cycle of domestic violence and building a community free of abuse.

7 **Between Friends is a nonprofit agency dedicated to breaking the cycle of domestic violence.** — anne farmer⁸

stationery

The stationery reflects the simplicity in communication that Between Friends continually strives to deliver. Through a simple application of the logo, in combination with on-brand typography, the stationery remains legible and impactful.



Anne Farmer

Head of Marketing
aecfarmer@gmail.com
1(839) 272-3909

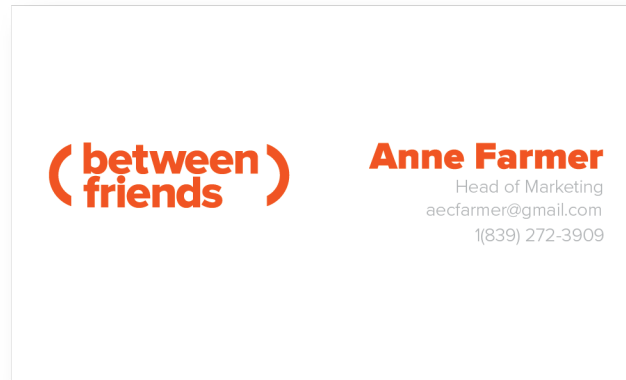


Anne Farmer

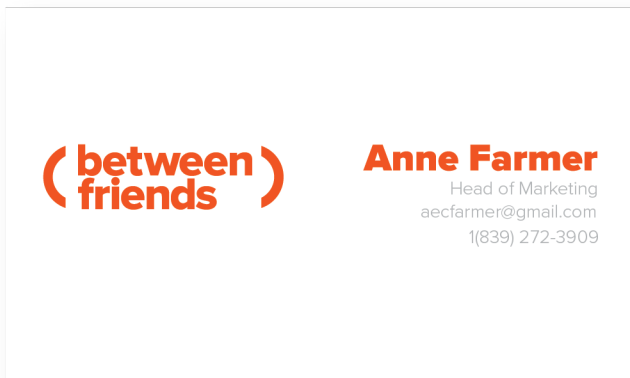
Head of Marketing
 aecfarmer@gmail.com
 1(839) 272-3909

business card

The business cards remain eloquent, displaying the full logo on the front, and an easy-to-read heirarchy of information on the back.



Name, position, email,
 and phone number
 (Montserrat Extrabold/Light)



3.5 in x 2 in

Letterhead

The letterhead takes its inspiration from the business cards in its simplicity. The logo appears strongly in the bottom right, while the letter itself reflects the brand's typographic standards.

11/15pt Montserrat Light

Hello,

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

Thank you,

Anne Farmer
Head of Marketing
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1 (839) 272-39009



THE PART OF SOMETHING BIGGER
PRICELESS

When you make a donation to support our cause, you join thousands of generous people who are investing in a better world. The dollars we receive are used exclusively for our programs. [Learn more](#)

Your gift will provide learning opportunities to people of different backgrounds and needs.

Post about your gift on social media and connect with other donors using the hashtag #donate.

Every donation makes a huge difference by helping us to serve more people around the world.

START GIFTING

Between Friends | P.O. Box 608548, Chicago, IL 60660

(between friends)
PROMOTING SAFE RELATIONSHIPS

THE SPIRIT OF GIVING

Your generosity has the potential to make a big difference to those that are affected by domestic violence.

START GIFTING

ON TO

E

ING BIGGER

PRICELESS

our cause, you join investing in a used exclusively

makes a helping people

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PROMOTING SAFE RELATIONSHIPS

May 2019 | Issue

Monthly News & Updates

Upcoming Events
See what's happening this month.

Service Spotlight
Link to [Additional Resources](#).

Service Spotlight
Link to [Additional Resources](#).

Article Heading
If readers need to know more than you can fit here, add a link to an outside resource that covers the rest. Lastly, make sure the accompanying image matches the topic.

[Read more](#)

Feature Heading
Place article copy here. Be sure to make the articles short and concise as people tend not to read much more than a couple of paragraphs. Place article copy here.

[READ MORE](#)

A direct and compelling headline

BETWEEN FRIENDS | [Website]

Between Friends | P.O. Box 608548, Chicago, IL 60660

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Link to [Additional Resources](#).

email templates

Emails are an important medium of connection for Between Friends. Carrying through the simplicity, the email templates strive to display information in a succinct and comprehensive manner.

email signature

The email signature is an important addition to “digital stationery,” and its minimal yet informative structure ensures legibility and ease of connectivity.

1. **logo** without tagline
2. **name** montserrat extrabold 33pt
3. **position** montserrat extrabold 19pt
4. **contact info** montserrat light 15pt



imagery

It is important that the photos we use do not damage our brand or portray negativity. A careful and thoughtful use of photos is important for the brand and audience. Avoid any photos that bring about doubt. Attempt to include diverse groups of people to appeal to all of our expansive audience. The most important concept is positivity, so while images of vulnerability can be engaging, they perpetuate negativity. We never use photos of people who are suffering, are in vulnerable situations, or are portrayed as “less than.” Every single photo should display dignity, confidence, and joy.



Genuine joy
and diversity



Empowered,
confident people



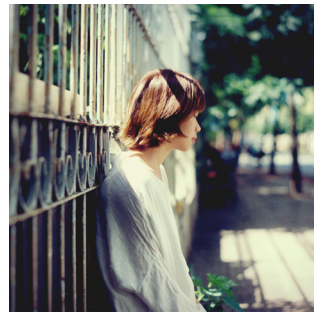
Personality and
character



Healthy relationships
and positivity



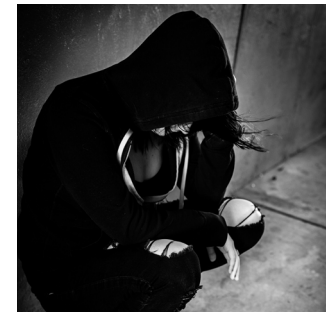
Portray people
as helpless



Sad or hopeless
expressions



Dull and drab colors,
obscured face

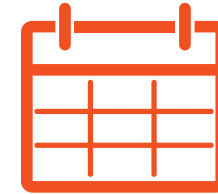


Black and white,
distraught people



brand elements

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icons

In an effort to continue to effectively communicate using less language, a set of icons has been developed to convey ideas and messages in a simpler way. All icons are built primarily from one line weight, using negative space to separate aspects.

patterns

Use patterns as accents to enrich a design. Subtle use of patterns are best, as they should never distract from the main content or message.



identity

Between Friends provides a safe, violence-free, supportive, self-help environment for individuals and families in crisis. Between Friends has programs and services that include a toll-free Crisis Line, counseling for victims and their children, court advocacy, prevention and education efforts.

Between Friends is a nonprofit agency dedicated to breaking the cycle of domestic violence and building a community free of abuse.

audience

Between Friends focuses on interfacing with **clients, donors, policy makers, and media.**

We strive to be inclusive towards all potential clients. We also aim to reflect Between Friends' sub-initiatives (REACH, Our Music My Body, A Night Out).

leadership
innovation
collaboration
responsiveness
integrity
respect

