

homes of freedom®

BRAND STANDARDS GUIDE

A guide for homes of freedom® employees, volunteers & partners.



**homes of
freedom**
you are the key

you are the key!

homes of freedom® – The Face of Our Mission



Usage of the homes of freedom® Brand Identity

The homes of freedom® logo may not be altered unless consent is granted by a homes of freedom® representative.

Any usage of the homes of freedom® brand identity in a format other than what is outlined in this Brand Standards Guide is prohibited without consent and approval by the homes of freedom® Brand Manager.

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17, 500 people are trafficked into the US each year. **homes of freedom®** was established to do something about it. It is our mission to effectively create real and lasting change in the lives of survivors of human trafficking.

Our brand identity is the face of this mission and represents the uniting of people in one voice with the sole purpose of eradicating the injustice that is modern day slavery. **homes of freedom®** will support a new life of freedom for victims of human trafficking by providing them a safe shelter.

Through partnerships in our communities, **homes of freedom®** is seeking to open safe shelter homes that will provide a new start for victims by providing them the following basic needs:

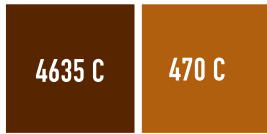
- a place to call home
- food and clothing
- education and job training
- many other needed services

homes of freedom® safe houses will provide precious lives with much-needed community support and a new life of freedom. The **homes of freedom®** brand is one that represents the unlocking of potential; the potential that is available in the lives of these victims through the support of caring people.

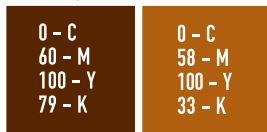
People are “the key” to building these homes and supporting this very worthwhile mission. This should be communicated at every touch point and in every interaction with the **homes of freedom®** brand. Assuring the quality and consistency of our brand through the use of appropriate imagery, colors, and fonts, as well as in the tone and manner of how we communicate, will insure that our message of “freedom” remains consistent, true, and effective. Please help us guard and care for this message by adhering to our brand standards as they are outlined in this guide.

homes of freedom® – Color Palette

Primary Brand Colors – Spot



Primary Brand Colors – CMYK



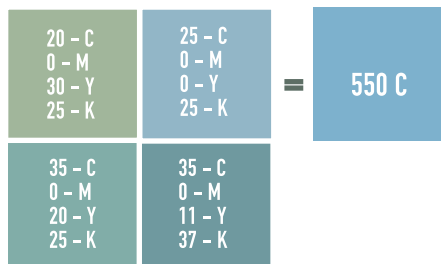
Secondary Brand Colors – Spot



Secondary Brand Colors – CMYK



Tronie Foundation Colors



homes of freedom® is an initiative of The Tronie Foundation and the two identities often are co-branded. For specific rules regarding co-branding with the Tronie Foundation logo please refer to Page 5.

The Tronie Foundation color palette does not include Pantone call outs, but CMYK color builds only. However, the color palettes of both identities were designed to work in conjunction with one another, with “light blue” being the common color between the two brands. When producing color pieces that include both logos, the budget will require CMYK printing. In addition, Pantone 550 would be replaced with the light blue color build (25c, 0m, 0y, 25k) of The Tronie Foundation brand.

Collective Color Palette



homes of freedom® – Print Positive

[1] Preferred Appearance: Two Color Look



It is preferred that the logo appear in **homes of freedom®** brown (Pantone 4625 C) and Light Brown (Pantone 4635 C) on a white or light background. The logo should appear this way in Spot, RGB and CMYK. Please refer to Page 2 for a complete color palette.

[2] Single Spot Color Standards



When budgets call for a single spot color the **homes of freedom®** logo should print in Pantone 4625 C. The logo should never print in any of the other colors in the palette other than 4625 C when printing in a single spot color. (Refer to rules in Section 3 below when the **homes of freedom®** color palette is not available.)

[3] Other Single Spot Color Standards



When **homes of freedom®** brand colors are not available, a grayscale/halftone TIFF of the logo should be provided and the logo should appear as a halftone; black and 74% gray.



If black ink is not available, then the darkest available ink color should be applied to the solid version of the logo. This is not preferred and should only be used as a last resort when partnering with other organizations who are controlling final color. (For example: **homes of freedom®** is supporting a community event where white t-shirts are being printed with Navy Blue ink and given out to volunteers of the event. In this case, it is permissible to allow the **homes of freedom®** logo to print in the chosen ink color of Navy Blue.)



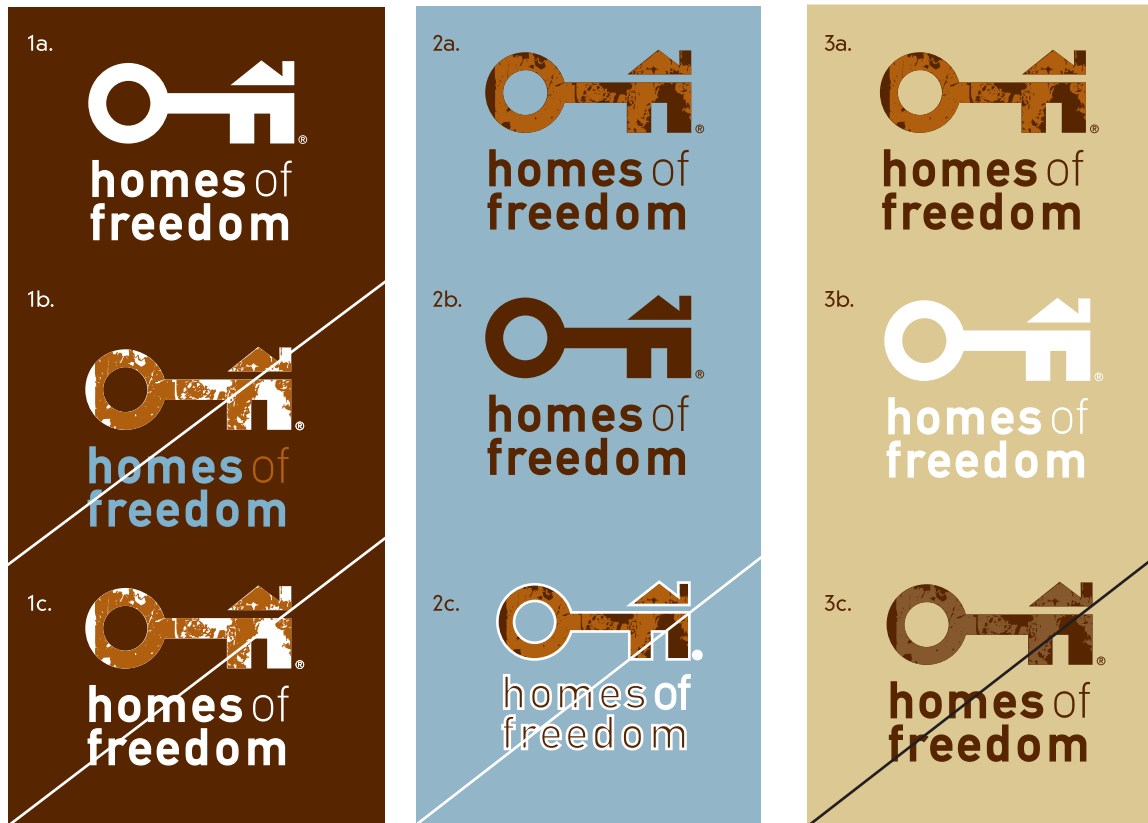
The logo should never appear in two colors other than those outlined in this guide. Print only in the darkest available color.

[4] Black



When final printed documents will be produced using a copy machine, or in the case of documents that will be faxed, a black and white vector version of the logo should be used. (Adobe Illustrator .ai, pdf or .eps)

homes of freedom® – Insuring Consistency

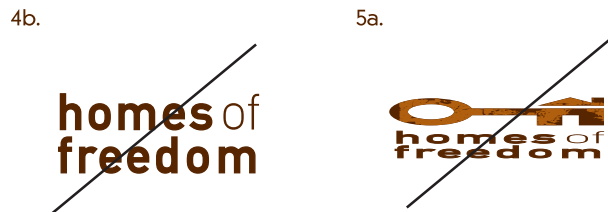


When reversing the logo, the background color should be at least 35% darker than white. (3b). Under no circumstances should a stroke or outline be added to the **homes of freedom**® logo in either positive or reverse form (2c). Please do not apply color to the logo icon and logotype separately (1b & 1c).

Under no circumstances should the logotype appear without the “key & home icon.” Inversely, under no circumstance should the key & home icon appear by itself without the words “**homes of freedom**” (4a & 4b).



Do not “stretch” or “pinch” or otherwise “distort” the **homes of freedom**® logo (5a & 5b). Rather, it should always appear in its true aspect ratio of 100% to 100%. In addition, exercise caution to leave a “safe area” around the logo and logotype equal to the height of the logotype. If formatting does not allow for the vertical version of the logo, it is permissible to replace the logo with the horizontal version (6a). This is not preferred but it is recognized that it is sometimes unavoidable.



homes of freedom® – Co-branding with The Tronie Foundation.

The **homes of freedom®** brand was founded as an initiative of The Tronie Foundation. As such, there are often times when the logo will appear together with the Tronie Foundation logo. Care should be taken to adhere to the following guidelines for these occurrences. Neither logo should be altered but should be placed by priority accordingly. For instance, in Tronie Foundation marketing materials that mention **homes of freedom®**, the Tronie Foundation logo will always appear on the left and the **homes of freedom®** logo on the right. The color palette (outlined on Page 2) was developed to accommodate these instances and assure that the two brands “play well together.” Please use discretion in applying color, using this guide as a reference.



When used in the same collateral as The Tronie Foundation, the two logos shall be separated with a thin blue line. Light Blue is the common color in the two palettes as outlined on Page 2. The Tronie Foundation logo should always appear on the left and the **homes of freedom®** logo should always include the words “A Wholly Owned Subsidiary of The Tronie Foundation.” The tagline should be dropped in these instances.



homes of freedom® – Fonts

Standard Fonts

The primary typeface used to complement and support the **homes of freedom®** brand identity is the DIN Schriften Complete Family Font Pack as outlined:

Headline Font Options

DIN Engschrift Std
DIN Neuzeit Grotesk Std Bold
DIN Mittelschrift Std

Subheads

DIN Mittelschrift Std
DIN Engschrift Std

Body Copy Options

DIN Neuzeit Grotesk Std Light

Web Design Fonts

The preferred typeface used to complement and support the **homes of freedom®** brand in web design application is Trebuchet MS (substitute Helvetica on Mac). Trebuchet MS is a standard web browser font available on all Windows applications (Its automatic substitute for the Mac is Helvetica). If Trebuchet MS/Helvetica is not available, please use the closest matching san serif type face, such as Arial. When building pixel based graphics for the web in programs such as Adobe Photoshop, the DIN Schriften Font Family should be used as outlined above.

Headline Font Options

Trebuchet MS Bold (Helvetica Bold - Mac)

Subheads

Trebuchet MS Bold Italic (Helvetica Bold Italic - Mac)

Body Copy Options

Trebuchet MS (Helvetica - Mac)

Care should be taken that when typesetting the words **homes of freedom®** they always appear in lowercase.

homes of freedom® – Typesetting the Name & Tagline

Correctly Typesetting Copy

Care should be taken that when typesetting the words “homes of freedom®” they always appear in lowercase. Furthermore, the words homes of freedom® should always be set in the font DIN Mittelschrift Std. If the DIN Schriften Complete Family Font Pack is not available, such as in web design applications, the closest matching sans serif typeface should be used, preferably Trebuchet MS (substitute Helvetica on Mac). Please refer to Page 6 to view a list of the standard fonts supporting the homes of freedom® brand image as well as preferred web design fonts.

This is the correct way to typeset the words homes of freedom® in your document.

The following are examples of incorrect ways to typeset homes of freedom® in your document. Please refrain from making the words homes of freedom® appear like any of these below:

Homes of Freedom	Homes of Freedom
HOMES of FREEDOM	HOME of FREEDOM
home's of freedom	home's of freedom
homes of freedom	homes of freedom
Homes Of Freedom	Homes Of Freedom

Caution should be taken that the words homes of freedom® do not appear on separate lines, but remain together. A hard return should be placed, words added or subtracted from the line, or margins adjusted to avoid occurrences of this. (We recognize that this is unavoidable in web design applications.) Care should also be taken that the registered trademark -®- appear at the end of the text.

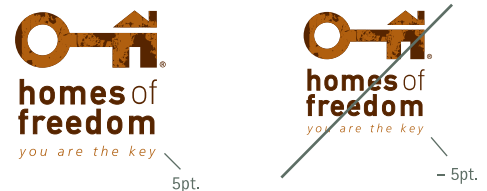
Please Note: The words homes of freedom® should never be typeset in place of the logo. (Please refer to Page 4 regarding the use of the logo and logotype separately.)

Tagline...“you are the key”

You are the key... These words are not hard to say, or understand. The homes of freedom® brand is about engaging people to participate in eradicating modern day slavery. “You Are the Key” is the tagline that compels people to look inward at how their time, talents and financial gifts can unlock potential, possibility, and ultimately open the door of freedom for people.

There should be no reason to ever typeset the tagline under the homes of freedom® logo, as a version of the logo with the tagline positioned correctly under it is available on disc and at the homes of freedom® web site. If you have not been provided a set of the appropriate logos with this guide, you may access it online at: www.homesoffreedom.org.

Caution should be used in reducing the logo down in size. The tagline must remain readable. If the logo needs to be reduced to the point that the tagline is smaller than 5-point type, then the tagline should be dropped.



“You Are the Key”



The tagline should be dropped if it is redundant. For example, if “You Are the Key” is used as a headline or otherwise typeset for emphasis. Furthermore, the tagline should never appear with the “Wholly Owned Subsidiary of The Tronie Foundation” version of the logo. (See Page 6 for rules regarding co-branding with the Tronie Foundation logo.)

homes of freedom® – Brand Standards Brief

Presentation of Logo:

It is preferred that the logo appear in **homes of freedom®** brown (Pantone 4625 C) and Light Brown (Pantone 4635 C) on a white or light background. The logo should appear this way in Spot, RGB and CMYK. When budgets call for a single spot color, the **homes of freedom®** logo should print in Pantone 4625 C. The logo should never print in any of the other colors in the palette other than 4625 C when printing in a single spot color. When **homes of freedom®** brand colors are not available, a grayscale/halftone tiff of the logo should be provided and the logo should appear as a halftone, black and 74% gray. If black ink is not available, then the darkest available ink color should be applied. This is not preferred and should only be used as a last resort when partnering with other organizations who are controlling final color. (For example: **homes of freedom®** is supporting a community event where white t-shirts are being printed with Navy Blue ink and given out to volunteers of the event. In this case, it is permissible to allow the **homes of freedom®** logo to print with the other sponsors in the chosen ink color of Navy Blue.)

Primary Brand Colors - Spot 	Primary Brand Colors - CMYK 	Secondary Brand Colors - Spot 	Secondary Brand Colors - CMYK
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The tagline should always appear at or above 5pt type or not at all.

Co-Branding with The Tronie Foundation:

homes of freedom® is a wholly owned subsidiary of The Tronie Foundation. As such the two identities are often co-branded. The Tronie Foundation color palette does not include Pantone call outs, but CMYK color builds only. However, the color palettes of both identities were designed to work in conjunction with one another, with "light blue" being the common color between the two brands. When producing color pieces that include both logos, CMYK printing will be required. In addition, Pantone 550 would be replaced with the light blue color build (25c, 0m, 0y, 25k) of the Tronie Foundation brand.

Tronie Foundation Colors 	Collective Color Palette
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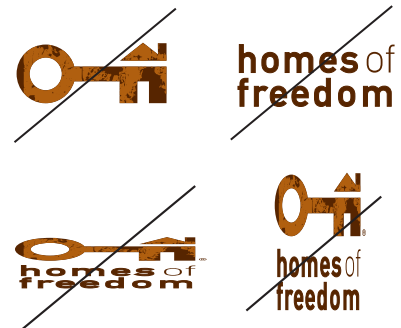


Presentation of Logo:

Under no circumstances should the logotype appear without the "key & home icon." Under no circumstance should the key & home icon appear by itself without the words **homes of freedom®**.

Do not "stretch" or "pinch" or otherwise "distort" the **homes of freedom®** logo. Use it only in its true aspect ratio of 100% to 100%. In addition, exercise caution to leave a "safe area" around the logo and logotype equal to the height of the logotype.

If formatting does not allow for the vertical version of the logo, it is permissible to replace the logo with the horizontal version.



Supporting Font:

The typeface used to complement and support the **homes of freedom®** brand is the DIN Schriften Complete Family Font

Web Design Font:

The preferred typeface used to complement and support the **homes of freedom®** brand in a web design application is Trebuchet MS (substitute Helvetica on Mac). Trebuchet MS is a standard web browser font available on all Windows applications (Its automatic substitute for the Mac is Helvetica). If Trebuchet MS/Helvetica is not available, please use the closest matching sans serif type face, such as Arial. When building pixel based graphics for the web in programs such as Adobe Photoshop, the DIN Schriften Font Family should be used as outlined above.

Correctly Typesetting homes of freedom®

Care should be taken that when typesetting the words "homes of freedom®", they always appear in lowercase.



The **homes of freedom®** logo may not be altered unless consent is granted by a **homes of freedom®** representative. Any usage of the **homes of freedom®** brand identity in a format other than what is outlined in this Brand Standards Guide is prohibited without consent and approval by the **homes of freedom®** Brand Manager.



**homes of
freedom**

you are the key

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