HOMES FIRST

Everyone needs a home

STYLE GUIDELINES

Our brand is our most valuable asset.

The Homes First brand must create
an emotional connection with our stakeholders.

FedEx stands for "overnight"
Campbell Soup stands for "comfort"
Godiva stands for "great chocolate"

Homes First needs to stand for
"Everyone needs a home"

Our brand is our name, our logo, our colours & our essence

Brand essence reveals the brand's reason for being,
then motivates the stakeholders to respond
(to donate, volunteer, communicate, participate etc).

The Homes First brand is unalterable
and should be included in all Society and Foundation materials.

The style guide offers direction and specifications
on how and when the Homes First brand is used.

Homes First Brand Statement

Our visual brand reflects our values, spirit and personality. It is who we are as an organization and what we stand for; the value we bring to the community.

Our brand should engage and involve people- it belongs to everyone and creates a sense of community with values and commitments.

> *Keys to brand success:*
> ✓ Clear leadership, position and promise- why we are here, who we are, how we are different
> ✓ Drives everything–do, say, act, interact
> ✓ Builds internal & external community to accelerate impact

The Homes First brand is associated with positive images and tone, reflecting our values as an organization:

1. **Support clients in overcoming the effects of displacement, isolation, and dependence.**

2. **Provide clients with the tools and opportunities to control their lives while respecting the rights of others.**

3. **Manage resources in an effective, efficient, sustainable manner.**

4. **Develop and maintain cooperative relationships with our community.**

5. **Encourage meaningful staff participation in strategic planning and program development.**

6. **Encourage meaningful volunteer and donor involvement.**

7. **Develop new approaches to address homelessness.**

When writing or speaking about Homes First to the public or communicating to clients or staff, the tone should be positive and respectful of others to maintain positive relationships within the Homes First community.

The brand also reflects our strengths and abilities as an organization, as indicated by some of our key messages:

- **Homes come in many shapes and sizes but each is a safe, stable refuge and allows us to connect to others. Everyone needs a home.**

- **With a home people gain respect, dignity and the ability to care for themselves and others.**

- **People need a home before they can begin to work on other issues.**

- **Homes First is the solid foundation on which residents can build a future.**

- **The housing first approach was pioneered by Homes First 30 years ago. It is proven to reduce the cost associated with health care and justice system use; reduces emergency visits and hospitalization; reduces involvement with police and the criminal justice system and it increases long-term housing stability, improves health and addictions outcomes and improves quality of life.**

The Homes First brand and logotype represent our core values and messages.

Adhering to our visual guidelines strengthens and defines our presence and spreads our message about helping the homeless.

Photos

- Whenever possible Homes First will use photos of people who actually use the services of, volunteer at or donate to Homes First
- Homes First will use positive images reflecting what is possible and promoting people's strengths

Approval

- All internal and external communication material will be approved by either the Executive Director of Homes First Society or the Executive Director of Homes First Foundation or their designates

HOMES FIRST LOGO SPECIFICATIONS

Our logotype is our visual expression of who we are. The colours, shape and typography used convey the look and feel of everything we are about.

Wordmark
The Homes First Wordmark is the portion of the logo consisting of type only, without the roof symbol

The Homes First Logo
The Homes First logo is comprised of two graphic elements- the roof symbol and the wordmark 'Homes First'. The logo should appear with the vision statement: "Everyone needs a home"

The roof symbol may only be omitted by the Foundation*

All documents bearing the logo must also include Homes First's complete address, phone and web site.
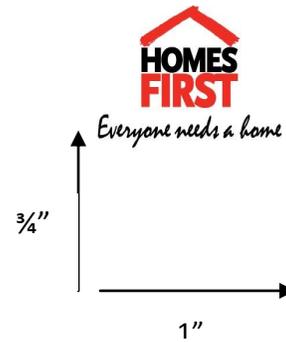
Official organization logo:

Clear Area:

Clear area around logo is always equivalent to the height of the "roof" in the logo

Size restrictions:

Logo cannot be smaller than 1 inch by ¾ of an inch.

¾"

1"

THE ORGANIZATIONAL TYPEFACE

The terms "typeface" and "font" can be used interchangeably.

Lucida Sans is the "primary organizational typeface". This typeface can be used for headings in additional text. The wordmark portion of the Homes First logo is Scala.

Primary Typefaces
Lucida Sans can be used for headings and subheadings in additional text.
Arial or **Times New Roman** can be used for the main body text
Franklin Gothic is used for the tagline "Everyone needs a home".

Secondary Typefaces
For the body of the text, Arial or Times New Roman are good typefaces to use, but you may use any generic font (**Trebuchet**,Calibri,**Tahoma**)

Never replace the typeface in the wordmark.

Lucida Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

THE ORGANIZATIONAL COLOURS

The organizational colours for Homes First's logo are **Pantone 485** (red) and Black.

When creating full-colour print pieces the CMYK breakdown is:
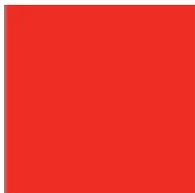Pantone 485: C-0; M-95; Y-100; K-0

For use on the web or other digital media (including Microsoft Office products), the RGB breakdown is:
Pantone 485: R-238; G-45; B-36
or #ee2d24

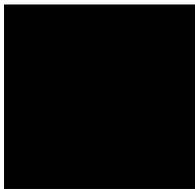This maintains a colour consistency across all media applications.
(Colour breakdowns are guidelines only and may vary for different software applications)

Pantone 485
C-0; M-95; Y-100; K-0
R-238; G-45; B-36

USAGE RESTRICTIONS

These guidelines indicate how the logo, symbol, wordmark and taglines should not be used. Never arrange, distort or alter the colour of any of the elements.

Do not edit the colour system. Use only colours specified in the standards.

Do not add text within the clear area of the logo.

Do not apply drop shadows to the logo or position it on top of busy background textures.

Do not remove the roof symbol.