

2023-24 Brand Guidelines



INTRODUCTION

The purpose of the St. John Center Brand Standards manual is to ensure a consistent experience with the brand. Our goal is to give the organization a distinctive look – one that’s easy for the community to recognize. Branding involves more than just logos; it’s about an overall, unified effort to ensure our organization’s materials have a consistent look and feel in terms of color, fonts, layout, design and message.

This document provides an explanation of the organization and how materials shall be developed through proper channels. These guidelines are not intended to limit creative ideas. The intent is to provide a greater understanding of the organization’s image and identity to all staff and volunteers and serve as a helpful guide to external partners.



HOUSING FIRST.

Vision

We envision a city where all people experiencing homelessness have the resources and support they need to leave homelessness for good.

Mission

St. John Center helps those experiencing homelessness address barriers to self-sufficiency and housing so that they may leave homelessness for good. By providing shelter, social services, supportive housing, and serving as a hub with partner agencies, St. John Center is where people experiencing homelessness seek help, find hope, and move home.



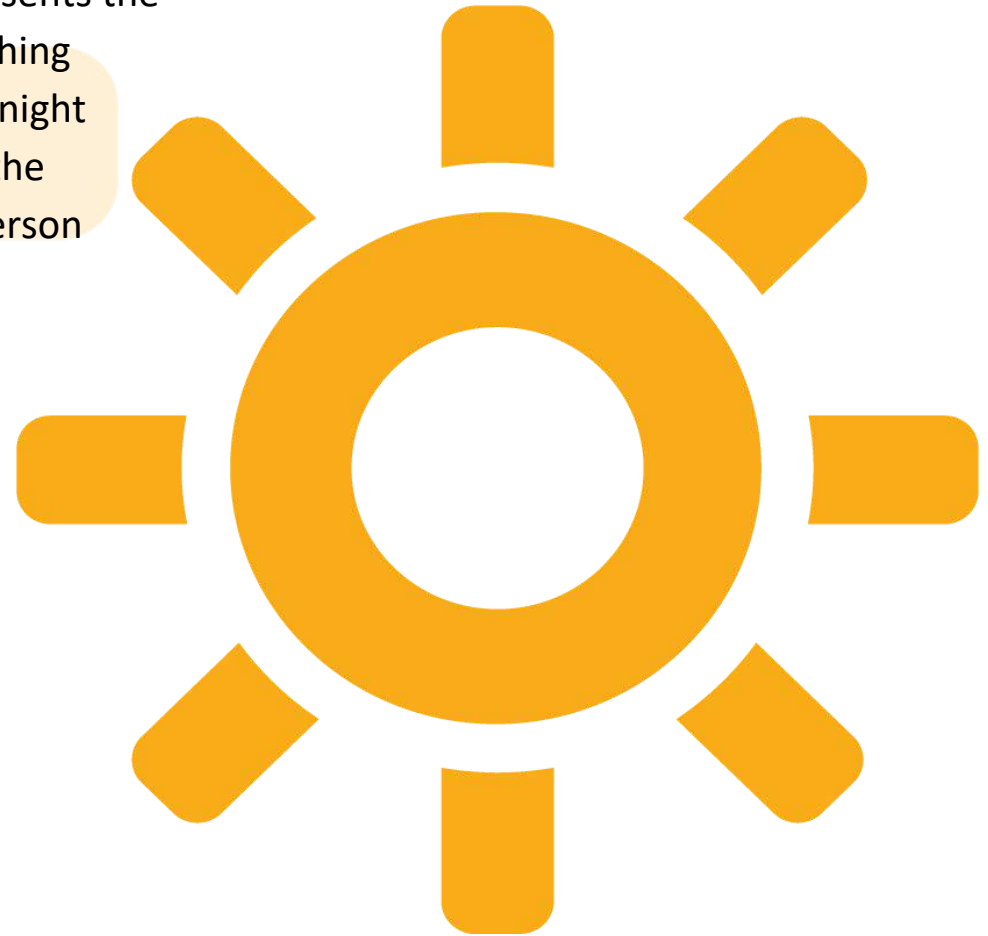
WHO ARE WE?

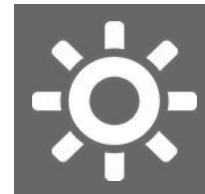
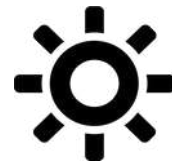
VALUES

- **We believe in the dignity of every human being. We strive to call each person by name. We recognize that homeless individuals have experienced a high level of trauma, so we strive to be a refuge and a safe haven.**
- **We strive to be useful space, providing the best possible opportunities for homeless men to continue their path toward greater self-sufficiency.**
- **Volunteers are valued as an integral part of St. John Center's mission.**
- **We value partnerships with other agencies in order to be useful to clients and resourceful with limited space and funds.**
- **We believe housing is a right.**
- **We strive to foster a workplace that supports continuous learning, applying new skills, research, and evidence-based practices to our work.**
- **We operate with the understanding that people rarely become homeless because of just one issue or incident, but rather people become homeless because of both personal circumstances and systemic issues. We take seriously our role as advocates for the homeless and embrace opportunities to educate the community about the causes of, and solutions to, homelessness.**
- **We believe the whole community is better when everyone has a home.**

SUN MARK

The sun mark is a symbol of hope and a guiding light for people seeking help to move forward. It also represents the fact that St. John Center is a day shelter, distinguishing itself among other organizations that provide overnight accommodations. Each sun ray represents one of the services that St. John's Center uses to help each person reach their fullest potential.





There is one version of the St. John Center logo and five color variations: gray/yellow, black/yellow, all-gray, all-black and all-white. Each logo variation shall be selected based on the individual communications piece, although the official color version is always the preference. There are four variations of the sun mark: yellow, gray, black or white.

Logo and Mark File Formats and Guidelines

Logos are available in the following graphic file formats:

EPS - Encapsulated PostScript

PDF - Adobe Acrobat Portable Document Format

JPEG, PNG - For web-based applications

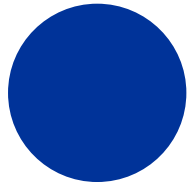


Logo Usage Guidelines

Never scan from printed materials, or copy from websites, any of the company logos for use in web or print media. Instead, please obtain the appropriate logo file from St. John Center.

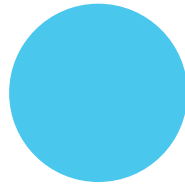
The logos must be used in their original form and may not be altered in any way.

Never use the logos in a sentence or combine them with other words or design elements. The sun mark is available to use by itself but only in the context of a larger piece where the official color is present. An example might be within subsequent pages within a multi-page document where the full logo appears on the cover.



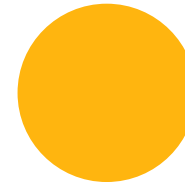
Dark Blue

Spot: Pantone Reflex Blue
CMYK: 100, 72, 0, 6
RGB: 0, 51, 153
HEX #003399



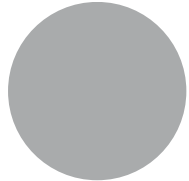
Light Blue

Spot: Pantone 2985
CMYK: 60, 0, 3, 0
RGB: 73, 199, 237
HEX #49c7ed



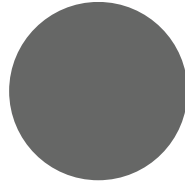
Yellow

Spot: Pantone 7549
CMYK: 0, 32, 100, 0
RGB: 255, 181, 15
HEX: #ffb50f



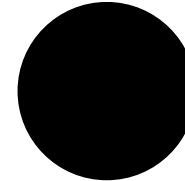
Light Gray

Spot: Pantone Cool Gray 5
CMYK: 13, 9, 10, 27
RGB: 169, 171, 172
HEX: #A9ABAC



Dark Gray

Spot: Pantone 424
CMYK: 0, 0, 0, 76
RGB: 102, 102, 102
HEX #666766



Black

Spot: Pantone Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000



Official Color Logo

This is the correct color setup for the St. John Center logo. The two-color logo is important in building our identity and should be used whenever possible. The official logo colors are Pantone 7549 (yellow) and Pantone 424 (gray). The secondary versions shown below may be used when there are printing restrictions. The logo must not be reproduced in any other colors.



Gray Logo

For one-color printing applications on white or light backgrounds that require a more subdued look. One-color reproduction in other colors is not acceptable.



Black Logo

For one-color printing applications on white or light backgrounds that require a more subdued look. One-color reproduction in other colors is not acceptable.



White Logo

The logo may appear in white for reproduction on black, dark-colored or photographic backgrounds. The logo must reverse out completely to white. Do not use tints or drop shadows.

BRAND TYPOGRAPHY

Logo Typeface

The St. John Center logo is composed of a modified version of the **Frutiger** typeface.



Printed and Digital Materials

Printed materials such as St. John Center's brochure and digital materials such as St. John Center's website and social media graphics use the **Calibri** typeface for body text. For headings and other large text, the Adobe typeface, **Caecilia** can be used, or **Calibri** can be used when Caecilia is not available.

BRAND TYPOGRAPHY (2)

Typeface Samples

Calibri for general use by staff across St. John Center

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Caecilia for use for headings and large text on printed and digital marketing pieces

Caecilia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Every staff member sending emails on behalf of St. John Center are to use the format below for email signatures. Since Google does not offer St. John Center's official Calibri font for email signatures, staff and volunteers can utilize the similiar **Trebuchet** font. Staff members can list their direct number with St. John Center's main number below, or only the main number if they do not have a direct number:

EMAIL SIGNATURE

Name and Preferred pronouns	John Doe (he, him, his)
Title	Outreach Worker St. John Center
Organization Address (Linked to Map)	<u>700 East Muhammad Ali Blvd, Louisville, KY 40202</u>
Direct Phone Number (If Applicable)	Direct: (502) 555-5555
Main Phone Number	(502) 568-6758
Logo	
Website Address (Linked to Website)	<u>www.stjohncenter.org</u>
Tagline	<i>Homelessness ends here.</i>

BUSINESS CARD



SIGNAGE AND PRINTING

All facility signage, both internal and external, shall incorporate a consistent look and feel using the assets provided in this document. For example, the below internal banners utilize the approved brand color palette.

All printed items are produced through the organization's print vendor, Vintage Printing. All stationery and business cards are printed on official letterhead. Additional print services are contracted out to various printers around town. Whenever a new print job is ordered, an on-press color check is to be completed to help ensure 100% consistency with brand colors.

All brochures, posters, ads and flyers should have a consistent look and feel using the approved brand color palette and typography.

All communications, both internal and external, are to utilize the St. John Center letterhead, memo and PowerPoint templates for consistency. External letters and communications shall use the letterhead which features a full-color logo. Internal communications should use the memo which has an all-black logo.

