

**HUMANiM**

Brand Strategy Guide

# Brand Overview

The graphic identity for Humanim follows a set of standards and guidelines to promote brand cohesion among a range of applications. These rules should never be broken, however they may be expanded upon to fit the needs of future applications.

This document establishes rules for usage of the identity, specifies colors and typography for print and electronic formats, and summarizes common applications that act as a guide for future designs produced with the Humanim brand.

## Why We Have Guidelines

The Brand Guidelines establish rules for the consistent implementation of Humanim's graphic identity. The intent is to provide a set of standards for the development of printed and electronic materials that contribute to a powerful and unified expression of Humanim and each of its offerings.

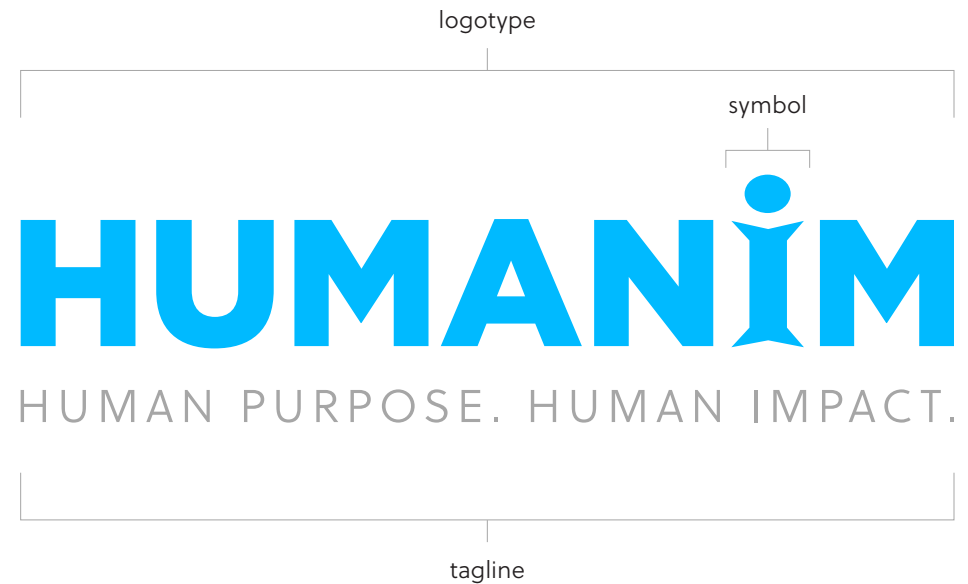
A well-managed graphic identity is an important tool in strengthening our reputation and image as a leading non-profit throughout Maryland and Delaware. Through the consistent application of a clear and coherent brand, we can maintain a strong and recognizable identity.



# Identity / Logo

## PRIMARY LOGO

Our logo is the most visible element of our graphic identity. It is comprised of three key parts (logotype, symbol, and tagline) arranged in three available lock-ups. (see pg. 6)



## PRIMARY LOGO TYPEFACE

*Gotham Black* is the typeface used to set the Humanim logotype. It should not be treated as an everyday typeface and is reserved for the Humanim logo and any additional corporate logos.

All applications of *Gotham Black* must be capitalized. It should never be used to set running copy or headlines.

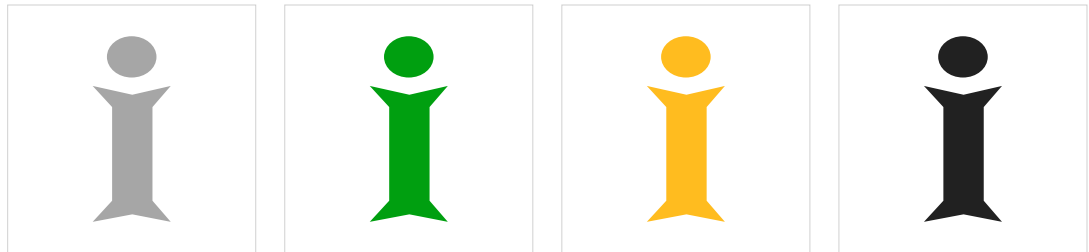
## GOTHAM BLACK

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

# Identity / Symbol

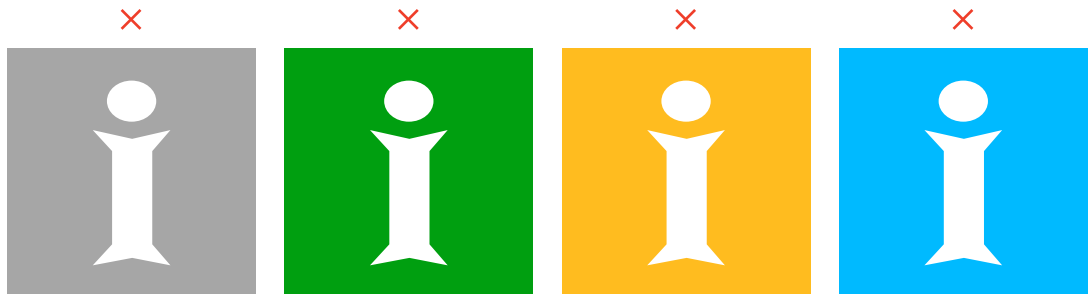
In some instances, the Humanim "i" may be used in isolation as a supporting identity element.

The symbol is ideal for small applications where the primary logo can not be properly rendered and should be considered a secondary logo. The primary logo is preferred for a majority of applications.



## SYMBOL COLOR

The symbol should never appear in white when used outside of the primary logo.



# Identity / Clearspace & Lockups

## COMPLETE LOCK-UP

The complete lock-up, which includes the tagline, is preferred for most applications.

The logo should always be accompanied by ample space—free of elements that cause visual clutter. Consider the minimum recommended clearspace when positioning the logo.



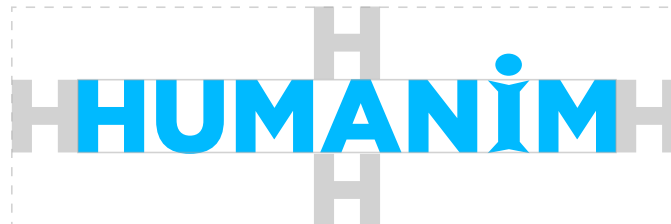
The 'H' from "Humanim" is used to measure the minimum clearspace surrounding the logo.



## SIMPLE LOCK-UP

The simple lock-up uses the logotype without the tagline descriptor.

Selecting which lockup to use can be determined by the context of each application and the size it will be reproduced.



# Identity / Logo Scaling

The size of the page or application can help determine which lock-up to use.

The tagline in the complete lock-up becomes unreadable at small sizes and should not be used when the logo is smaller than 1 1/2" wide.

**HUMANiM**  
HUMAN PURPOSE. HUMAN IMPACT.

2" wide

**HUMANiM**  
HUMAN PURPOSE. HUMAN IMPACT.

1 1/2" wide

COMPLETE LOCK-UP



SIMPLE LOCK-UP

**HUMANiM**

1" wide



SYMBOL



1/2" x 1/2"

# Identity / Logo Color

## COLOR LOGO ON WHITE BACKGROUND



## WHITE LOGO ON COLOR BACKGROUND



When using the logo on a white background, the logotype should always be blue and the tagline gray.



When using the logo on a solid background, the symbol, logotype, and descriptor must all appear in white.

#### MONOCHROME

If due to printing limitations, where the logo can only be reproduced in black and white, the monochrome logo should be used.

The logo may be set in gray (50% tint of black) or one-color black.

#### GRAY (50% BLACK)



#### BLACK



#### BACKGROUND PHOTOGRAPHY

The logo can be used over background photography.

Do not place the logo over photographs that make it difficult to read.





# Identity / Integrity of the Mark

Humanim's logo should be rendered with consistency in every application. The logo should never be altered, tweaked, or manipulated.



Do not rotate the logo



Do not change the colors of the logo



Do not use the color logo on pure black



Do not stretch, squish, or skew the logo



Do not add a stroke to the logo



Do not show the logo as an outline



Do not use the color logo when placed over another color



Do not adjust the spacing of the logo



Do not add a dropshadow to the logo



Do not place the logo on any color outside of the brand's color palette



Do not apply a gradient to the logo



Do not create or use unapproved lock-ups

# Typography / Primary Typeface

# Soleil

by TypeTogether  
12 fonts, 6 weights

## SOLEIL LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,.;:)

## SOLEIL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,.;:)

## SOLEIL BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,.;:)

## SOLEIL SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,.;:)

## SOLEIL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,.;:)

## SOLEIL EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,.;:)

## SOLEIL LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,.;:)

## SOLEIL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,.;:)

## SOLEIL BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,.;:)

## SOLEIL SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,.;:)

## SOLEIL BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,.;:)

## SOLEIL EXTRABOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,.;:)

Humanim is a nonprofit organization

SOLEIL LIGHT

*focused on socio-economic impact through*

SOLEIL LIGHT ITALIC

human services, youth & family services,

SOLEIL REGULAR

*workforce development, and social*

SOLEIL ITALIC

enterprise. Our mission is to build economic

SOLEIL BOOK

*opportunity and provide uncompromising*

SOLEIL BOOK ITALIC

human services for those who face social

SOLEIL SEMIBOLD

*or economic challenges. Humanim*

SOLEIL SEMIBOLD ITALIC

provides the highest standard of

SOLEIL BOLD

*employment opportunities and support*

SOLEIL BOLD ITALIC

services to over 4,500 individuals a year

SOLEIL EXTRABOLD

*throughout Maryland and Delaware.*

SOLEIL EXTRABOLD ITALIC

Heading 1  
40/32

## Our Mission

Opening  
14/20

For over four decades, Humanim has committed to supporting the personal and economic growth of individuals.

Body  
11/18

We offer human services, youth and family support, workforce development and social enterprise throughout Maryland and Delaware. In 1970, we were founded on the belief that every person has the potential to self-actualize. We aim to provide better opportunities for individuals with special needs and socio-economic challenges.

Heading 2  
18/22

## Human Services

Every human has the right to a life of purpose. Because of our commitment to this belief, we provide services for self-empowerment to individuals with special needs, and have for over forty years.

Heading 3  
11/16

### EMPOWERING PEOPLE

Caption  
9/14

We strive to empower every person we serve. Whether it's through our uncompromising human services, workforce training programs, or supported employment, we provide tools and opportunities to lift up individuals who face challenges in their daily lives.

#### MAINTAIN HEIRARCHY

All text should be carefully set using this basic organizational heierarchy. The use of headings, opening styles, and captions should always be determined by the content and not vice-versa.

#### USE HEADLINES

Readers often skim content to find the information they are seeking, especially on the web where user engagement is action based rather than passive. Headlines help break up the content into digestible sections and foster better organization. A good headline should catch someone's attention and get them reading.

# Typography / Digital Applications

## WEB TYPOGRAPHY

The font **Soleil** (by TypeTogether) is available for online applications through the webfont service [Adobe Typekit](#) and should be used whenever possible.

## ALTERNATE TYPEFACE

There are some digital applications where **Soleil** is not available, such as emails. In these cases **Helvetica** or **Arial** should be substituted.

## TEXT COLOR

Body text and headlines in digital applications should not be set in pure black (#000000). Use a dark gray (#212121) or light gray (#A6A6A6) to reduce contrast and improve readability.



**typetogether**

HELVETICA LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,.;)

HELVETICA LIGHT OBLIQUE  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,.;)

HELVETICA REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,.;)

HELVETICA OBLIQUE  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(,.;)

## DIGITAL TYPESETTING

Web, email, and on-screen applications should use a minimum font size of **16px** for body text.

HELVETICA BOLD  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 — &\*#@?!/+(,.;)**

HELVETICA BOLD OBLIQUE  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 — &\*#@?!/+(,.;)**

## HYPERLINKS

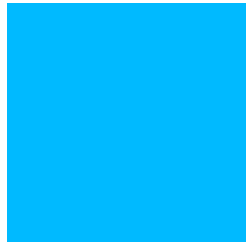
Hyperlinks should appear [blue](#) (#00BAFF) by default.

Humanim has a 46 year history of supporting and economically empowering individuals.

We do this through 40+ programs in the areas of [human services](#), [youth services](#), [workforce development](#), and [social enterprise](#) throughout Maryland and Delaware.

# Color / Overview

## Primary



HEX #00BAFF

RGB 0 / 186 / 255

CMYK 80 / 0 / 0 / 0

PANTONE 305 U

PANTONE 306 C



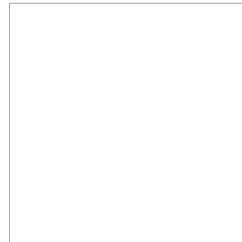
HEX #A6A6A6

RGB 166 / 166 / 166

CMYK 0 / 0 / 0 / 30

PANTONE Cool Gray 8 U

PANTONE Cool Gray 8 C



HEX #FFFFFF

RGB 255 / 255 / 255

CMYK 0 / 0 / 0 / 0

PANTONE White U

PANTONE White C



HEX #212121

RGB 33 / 33 / 33

CMYK 0 / 0 / 0 / 100

PANTONE Black U

PANTONE Black C

## Secondary



HEX #009F10

RGB 0 / 159 / 16

CMYK 80 / 0 / 100 / 0

PANTONE 7481 U

PANTONE 7481 C



HEX #FFBC1F

RGB 255 / 188 / 31

CMYK 0 / 28 / 100 / 0

PANTONE 1235 U

PANTONE 1235 C

The **primary** color palette is made up of four colors. Together these colors embody the entire visual brand. The **secondary** colors can be used with the primary palette to add accents.

Not all color combinations will work together. Color choices should be carefully matched and considered.

### DIGITAL & PRINT APPLICATIONS

Be sure to select the correct color depending on the application.

All applications for **web**, **social media**, **email**, or other materials viewed **on-screen** must use the **HEX** or **RGB** color values.

All printed applications should use **PANTONE** colors whenever possible.

**CMYK** is an acceptable substitute but will vary slightly from the desired colors.

### COLOR RATIO

Use the color ratio chart below as a rough outline to keep designs balanced and consistent. Vibrant colors should be accompanied by ample white space.

