



H · A · N · D · S

Logo Guidelines

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ABOUT THE LOGO

Having a strong, modern, friendly image is necessary to project who we are. Our image has an impact on our ability to be influential and be a top player in the nonprofit housing field. That's important.

Our logo combines HANDS' familiar initials with an architectural brick-red "h" to create a friendly, contemporary look.

The door in the "h" is open—welcoming the people in need who come to us for decent, affordable housing.

YOUR RESPONSIBILITY

How we are perceived by the public is *your responsibility* each time you use the HANDS logo.

From now on, our new logo is the only logo approved for use. Please do not use the old logo on new pieces.

HANDS logo consists of four elements:

- 1) big "h"
- 2) shadow of the "h"
- 3) HANDS acronym
- 4) dots • between the letters

It is important the "h" and the HANDS acronym are never separated (no matter what).

Always keep the logo as one unit.



Never use the type without the big "h"



Never use the big "h" without the type.





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COLORS

Color conveys a lot of information quickly. HANDS' logo colors are brick-red called Pantone 1807 (PMS 1807) and black. PMS 1807 equivalents are RGB: R=147, G=0, B=32; and CMYK: C=0, M=100, Y=95.99, K=27.99.

TWO- AND FOUR-COLOR PRINTING

Whether printing in two-color or four-color process (full-color laser, Xerox or digital printing as well), the guidelines are the same: The big "h" and dots are in PMS 1807, and the HANDS acronym in black. The shadow is a 30% screen of black. The two-color and the four-color versions will look alike.

It is never okay to choose new and different colors for the logo, even when you're printing in four-color process.

ONE-COLOR PRINTING

When you use the logo in a one-color piece, make it all black. The shadow will be a 30% screen of black. The logo should not appear in any other solid color.

FONTS

The font used to spell H.A.N.D.S. in the logo is Berkeley Bold.

REVERSE TYPE

If you are printing on a dark background, you can reverse print the logo. In this instance the logo will be white and the shadow will be 50% black.

A rule of thumb about the shadow: The shadow needs to look like a shadow. Therefore it can't be the same intensity of black or white as the big "h".

For two-color or four-color printing, print HANDS letters in black, the big "h" and dots in red (PMS 1807). The shadow in the "h" is a 30% screen of black.



When printing in two- or four-color, never print the logo in colors other than PMS 1807 and black.



The one-color logo should be all black. The shadow will be a 30% screen of black.



When printing in one-color, do not print the logo in any other solid color than black.



The type will be white and the shadow a 50% screen of black when reversing the logo out of a dark background.



VERTICAL OR HORIZONTAL ORIENTATION

Whether you choose vertical or horizontal orientation, the logo should be used with the specific application in mind. Let the space you are designing lead you.

SHADOWS AND DOOR

In some instances, it may be appropriate to delete the shadow from the logo if it can't be clearly identified or printed as a shadow. For example, embroidery applications. But under no circumstances should the big "h" appear without the door in the center.

MORE RULES OF THUMB

1. **Preserve Open Space**—Be sure to try and leave plenty of open space around the logo so that it can stand out.
2. **Protect The Boundaries**—Never let the logo come into contact with or overlap any other design element or text.
3. **Limit Sprawl**—Try to limit the number of design elements you incorporate into any page you design with the HANDS logo.
4. **Clean And Clear**—Use only sharp, clean camera ready art or high-res electronic files when printing. Scanned or Xeroxed copies should not be used.
5. **Sizing It Up**—As you use the logo in your design, you'll need to decide how big or small to make it. Beware of making the logo too small, especially if you're designing on the computer. At the same time, the logo shouldn't be so large that it overwhelms other elements on the page photos, text, or other illustrations. It's always a good idea to print out your design to adjust sizes and positioning.

Always choose the format that fits the space.



(VERTICAL)



(HORIZONTAL)

Do not confine the logo into another graphic shape. Like an oval or a square.



In some case, it's okay to delete the shadow, but never delete the door.





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STATIONERY

Consists of letterhead, envelopes, packaging labels and business cards.



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