



2022
BRAND GUIDELINES

LETTER FROM OUR CEO

Each year, thousands of men, women, and young adults are released into the community from our judicial system. Many of them lack even the basic skill set and necessary know-how to become productive members of society. Many of them truly want to be productive members, but have little insight into what productivity looks like. That's where we step in. I'm Jon Ponder, President and CEO of HOPE For Prisoners. With great success, HOPE For Prisoners has provided comprehensive solutions to many of these unmet needs.

In collaboration with the our community partners and volunteers, HOPE For Prisoners Reentry Division is raising the bar for how reentry is to be done by helping anyone formerly incarcerated successfully reintegrate back into their family, the workplace, and our community.

The Vision of HOPE For Prisoners is to empower and equip men, women, and young adults who are exiting various arenas of our judicial system, reenter and effectively function in mainstream society.

I welcome you to become well-versed in the book's content to help us protect and grow our brand. After all, we have an audacious goal of reimagining reentry. Thank you for joining us on this journey.

In appreciation,



Jon Ponder
Founder and CEO
HOPE For Prisoners





OUR MISSION

HOPE For Prisoners is committed to helping men, women and young adults successfully reenter the workforce, their families, and our community.

Our mission is our common starting point. It's what unites us, what we strive for and ultimately what we do - every single day.



OUR VISION

Transform **Lives.**

Transform **Communities.**

We're on a quest to **Tranform Lives.**
Our vision is our roadmap.





OUR TAGLINE

Reimagining Reentry.

This tagline is our rallying cry. It is the public representation of our brand essence. It creates an emotional bond in a way that invites others to join.



OUR LOGO

The HOPE For Prisoners logo should appear as shown in all print and/or electronic applications. The logo consists of two main elements – the logotype and eagle. These elements should not be rearranged or altered; however, the eagle may be used as its own design element. Additionally, the HOPE For Prisoners does have a secondary stacked logo.



LOGO COLORS

The primary use of the logo should always be in HOPE For Prisoners blue. **(PMS 3506 C)**

White is permitted for environments that require contrast. When color is not possible, black is permitted.

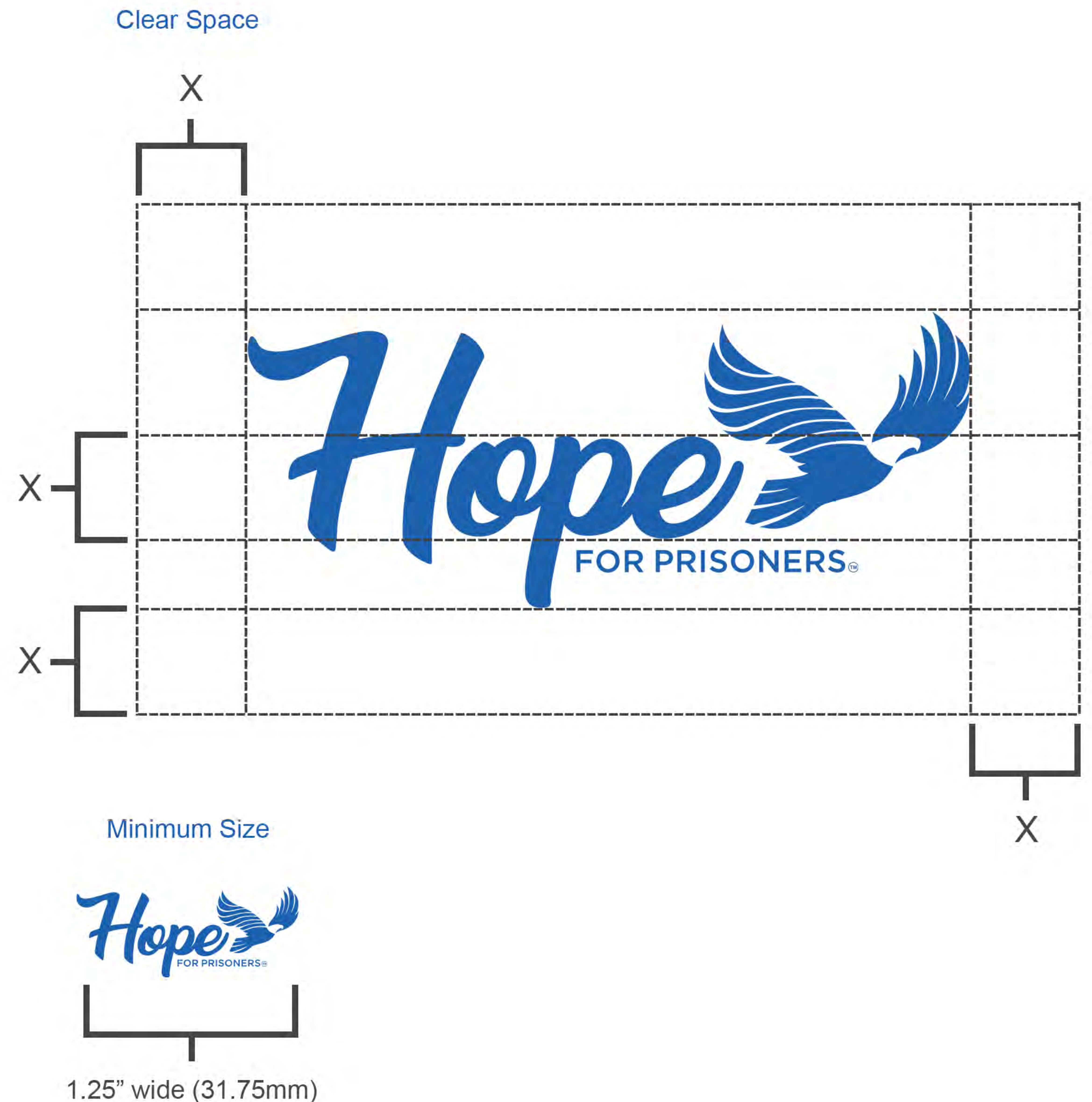


LOGO SIZE AND SPACING

Every logo lives in a variety of environments, surrounded by various design elements – patterns, images, graphic elements or even other logos. For this reason, the space allotted around the logo is essential to properly represent the brand.

The logo should be surrounded on all sides by clear space the height of the logotype. The only exception to this rule is the chapter/affiliate logo lockups.

To protect legibility and impact, the logo must be reproduced no smaller than 1.25" (31.75 mm). When reproduced in sizes smaller than this minimum, the logo loses its legibility and impact.



LOGO PLACEMENT

To ensure maximum readability and brand recognition, different logo variations should be used on certain backgrounds.

On photography with lighter backgrounds, the full-color version of the logo can be used as long as the background is “empty” enough to not interfere with the logo’s legibility. On photography with darker or more complex backgrounds, the full-reversed version of the logo should be used.

When using backgrounds of color, use the appropriate logo variation to keep the brand color represented. On darker background colors, including HOPE For Prisoners blue, use the full-reversed version.

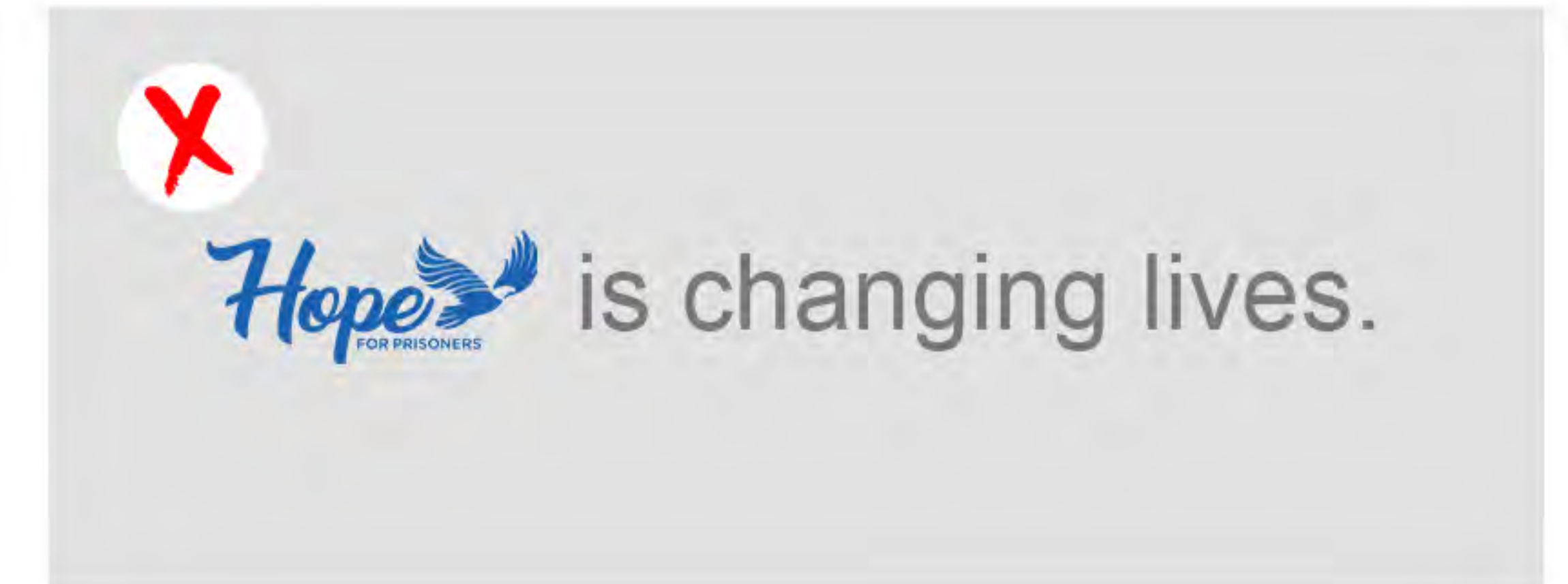


LOGO PLACEMENT

To establish and reinforce awareness and recognition of the logo, consistent reproduction is essential.

To ensure consistency, never alter the color, rotate, distort, or add shadows, glows, strokes or other effects to the logo. The logo must never appear within a shape or container, be typeset, or be used in a sentence.

Used only the approved digital files that are supplied by HOPE For Prisoners.



GRADUATE IDENTIFIERS

HOPE For Prisoner Graduate identifiers are a strong and important brand element that signify to any audience that a photo or video of a graduate is associated with HOPE For Prisoners. They should accompany most photos and should be used in videos for graduates, when visually appropriate.



John S.
2018 Graduate

Name: Poppins Bold. Name must not include full last name. Should be 80% of any quote attached (rounded to the nearest point). Leading should be roughly 125% the type size (rounded to the nearest point). In general, minimum size is 9pt for print and 24pt for web.

Graduation Date: *Poppins Regular. Should be 80% of any quote attached (rounded to the nearest point). In general, minimum size is 9pt for print and 24pt for web.*

Eagle Logo: Must be left of identifier only. Should be height of name and graduation date. Minimum size is .5" for print and web.



PRIMARY COLOR PALETTE

HOPE For Prisoners blue is the core color of our brand.

It should be present and most prominent in each and every communication, without exception.

HOPE For Prisoners Blue PMS 300 C

C90 / M64 / Y1 / K0

R30 / G98 / B174

HEX #1e62ae



SECONDARY COLOR PALETTE

Secondary colors should play a supporting role. Use them only as secondary accents to complement the primary blue. In most cases, only 1-2 secondary hues should be used in addition to the blue to avoid a cluttered appearance.

Tints of secondary colors should not be used for text, where it is likely too hard to read.

No gradients should be used unless approved by HOPE For Prisoners.

HOPE FOR PRISONERS YELLOW PMS 803 C

C0 / M5 / Y100 / K0
R255 / G242 / B0
HEX #FFF200

HOPE FOR PRISONERS BLACK PMS 20-0194 TPM

C0 / M0 / Y0 / K100
R0 / G0 / B0
HEX #000000

HOPE FOR PRISONERS DARK GRAY PMS 433 UP

C0 / M0 / Y0 / K62
R98 / G98 / B98
HEX #626262

HOPE FOR PRISONERS LIGHT GRAY PMS 427 CP

C0 / M0 / Y0 / K16
R215 / G215 / B215
HEX #D7D7D7

HOPE FOR PRISONERS WHITE PMS N/A

C0 / M0 / Y0 / K0
R255 / G255 / B255
HEX #FFFFFF

PRIMARY SAN SERIF TYPEFACE

Poppins is a contemporary and legible font choice with a variety of weights for design flexibility. It also supports many international character sets.

It is available for free to download, as well as for use with both Google Fonts and Adobe Typekit. Its usage ranges from headlines to body copy. It should also be used primarily when numbers occur. When Poppins is unavailable, it should be substituted with Lato.

Lato should only be used when Poppins is unavailable for use.

Aa

Poppins Thin
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Poppins Thin Italic
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Poppins Extra Light
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Poppins Extra Light Italic
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Poppins Light Italic
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Poppins Regular
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Lato Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Poppins Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Poppins Medium Italic
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Poppins Semibold
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Poppins Semibold Italic
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PRIMARY SERIF TYPEFACE

Droid Serif is a beautiful, slightly condensed typeface with an attractive italic. It is best used for larger headlines to create a story-driven look, and was originally designed for the highest level of on-screen legibility. It also supports many international character sets (if needed).

It is available for free to download, as well as for use with both Google Fonts and Adobe Typekit. If Droid Serif is unavailable, it should be substituted with Georgia.

Georgia should only be used when Droid Serif is unavailable for use.

Droid Serif Regular
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Droid Serif Italic
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Droid Serif Bold
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Droid Serif Bold Italic
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Aa



OUR EAGLE

Our HOPE For Prisoners Eagle is a motif that can be used across all mediums (however, a reminder that this symbol is not to be used in place of the HOPE For Prisoners logo). Only the HOPE For Prisoners eagle can be used – **it may not be substituted with a different eagle**. It can be in any of our brand colors (blue or secondary accents) including tints. You may resize as needed but do not rotate. Note the Eagle should not have drop shadows applied to it.



CURVED ELEMENTS

To add visual interest to a document, video or ad, it is possible to add a curve to block in colors or photos. This element can appear on any edge of a piece, and is a great way to help adhere to clear space.

Curves should always be either equal (same amount of curve on opposite side of center point), or following an upward path. They should never have a downward slope. Every curve should also only have one center point - multiple points may create an undesired wave effect. This center point should also be away from the edge as to not create a harsh edge.

Curves may incorporate both the blue and/or any of the secondary accent colors. If using as an image container, the curve must not crop out any important features of the photo (e.g., a persons face or dominant action).





“I am filled with pride and am amazed at the person looking back at me. I am no longer ashamed and am not the same person from the past.”



Ebony T.
2022 Graduate

CONTACT US

Questions?

Please contact our webmaster with any questions you may have. alexj@hopeforprisoners.org

Alexander Jariv

Webmaster, HOPE For Prisoners

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