



Brand Guidelines

Version 1, August 2016

WELCOME

OUR DESIGN FOUNDATION

Our visual branding is made up of core elements and guiding principles that create a distinctive look and feel. Our guidelines will assist in designing and producing dynamic and powerful communications with a degree of flexibility.

WHAT WE'RE ABOUT

Our new brand strategy is all about demonstrating how Libertae is distinct from other addiction recovery organizations:

- 1. Community Emphasis:** A secure healing space for women to build healthy relationships and educate the public about addiction (without shame).
- 2. Healing Approach:** Using gender responsive treatment to develop initiatives and action plans that addresses the specific root causes of addiction and prepare women for re-entry to society.
- 3. Healthy Organizational Culture:** Initiatives that emphasize social connectedness of residents, staff, board members and supporters.



This is the primary Libertae logo. It is the most visible element of our identity...our universal signature used in most communications and promotions to attract clients, donors and partners. This symbol with our name is a guarantee of excellent service that unites our vision. It is an artistic celebratory graphic statement.

The following pages cover the correct usage to ensure that our logo always looks its best.

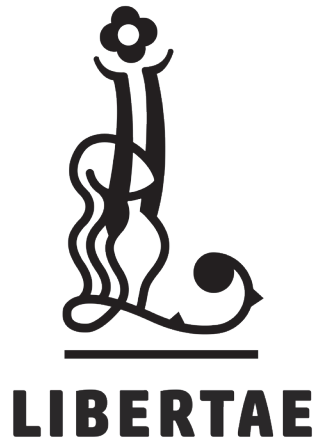
GRAPHIC MEANING

The designer who created our new symbol was inspired by the Art Nouveau movement. It was a turn-of-the-20th century art style developed in Europe and the U.S. known for its focus on intertwined natural forms (flowers/plants), decorative motifs and curved lines. Women became a focal point in the printed artwork symbolizing femininity, mystique and empowerment.



Alfons Mucha, 'La plume', 1899.

Our 'anthropomorphic' symbol combines the female form, a flower, a winding flower stem and the Letter L. These types of symbols are less corporate and more personal because of the layered metaphors in the logo. Also, because of the deeply personal nature of addiction recovery, we believe this visual representation fits us well.



Metaphors:

- *The symbol mimics a script capital Letter L and a flower stem symbolizing delicateness .*
- *Libertae represents a firm foundation (horizontal bar) that a woman uses to support her decision to grow.*
- *She grows in the midst of her addiction (thorns).*
- *She is empowered by embracing her new future (flower). This gives her hope and courage to maintain her recovery.*

Together, these metaphors harken to the brand strategy on page 2.

SECONDARY LOGOTYPE: SIGNATURE FONT CHOICE

The primary font used with the Libertae symbol is **HP Simplified**. Its simple bold modern look with some slightly rounded corners helps soften the name. It functions as a slight contrast to the logo's curvy line-heavy look. **HP Simplified Bold** will be used for headings and subheadings in Libertae marketing materials while **HP Simplified** and *Light Italic* will be used for body text.

This logtype will be used when space does not allow for proper visual sizing of the primary logo. The all caps name and kerning (space between letters) were carefully chosen. (Lowercase letters have too much amorphous space which would add visual noise to the logo.)

Inc. (Incorporated) attached to the name should only be used when the name is without the symbol.

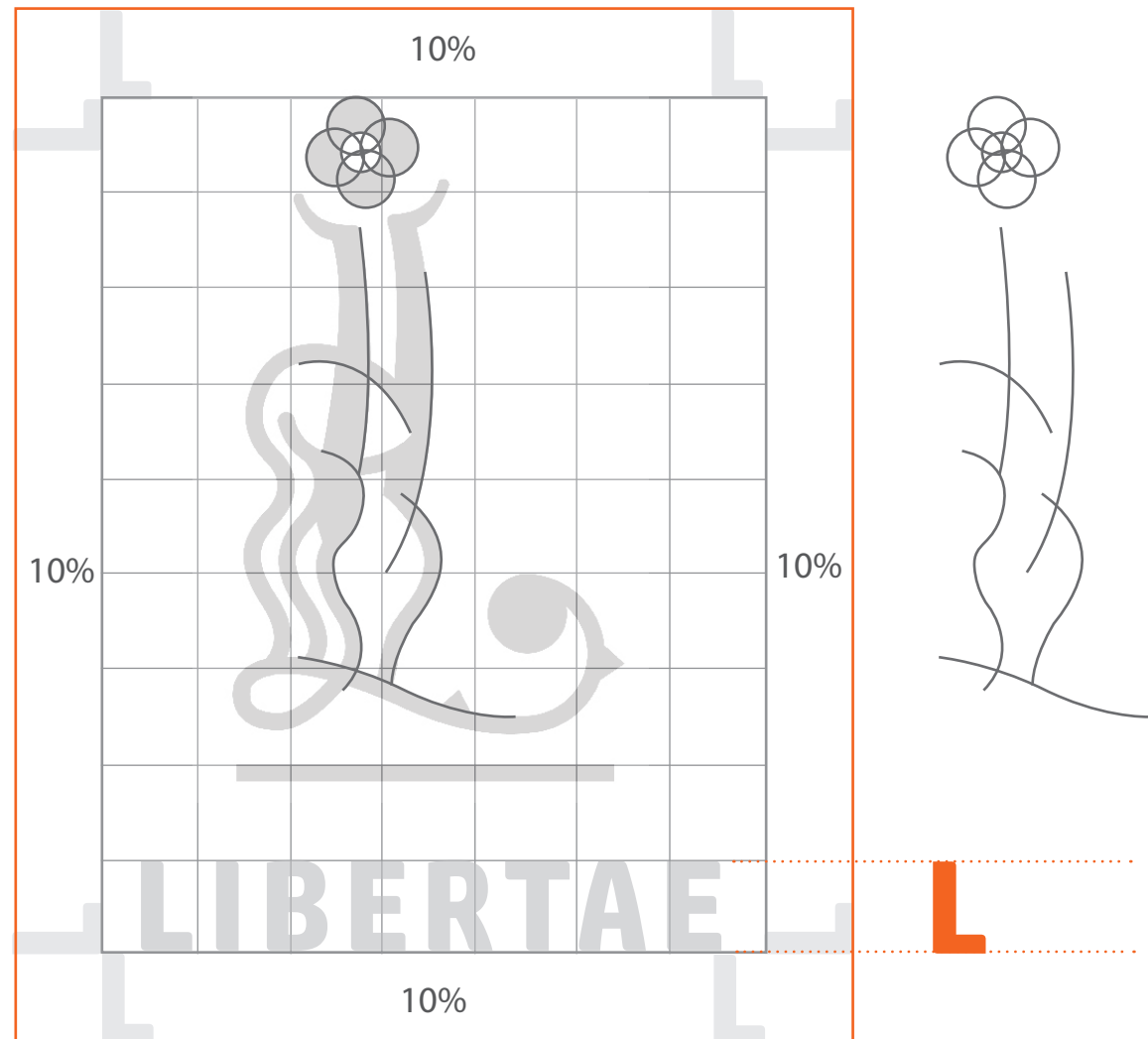
LIBERTAE INC.

TECHNICAL SPECS

The symbol and signature font together form the Libertae logo. Our symbol has an artistic quality as evidenced by the dynamic curvy lines (see below). Each part is in harmonious relationship to each other in restricted positions.


SPACE

To ensure that our logo is clearly visible in all applications, maintain a sufficient clear space of 10% the logo's height free of additional type, graphics, and other elements that might cause visual clutter. This maximizes the recognition and celebrates the artistic quality of our identity.



CORE COLORS

Color trends research show that our two core colors are associated with warmth (orange) and dependability (brown). They were chosen carefully and work very well together. (See logo misuse to understand what you should not do with color.)

CORE COLORS	Happy Orange	R 242 G 101 B 34	C 0 M 75 Y 100 K 0	 LIBERTAE
	Coated Paper PANTONE 320 C			
	HEX #f26522			
CORE COLORS	Stable Brown	R 76 G 60 B 31	C 43 M 52 Y 81 K 62	
	Coated Paper PANTONE 368 C			
	HEX #4c3c1f			

In some cases, a monochromatic logo may be more practical.

White logo on black or Happy orange background



Black logo or Happy orange color on white background



*NO! NO! NO! NO! NO! NO! NO! NO!NO!



**Brown or Grey as a single color for the logo do not work.*

ACCENT COLORS

Accent colors are used with the core colors to give them vibrancy. They do not substitute for the core colors. (Stable Brown and/or Cool Grey can be used for text.) Accent colors are NOT used for the logo colors!!!



Sunny Yellow

R 255

C 0

G 194

M 25

B 14

Y 100

K 0

Coated Paper
PANTONE 123

HEX #ffc20e



Cool Grey

R 103

C 12

G 115

M 0

B 122

Y 0

K 65

Coated Paper
PANTONE 437

HEX #67737a



Mustard Orange

R 236

C 0

G 165

M 35

B 22

Y 100

K 6

Coated Paper
PANTONE 7408 U

HEX #eca516

When using the colors, it is important to always know what color format to use . If you must give the actual colors to a vendor, RGB colors and HEX colors are for digital use (internet, monitor display, etc). CMYK and Pantone colors are for printing use. This helps all of your materials have a consistent look which builds awareness. Please note, when printing on uncoated paper, the Pantone color specified differs. Please ask the printer for the appropriate uncoated Pantone color.

THE IMPERATIVE TAGLINE

An imperative tagline usually suggests an action. When attached to a logo, it becomes what is called a *lockup*. This means that this is the only primary position to use the tagline with the logo. A lockup is used when the logo must function with very little marketing support and text. (An example would be if Libertae sponsored an event and our logo is placed on a tshirt along with other organizations' logos.)

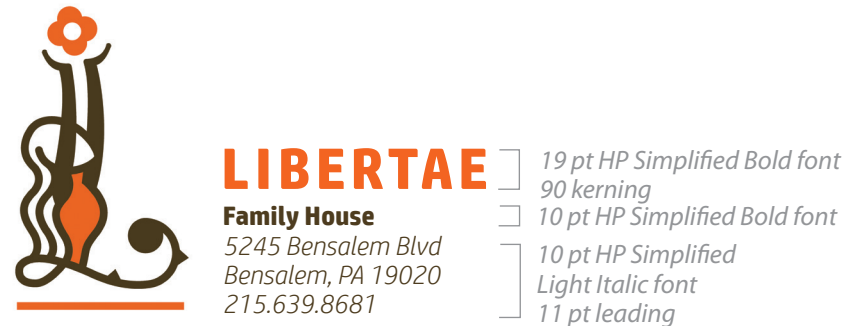
Let's Get Free! is our imperative tagline directed to the target audience we serve.

Freedom in Recovery is our imperative tagline directed to donors, supporters and partners.



HORIZONTAL TEXT FORMATIONS

These type treatments allow for the logo and name to work in various formats. This approach should only be used when it is necessary to add additional minimal text (address, event, name and title, etc) with the logo.



LIBERTAE INC.
Let's Get Free!

LIBERTAE INC.
Freedom in Recovery

Use digital files



LOGO FORMATS

Software programs will require certain file formats. We can use png, jpg and/or tiff files with word processing software (Microsoft Word) . Design programs are broader accepting most file formats.

Print vendors may request any of the file formats below. Most other vendors will request png, jpg or tiff.

Files with a transparent background: png

Files with a white background: jpg, gif, pdf

Files that you can change the color: tiff

Files that designers/printers may request: png, jpg, tiff, pdf and/or eps

LOGO MISUSES

To maintain the integrity of the Libertae personality and to promote the consistency of our public image, it is important to follow these guidelines. We need to continue to build trust with our established and new audiences.

Visual brand inconsistencies lead to confusion which leads to skepticism. The technical aspects of these guidelines are unseen by our audience but when implemented correctly, our vibrant personality will be revealed over time. Attention to detail is paramount.

PLEASE DON'T...

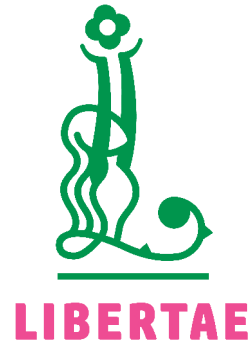
Don't rotate.



Don't delete, isolate or re-arrange elements.



Don't change color configuration or add new colors.



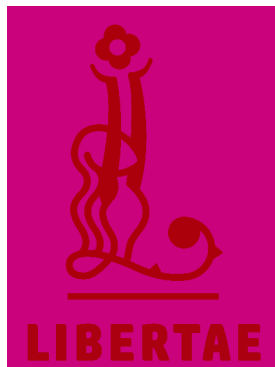
Don't stretch or condense.



Don't add text in wrong places.



Don't place on a color without sufficient contrast.



Don't add a gradient.



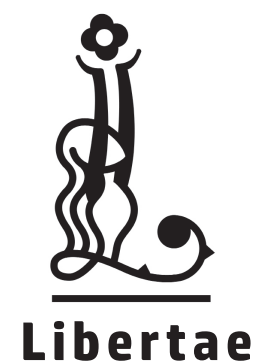
Don't put images behind it.



Don't change signature font or alter upper and lower case



Don't change the all caps to lowercase in the name



Dishonorable Mentions:

Don't use a reflection/gradient/image inside logo.

Don't put shadows behind the logo.

Don't add textures behind or in the logo.

**PLEASE DON'T DO THESE THINGS
WITH THE NAME LOGO EITHER!**

BRAND PERSONALITY

A set of characteristics that identify the physical, character and personality traits of our brand. These interconnected words and their synonyms should find their way into your messaging.



BRAND POSITIONING STATEMENT

A marketing strategy that aims to make Libertae maintain its distinct space, relative to competing organizations, in the mind of our target audience(s).

For women who struggle with drug addiction that have a history of trauma and co-occurring disorders. Only Libertae provides a community emphasis, a healing approach and a healthy organizational culture that gives women back their whole lives. A safe environment with accredited professionals focusing on empowering women is what Libertae is about.

Our two imperative taglines were developed from the brand positioning statement.

MINIMUM LOGO SIZE

Scale and proportion for the Libertae logos should be determined by the available space, aesthetics, function and visibility. It is designed to work at small sizes to ensure readability in print and digital communications (stationery, website, etc).

Since we have a artistic logo combined with a readable font , the symbol should not go below 1 inch. (height). When formats require the logo to be below 1 inch, only the name should be used.



MOSAIC GRAPHIC

Specific use of graphics can help express our personality and voice. The mosaic (below) use our core colors and accent colors. It is a metaphor for the different facets of addiction (denial, contemplation, preparation, etc). It also has a few variations with blended colors. This mosaic does not have to be expressed in all marketing materials. But it is recommended for print and digital applications as an additional visual marker. The smaller the application, the less it should be used. It also should not draw attention away from our logo.



PRINT: LETTERHEAD

LIBERTAE INC.

Nancy Wolf, Executive Director
nwolf@libertae.org

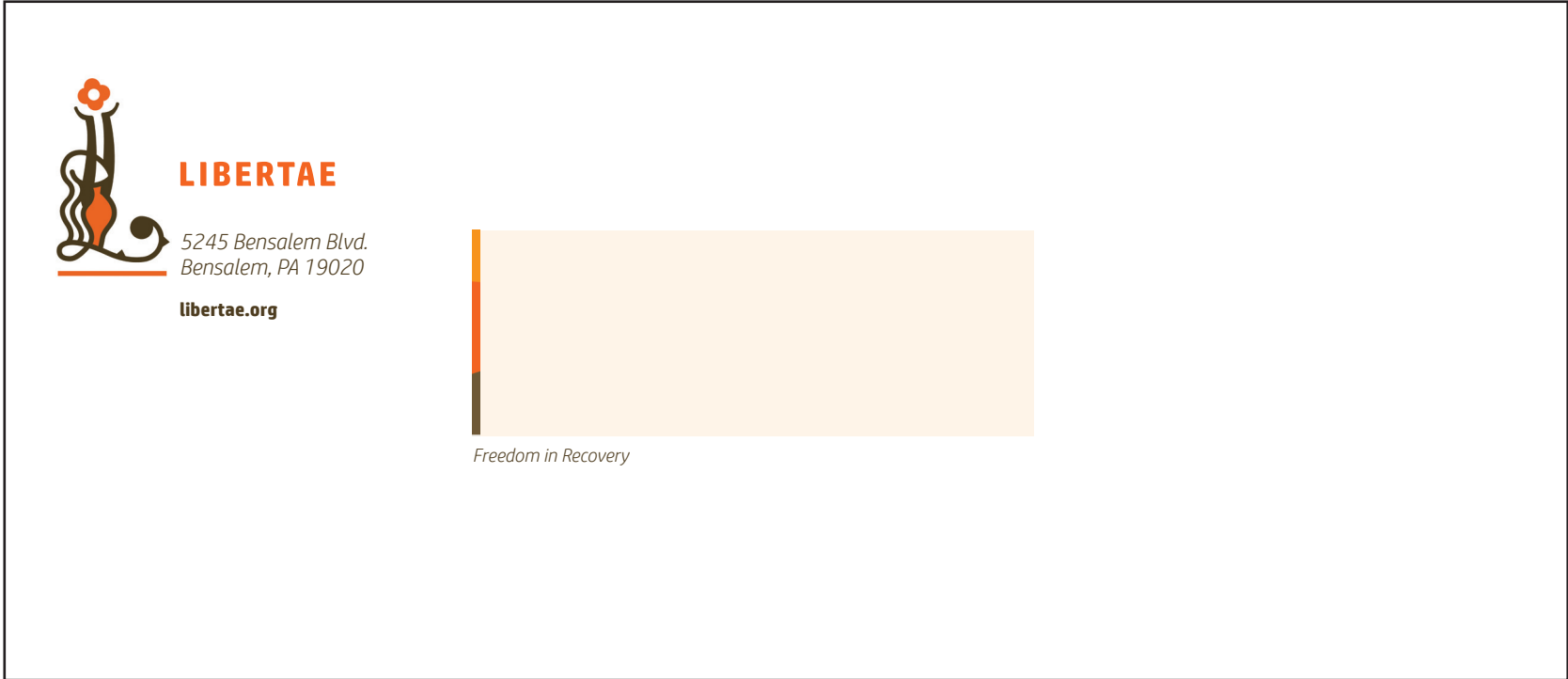
5245 Bensalem Blvd.
Bensalem, PA 19020

215.639.8681
libertae.org



Freedom in Recovery

PRINT: BUSINESS CARD AND ENVELOPE



PRINT/DIGITAL: FLIERS

Details:

Headline: HP Simplified Bold

Copy: HP Simplified

Headline text with
background mosaic graphic

Main photo

Logo
and
tagline

Benefits
copy

Benefits
copy

Contact info

When moms gets better, children get better.



Libertae builds a community around women and their families so that everyone wins.



EUM AUDIRE PATRIOQUE

Lorem ipsum dolor sit amet, sed at rebum munere voluptaria, voluptua consetetur mea te. Ad sed solet corpora quaestio, iusto dictas liberavisse his brute et consetetur mea te. Ad sed solet corpora quaestio, iusto dictas liberavisse his brute et consetetur mea te.

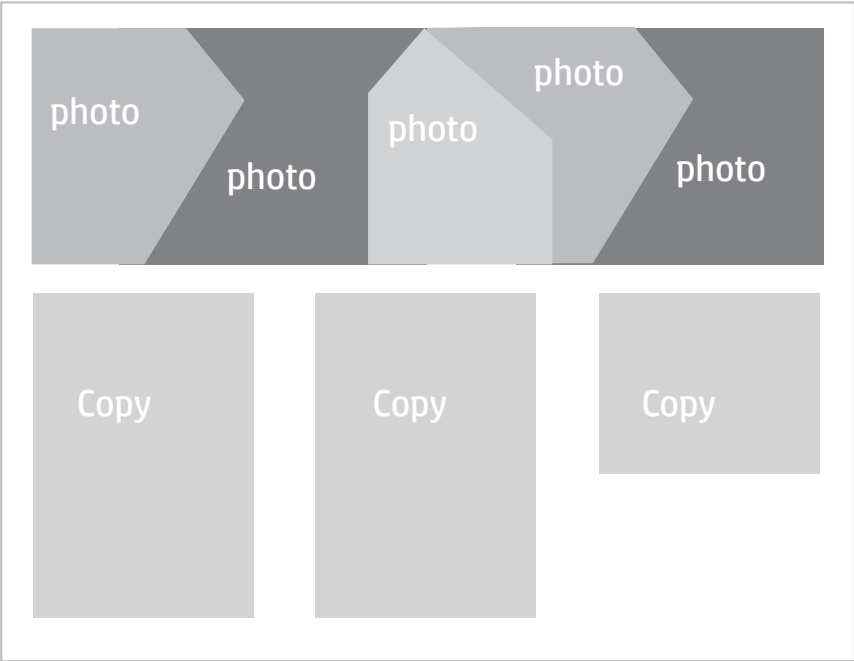
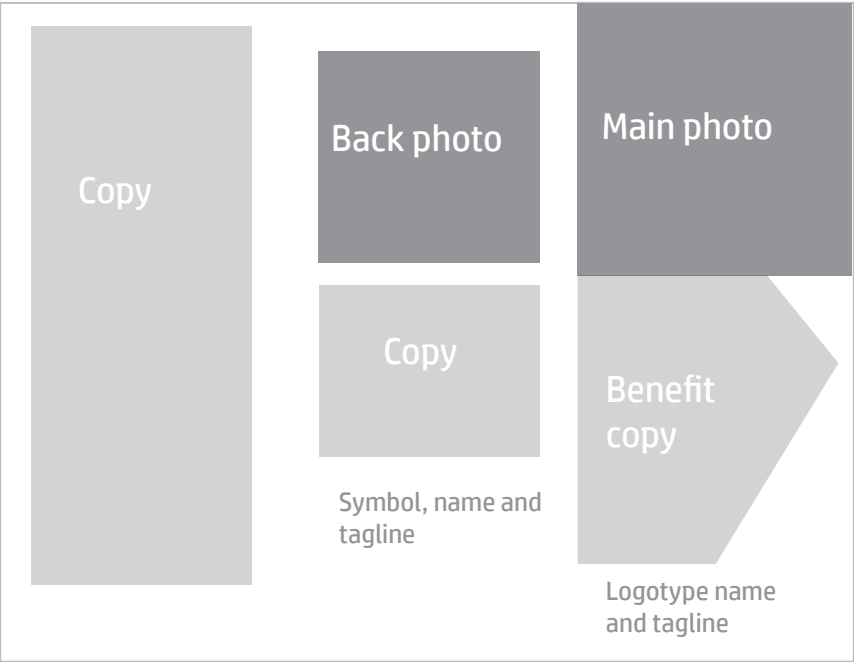
EUM AUDIRE PATRIOQUE

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CONTACT US AT 1.215.639.8681 libertae.org

5245 Bensalem Blvd., Bensalem, PA 19020

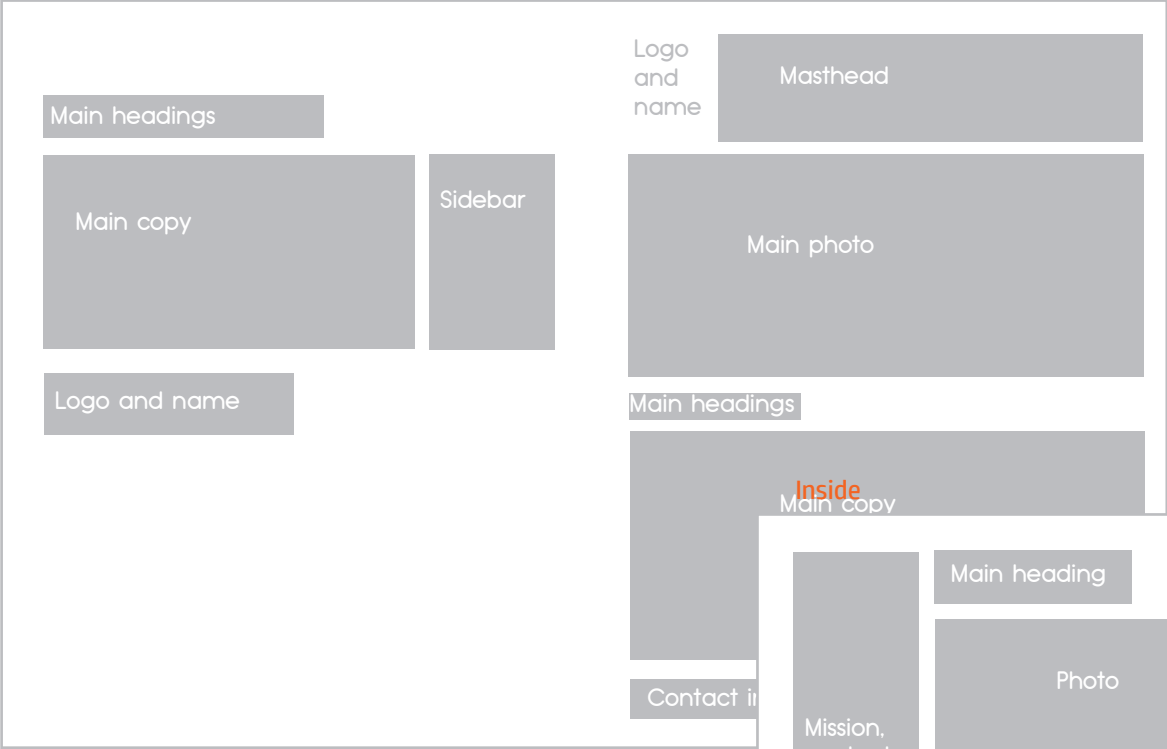
PRINT/DIGITAL: BROCHURE



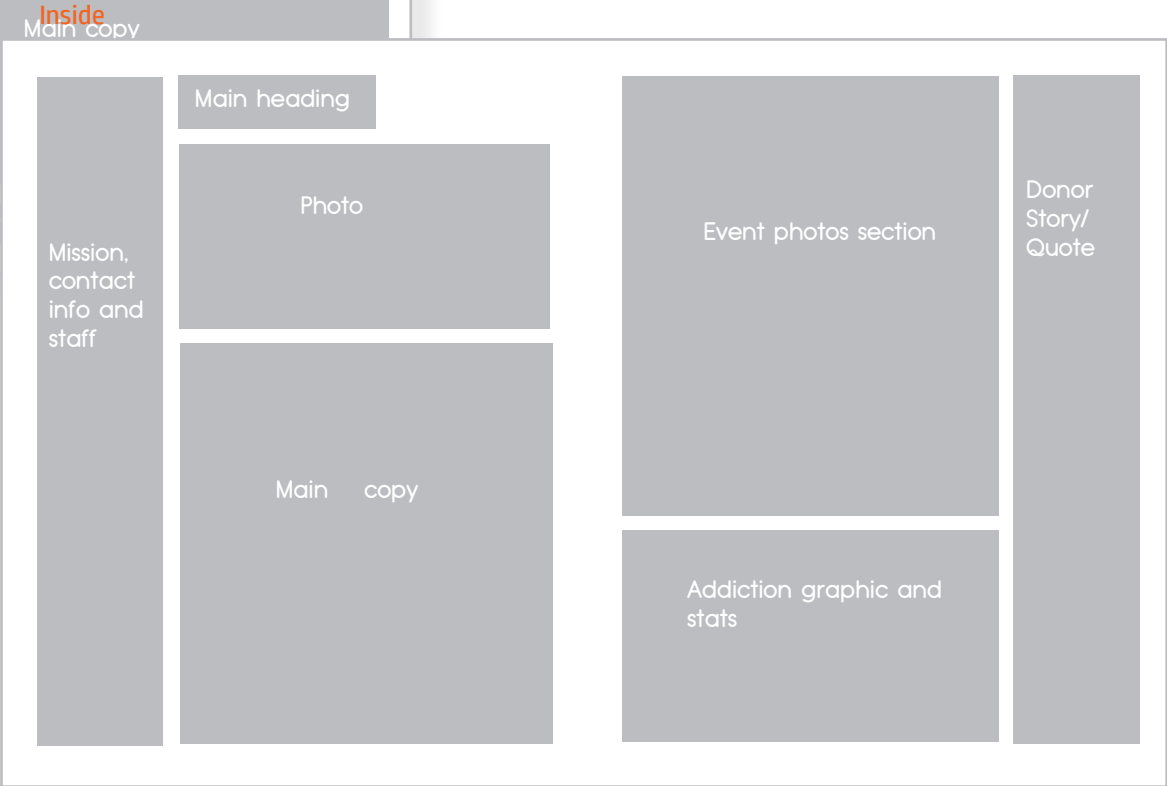
PRINT:NEWSLETTER

Back

Front



Details:
Main Headings: 14pt HP Simplified Bold Orange
Main copy: 12pt HP Simplified Gray
Sidebars: 8pt HP Simplified Italic Orange





Let's Get Free

September 2016 Newsletter



Our Family Center provides an outlet for our resident's children.

EUM AUDIRE PATRIOQUE

Lorem ipsum dolor sit amet, sed at rebum munere voluptaria, voluptua consetetur mea te. Ad sed solet corpora quaestio, iusto dictas liberavisse his brute et consetetur mea te. Ad sed solet corpora quaestio, iusto dictas liberavisse his brute et consetetur mea te.

Lorem ipsum dolor sit amet, sed at rebum munere voluptaria, voluptua consetetur mea te. Ad sed solet corpora quaestio, iusto dictas liberavisse his brute et consetetur mea te.

Libertae, Inc. 5245 Bensalem Blvd., Bensalem, PA 19020 1.215.639.8681 libertae.org

PRINT/DIGITAL: ADS



FREEDOM
looks like us!



Struggling with addiction is not the end

Libertae provides a community of women that builds you up and helps you make recovery a part of your daily life.

Let's Get Free!

Download our app!
1.215.639.8681 libertae.org

Targeting women, ages 18-34



LIBERTAE INC.
Freedom in Recovery.

"I support Libertae because I have seen the results of their recovery program."
--Janice Jackson, VP, Exeter Bank

5245 Bensalem Blvd., Bensalem, PA 19020
1.215.639.8681 libertae.org

Targeting donors/supporters

PRINT/DIGITAL: POSTCARDS



Targeting women, ages 18-34



Targeting donors/supporters

DIGITAL: E-NEWSLETTER

Let's Get Free

LIBERTAE INC.
Freedom in Recovery



EUM AUDIRE PATRIOQUE

Lorem ipsum dolor sit amet, sed at rebum munere voluptaria, voluptua consetetur mea te. Ad sed solet corpora quaestio, iusto dictas liberavisse his brute et consetetur mea te. Ad sed solet corpora quaestio, iusto dictas liberavisse his brute et consetetur mea te.

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5245 Bensalem Blvd., Bensalem, PA 19020
1.215.639.8681 libertae.org

DIGITAL: EMAIL

To: Joe Jackson
Subject: Bulk ordering
Date: May 6, 2016 9:36AM GMT

Dear Mr. Johnson,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis ornare, urna varius faucibus ornare, ante metus eleifend dolor, ac porta nunc nisi elementum orci. Phasellus a ipsum eros. Donec mattis nunc et urna faucibus quis laoreet magna eleifend. Maecenas imperdiet faucibus tellus vel placerat. Nullam quis nisl eu leo faucibus accumsan.

Best Regards,

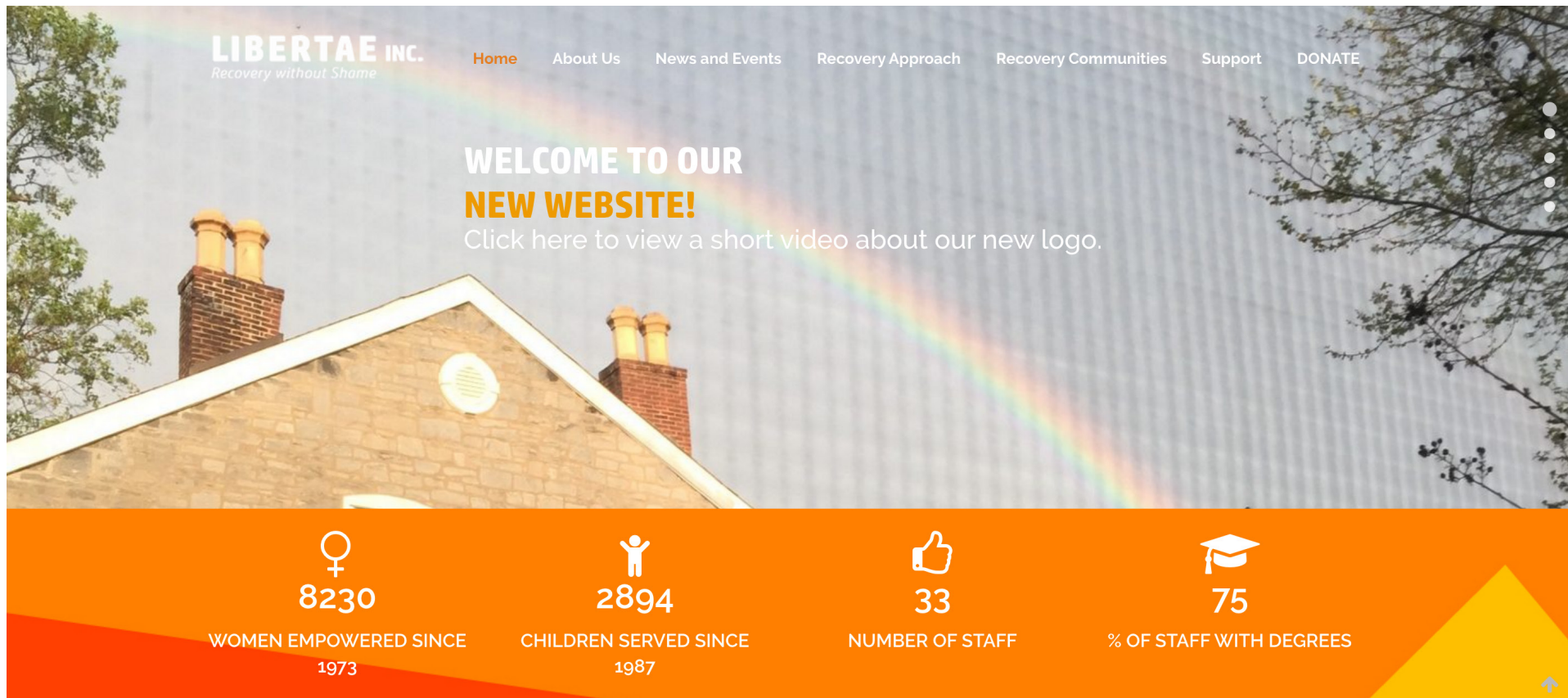
Nancy,

LIBERTAE INC.
Freedom in Recovery

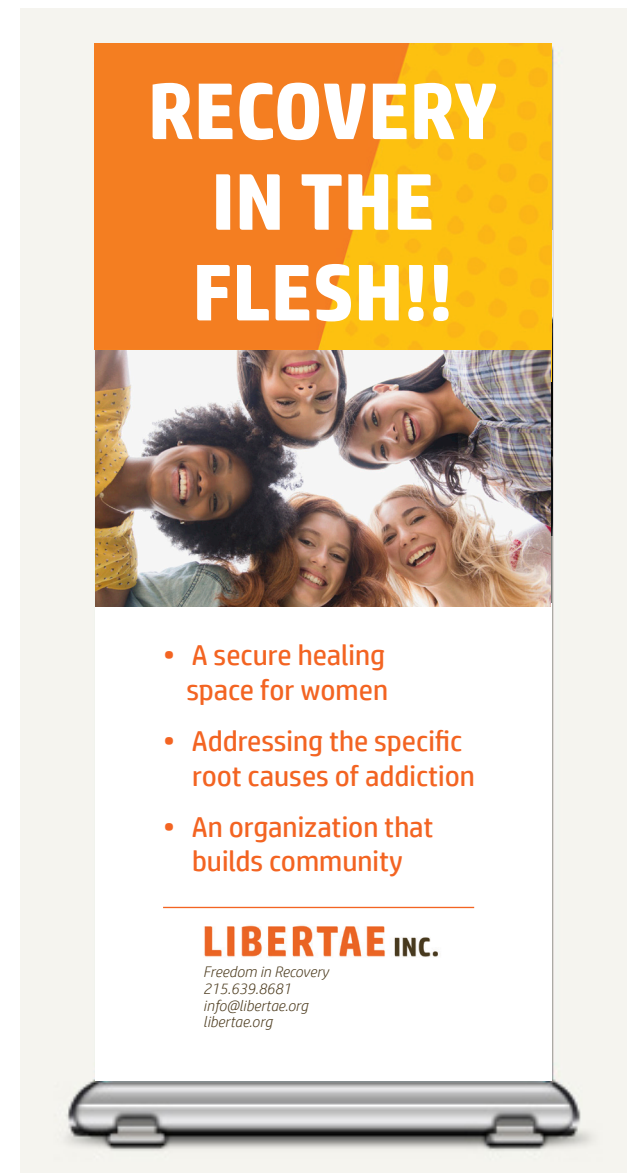
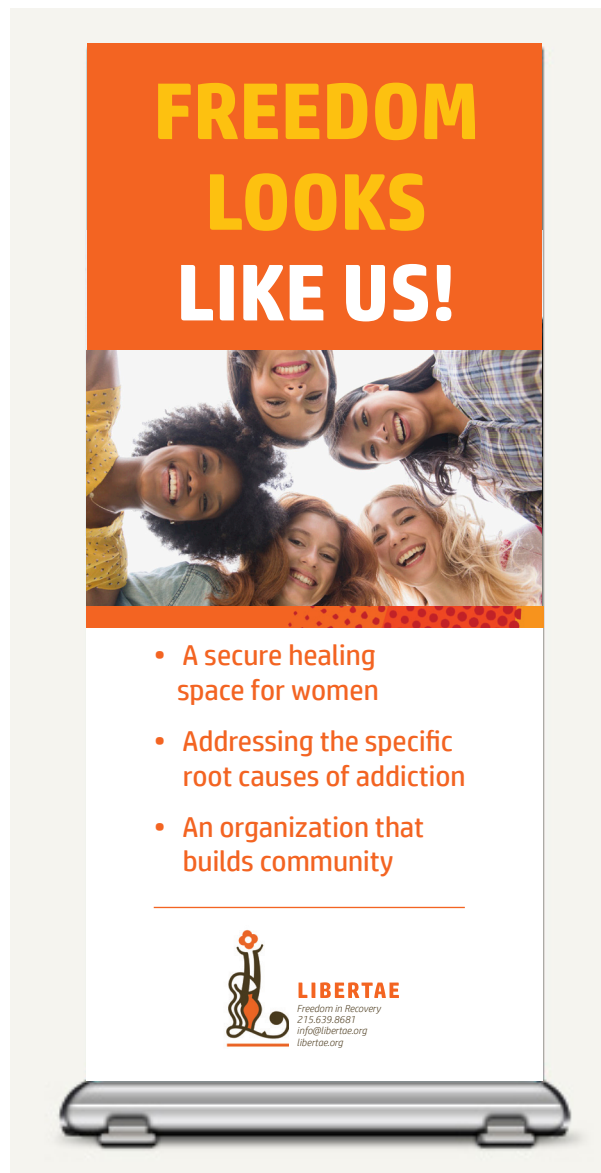
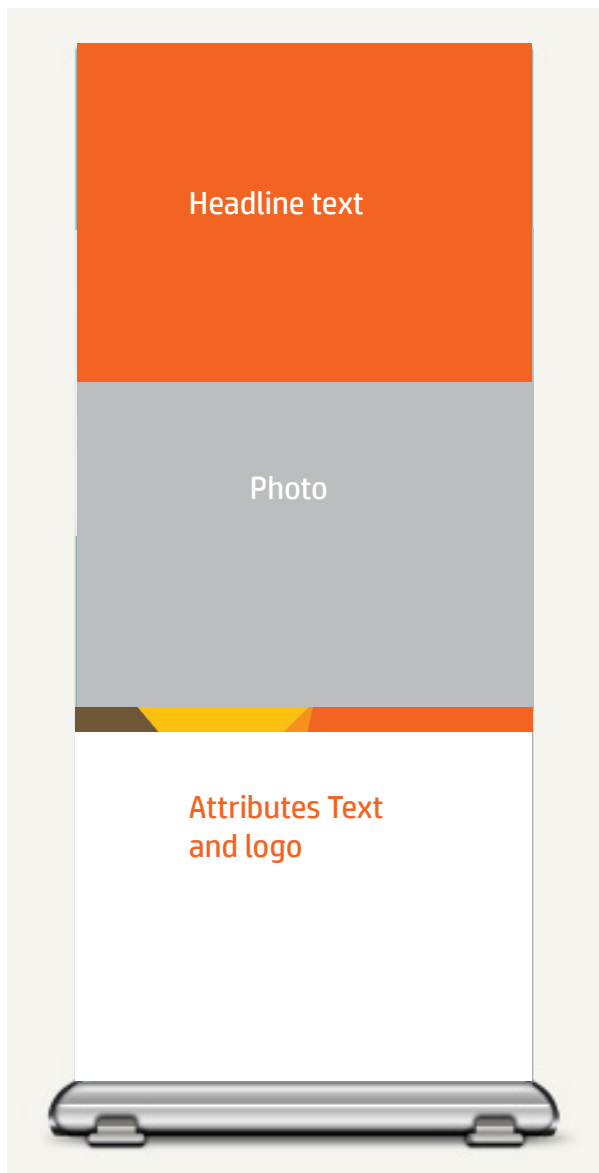
Nancy Wolf
Executive Director

nwolf@libertae.org
libertae.org
215.639.8681

DIGITAL: WEBSITE



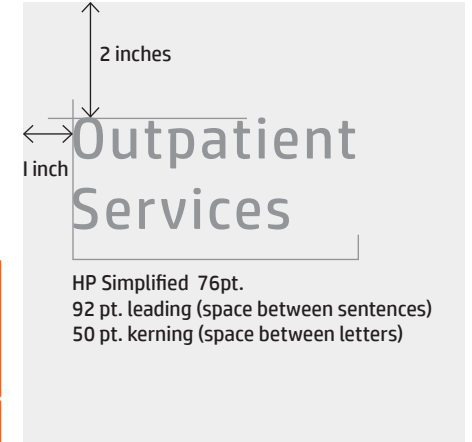
DISPLAY: VENDOR BANNER AND SIGNS



Outdoor sign



Indoor signs



8 x 8 directional sign

Larger horizontal signs



ACCESSORIES



ACCESSORY COLOR USAGE

It is typically expensive to use multiple colors on accessory items. Even though they are the best way to create brand recognition, they are not considered necessities. Therefore, we must be discerning about how we use them. One-color approaches can have more impact than a multi-color approach.



If you've just read these guidelines, you have our appreciation. When you are creating new marketing materials, look at the design and simplicity of what has already been done.

We know applying these principles takes time and effort, but the stories we tell in all our communications will be stronger for it. Thank you for sharing our belief in details and quality.

Nancy Wolf

Libertae Executive Director