

Saving  Homes

Brand Manual



These guidelines describe the visual elements that represents the brand identity of Saving Homes. A definitive guide to what's accepted and what isn't when it comes to our brand. We've drummed up this manual to help make those rules clearer.



Brand

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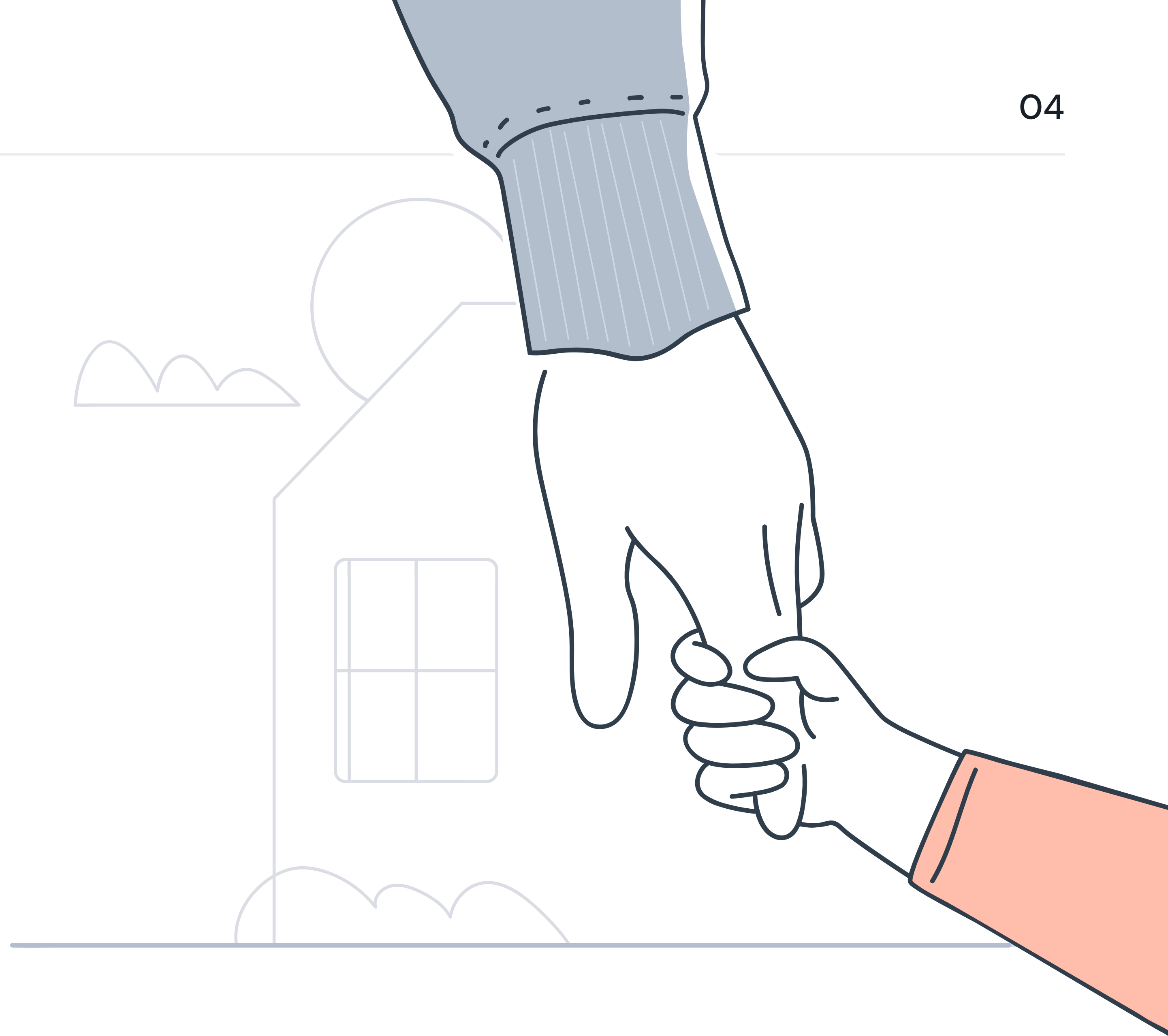
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Intro

Home is where the heart is.

It's also where safety, security, stability, and opportunity reside. Saving Homes is a 501c3 nonprofit dedicated to the mission of helping families with children facing foreclosure save their homes, and providing the assistance and resources they need to prevent them from risk of foreclosure in the future.



Our Vision

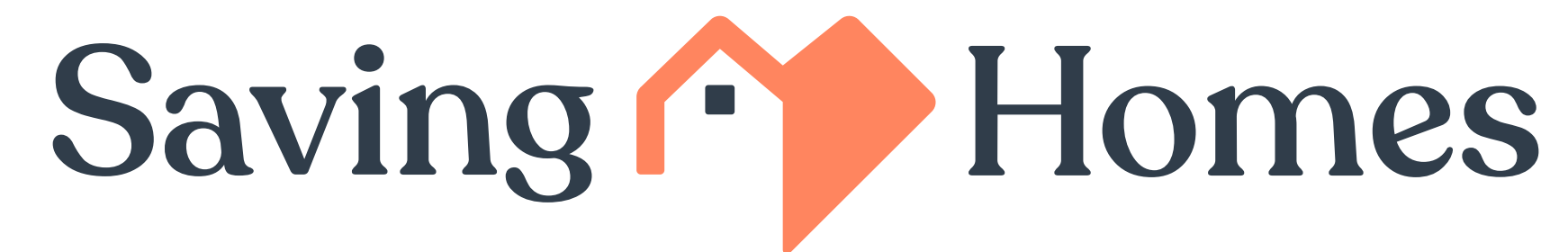
Combine creative innovation, new financial and tech solutions, and neighborly generosity together to help save the homes and futures of families facing foreclosure.

Our Mission

To prevent foreclosures on the homes of children, and help their parent(s) permanently overcome their financial challenges so they can provide a safe, secure, and stable home.

Our Values

- Transparency
- Innovation
- Sustainability
- Influence
- Children Focused



Our logo is empathetic, warm, welcoming, and trustworthy. It reminds us that "**home is where the heart is,**" and is a place of safety, security, and stability. It also conveys a place of help and hope.

The logo establishes authority and trust while being approachable and relatable for both those facing an intense life crisis, and those wanting to make sure they're donating and supporting a respectable and trustworthy organization. For this reason, it is designed to be both serious and friendly at the same time.

Saving  Homes

Primary Logotype

 Saving
Homes

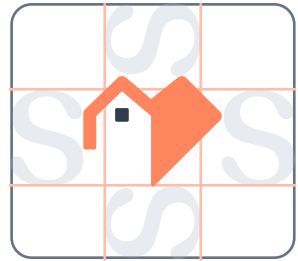
Alt Layout 01

 Saving Homes

Alt Layout 02

Clear Space

It's important to keep the logo clear of any other graphic elements, to avoid distraction and ensure impact. That's why we've established the "exclusion zone." The exclusion zone must be empty space, without other design elements, text, or images encroaching within the zone. The distance is determined by the dimensions of the capital letter S.



Saving Homes



Don't change the position of the elements of the logotype

Saving  Homes



Don't use the FULL COLOR logo over forbidden background colors.

Saving  Homes



Don't change the colors of the logotype

Saving  Homes



Don't alter the proportion of the logotype

Saving  Homes

✗ Don't resize icon relative to text

Saving Homes

✗ Don't use text without icon

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✗ Don't use an outlined version

Saving  Homes

✗ Don't apply shadows, gradients or other effects

Color Palette

The peach and salmon are warm, empathetic, and soft, helping convey the concept of "Home is where the heart is."

The gray and navy colors give the brand a grounded, modern, serious, and trustworthy tone.

For accessibility purposes, the UI Deep Navy is to be used on UI elements, such as buttons, with white typography for better usability compared to the lower contrast peach and salmon colors.

UI Deep Navy
Pantone 433 C

HEX #181F26
R=24 G=31 B=38
C=81 M=70 Y=59 K=71

Dark Navy
Pantone 432 C

HEX #303D4A
R=48 G=61 B=74
C=81 M=66 Y=51 K=43

Dark Silver
Pantone 431 C

HEX #677285
R=103 G=114 B=133
C=67 M=52 Y=44 K=17

Silver
Pantone 537 C

HEX #B3BECD
R=179 G=190 B=205
C=30 M=19 Y=12 K=0

Pale Silver
Pantone 663 C

HEX #EBECF0
R=235 G=236 B=240
C=8 M=9 Y=5 K=0

Pale Peach
Pantone 488 C

HEX #FFBDAB
R=255 G=189 B=171
C=4 M=31 Y=28 K=0

Peach
Pantone 1635 C

HEX #FF855F
R=255 G=133 B=95
C=56 M=55 Y=0 K=0

Dark Salmon
Pantone 7612 C

HEX #D19585
R=209 G=149 B=133
C=20 M=42 Y=40 K=0

Salmon
Pantone 7611 C

HEX #E9C1B6
R=233 G=193 B=182
C=11 M=27 Y=26 K=0

Pale Salmon
Pantone 7604 C

HEX #FCEAE5
R=252 G=234 B=229
C=8 M=15 Y=11 K=0

Color Versions

Our logo's colors are adjusted depending on its background.

We can use the FULL color version of the logo on pale salmon and pale silver because the contrast is accesible.

For peach background, we use the logo in its white version to ensure good legibility.

With dark navy background, use the logotype version composed by white typography and white accent details such as the window inside the heart.



Black and White Versions

In cases where we cannot control the background color of where our logo will be displayed, or we have limited color options, the Black or White versions of the logo allow us to expand our branding reach without conflicting with our color palette.

Common examples where the Black or White logo may be used, include:

- Advertising in black and white or grayscale publications
- Cost-effective printing (1-color printing / offset printing / laser printing)
- Embroidery and engraving
- Metallic stamping
- Tshotckes



Color Usage

Some specifications for color usage on social media and UI elements;

The use of color is controlled to generate harmony in the compositions. We want to keep it minimal, modern, warm and serious.

For compositions with illustrations, lean towards using softer background colors to better showcase the illustration.

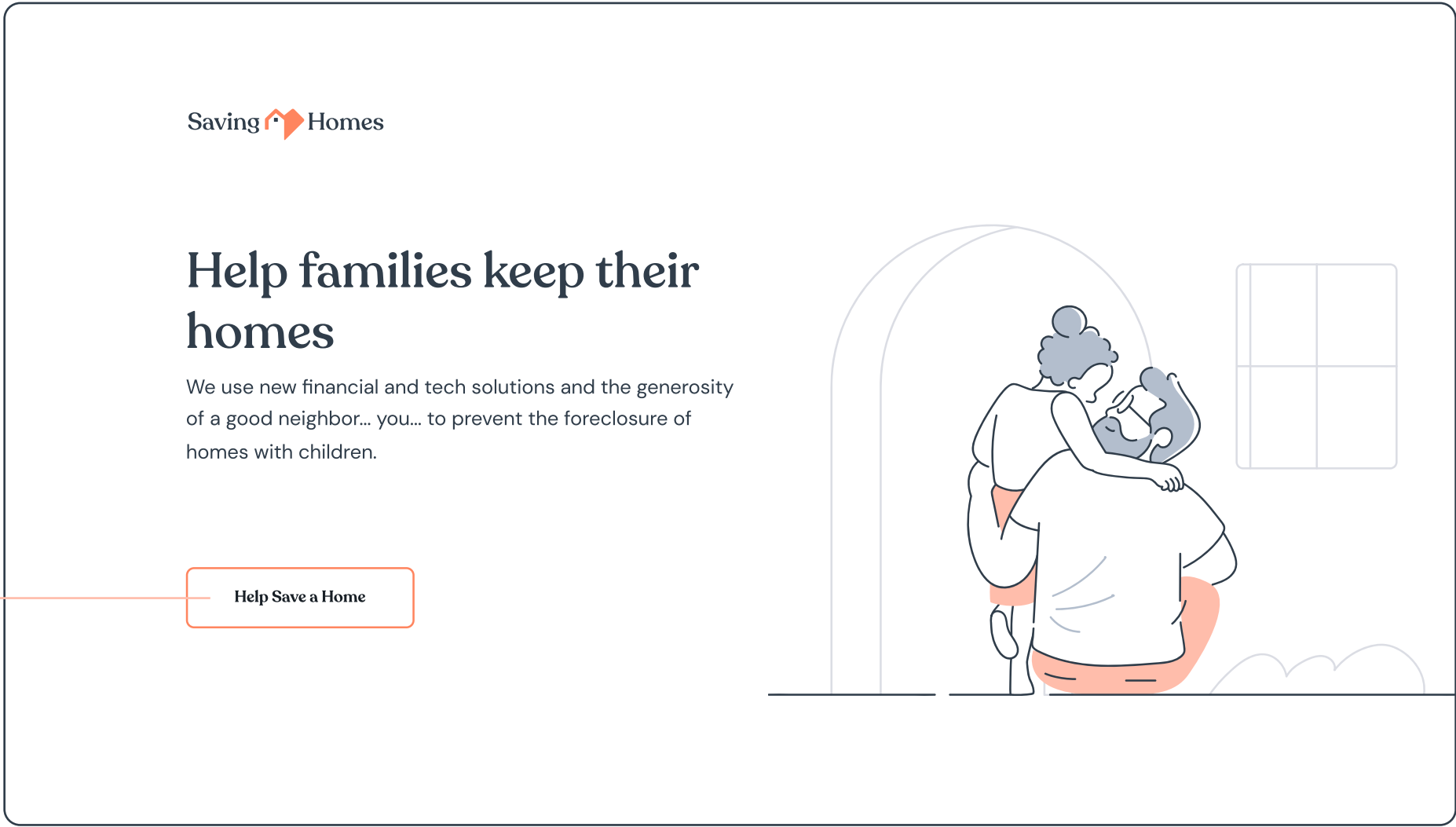
For compositions with images, lean towards using bolder background colors to better contain the image.



When we have photos, we use peach and dark navy backgrounds.

In order to highlight the illustrations, we use a pale silver background.

UI elements are clean and simple. They aren't visually heavy. The buttons are outline, they are filled when user does mouse hover.



Font Family

Families want to feel safe, secure, and understood. Recoleta is the font used on the logo because it provides both a warm sense of connection with a grounded sense of purpose and trustworthiness.

DM Sans pairs with our primary font to give a sense of modern relevance and innovation.

Primary Font Family

Recoleta

Secondary Font Family

DM Sans

Hierarchy

Recoleta is used for headings and large fonts.

DM Sans is the secondary font family used for body text and small fonts because of its geometric sans serif design, which is perfect for smaller text sizes due to its excellent legibility.

Heading 1

Recoleta Medium 64px
Line-Height 72px

Heading 2

Recoleta Medium 44px
Line-Height 48px

Heading 3

Recoleta Medium 32px
Line-Height 32px

Body Text Large

DM Sans Regular 20px
Line-Height 24px

Body Text Small

DM Sans Regular 16px
Line-Height 24px

Illustrations

The illustrations are a combination between geometric shapes for backgrounds and organic shapes for people.

We portray a simple background because families need to feel the process is easy, simple, and fast.

The illustrations of people don't have faces to keep them minimalistic, not too cartoonish, and help the viewer see themselves or others they care about in the characters.



Some close up illustrations can be used to highlight the concept of connection. In these cases, illustrations should have more detail.



Images Usage

Here we have some possible examples of visual resources that can be used on social media, the website, or any other collateral materials.

As a general criteria to choose photos:

- Select those with only one parent to resonate with the audience.
- Avoid portraying too much of the house, so the viewer isn't distracted by house details that might lead to certain judgements about their wealth or lifestyle. The focus should be on the people.
- Highlight the close contact between the parent and their child.
- Use photos in color and with a good contrast and saturation levels to enforce the sense of warming.
- People should be looking at each other and not at the camera.
- Pay attention to the cropping of the images, don't cut people's heads with the roof shape.



Institutional

Disclaimer: These are notional representations and not actual usable asset designs at this time.



Institutional

Disclaimer: These are notional representations and not actual usable asset designs at this time.



Email Signature

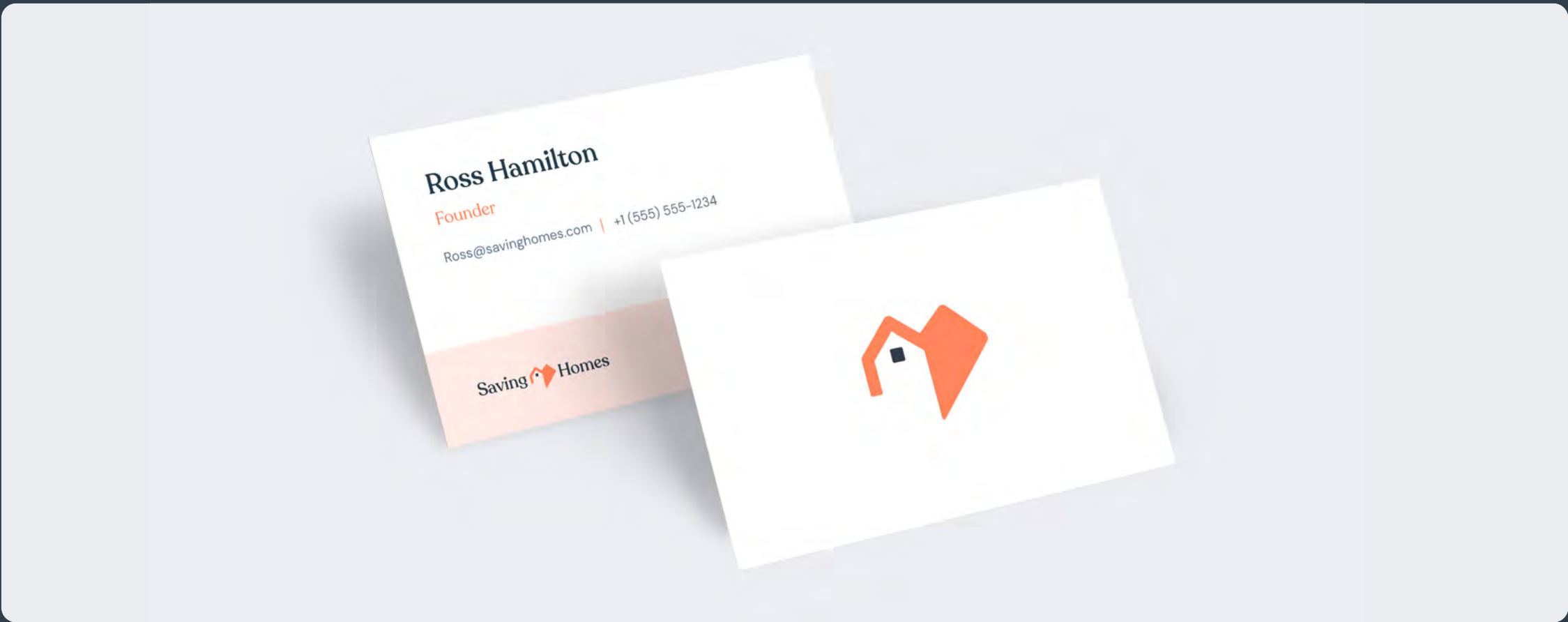
DM Sans 20pt bold

DM Sans 14pt regular

DM Sans 14pt bold

206 px

Business Cards



Clothing

Disclaimer: These are notional representations and not actual usable asset designs at this time.

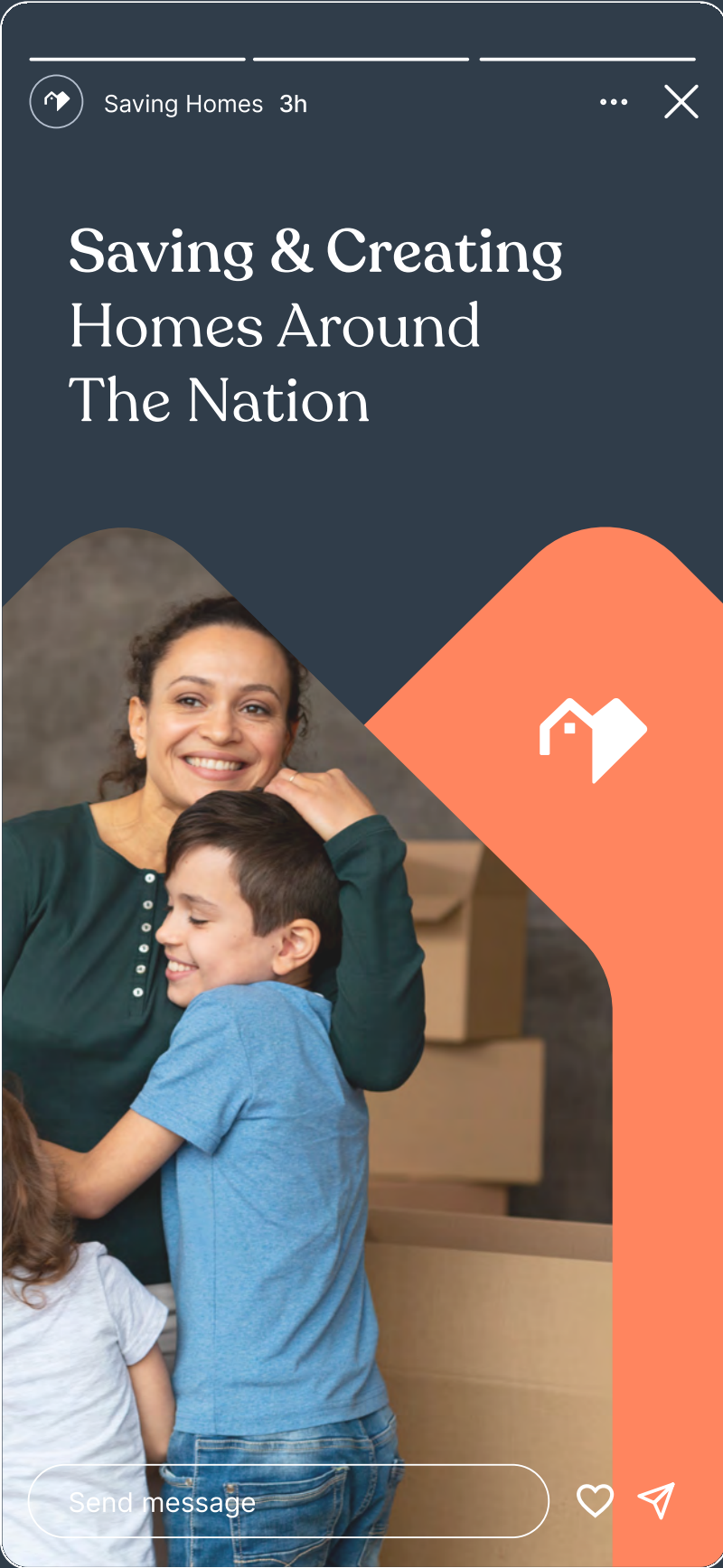


Social Media

We explore the concept of support and stability using a roof shape.

Depending on the shape crop, we can have different results and it gives more variety to the social media feed.





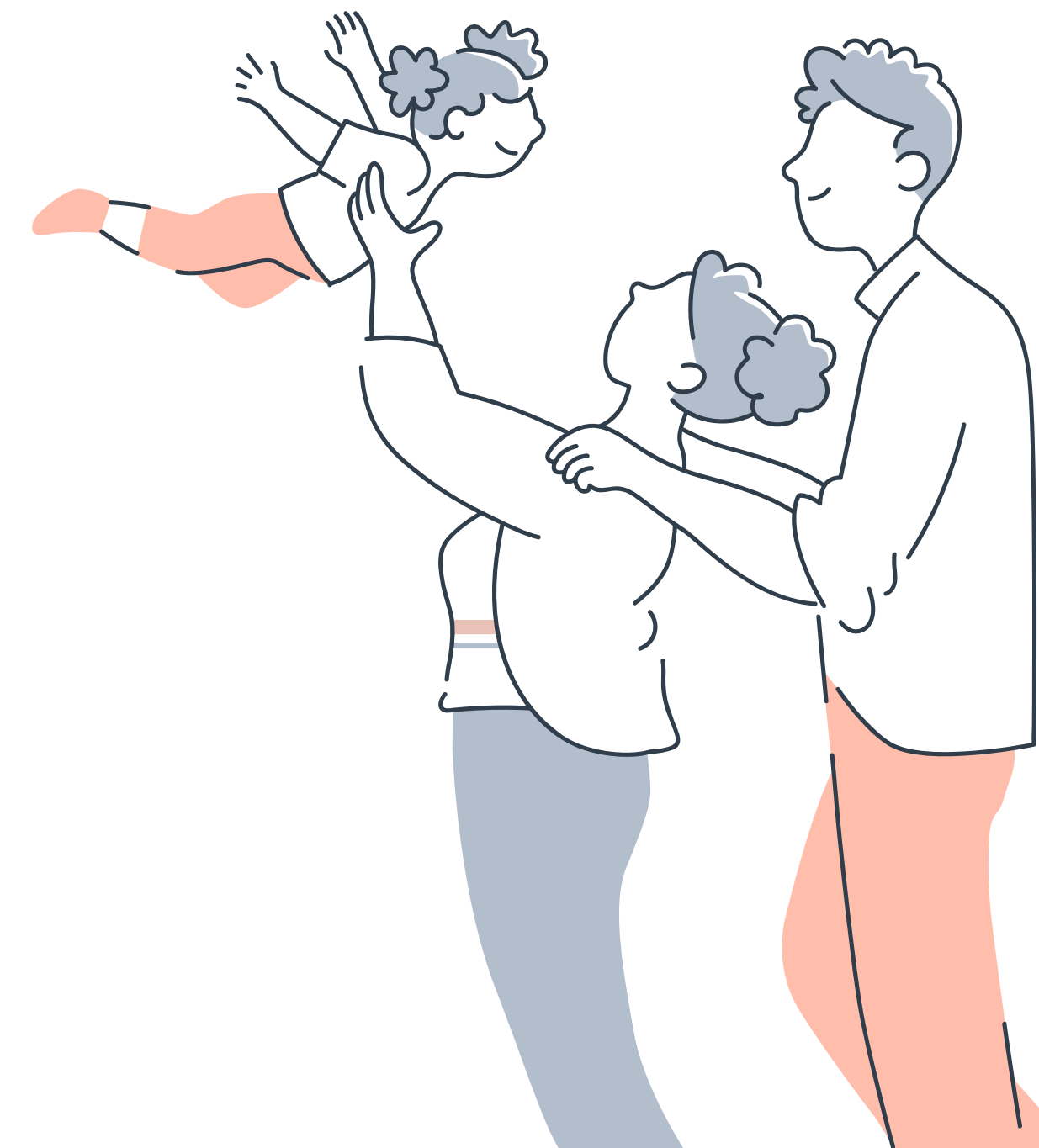
UI


UI Elements are simple and minimalist, while being paired with warm and inviting companion CTAs, text, illustration, and imagery.

The website will be modern and tech-forward, while being human-centered and sensitive. It should establish trust and authority, while also being approachable and friendly.

Contact us

Until this Sunday, every dollar you give is being matched!




Saving  Homes

Help families keep their homes

We use new financial and tech solutions and the generosity of a good neighbor... you... to prevent the foreclosure of homes with children.

Help Save a Home



Saving & Creating Homes Around The Nation

Until this Sunday, every dollar you give is being matched!

Donate Now



Thanks!

Saving  Homes

