

logo meaning



the heart

The heart serves as a reminder to us all (board members, staff, donors, volunteers and clients) that we are here for each other. Every person has value. People are at the heart of what A New Leaf does. The heart is a symbolic representation of the people we serve. It's what motivates us.

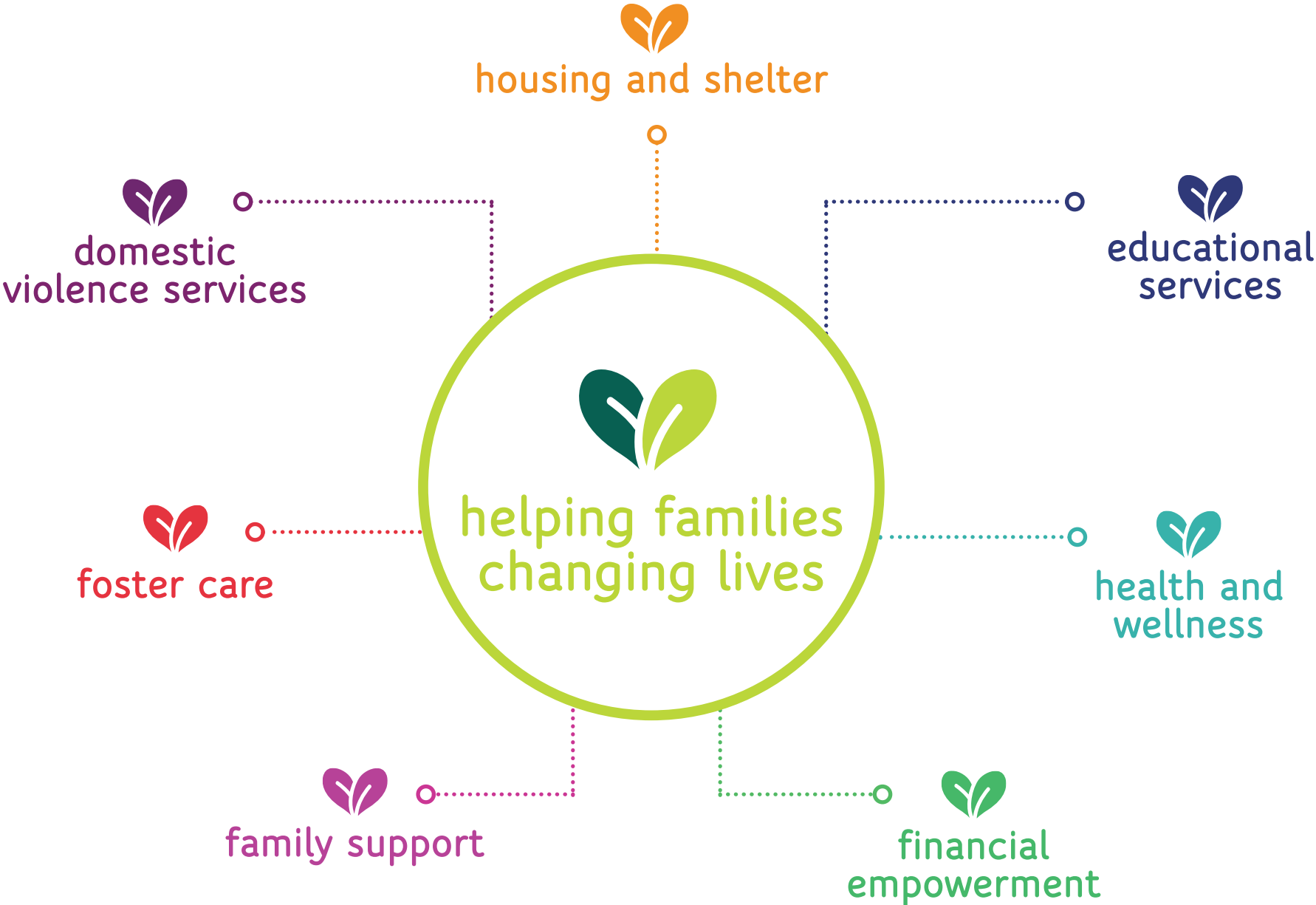
the leaves

The two leaves connected remind us that we need to be connected to each other. None of us were meant to live alone. In relationship with each other we find purpose, healing and hope for the future. The two leaves and two colors represent the idea of "turn a new leaf." This is the essence of the brand story.

the font

The type styles mimic the rounded feel of the logo mark. We also use lower case letters because caps would move the brand to a more corporate feel. The lower case has more of a people-centered, friendly, approachable design that represents people of all ages.

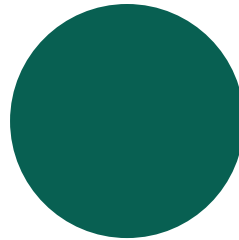
program overview



color palette

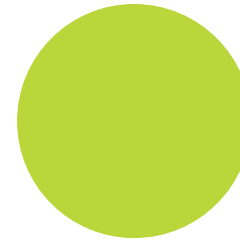
PRIMARY

Forest and lime are the two primary colors of A New Leaf's brand. Use them generously. Don't use any other colors before using these first.



FOREST

CMYK: 89-40-68-30
RGB: 9-96-82
PMS: 336 C



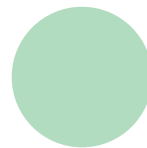
LIME

CMYK: 31-0-93-0
RGB: 187-214-61
PMS: 382 C

SECONDARY

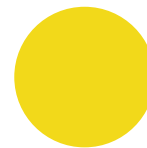
Use these colors to complement the primary colors.

Note that some secondary colors are the dominant color for a specific program area.



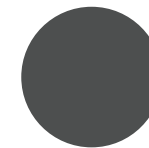
MINT

CMYK: 31-0-31-0
RGB: 178-220-191
Hex: B2DCBF
PMS: 566 C



YELLOW

CMYK: 7-9-97-0
RGB: 242-216-27
Hex: F2D81B
PMS: 604 C



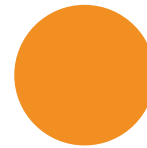
GRAY

CMYK: 66-57-57-36
RGB: 78-79-79
Hex: 4E4F4F
PMS: 7540 C



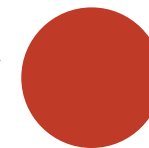
TURQUOISE / HEALTH AND WELLNESS

CMYK: 71-6-38-0
RGB: 57-178-171
Hex: 39B2AB
PMS: 7465 C



ORANGE / HOUSING AND SHELTER

CMYK: 2-52-99-0
RGB: 241-143-34
Hex: F18F22
PMS: 715 C



RED / FOSTER CARE

CMYK: 18-91-99-8
RGB: 189-58-39
Hex: BD3A27
PMS: 7599 C



MAROON / DOMESTIC VIOLENCE SERVICES

CMYK: 57-100-25-9
RGB: 125-37-110
Hex: 7D256E
PMS: 255 C

TERTIARY

Use these colors only as the dominant color for a specific program area.



FINANCIAL EMPOWERMENT

CMYK: 71-0-80-0
RGB: 69-184-105
Hex: 45B869
PMS: 145-6 C



FAMILY CARE

CMYK: 28-89-0-0
RGB: 183-65-152
Hex: B74198
PMS: 76-15 C



EDUCATIONAL SERVICES

CMYK: 100-96-30-0
RGB: 47-56-121
Hex: 2F3879
PMS: 103-15 C

typography

Typography is a powerful brand tool when used consistently. This set of typefaces should be used across all print and web applications.

SPEAK OT HEAVY

Use for headlines and sub-headlines.
Lower case

SPEAK PRO BOLD

Used in logo.
Lower case

OPEN SANS BOLD

Use for sub-headlines.
All caps

OPEN SANS REGULAR

Use for body copy.
Sentence case

SOURCE SERIF PRO REGULAR

Used for descriptor in logo.
Use for program descriptors.
All caps

Speak OT Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Speak Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Serif Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

organizational messages

mission

Helping families... changing lives.

overview

Everyday at A New Leaf, we celebrate:

- A veteran moving into safe housing
- A woman finding safety from abuse
- The young and old improving their health
- An entrepreneur making a dream reality
- A family restoring their bond
- A child finding a family to call their own
- A parent working to support their family

Together, we're making our community
a better place to live.

key messages

Together, we are building a stronger community by helping families and individuals overcome the challenges they face. Everyone deserves a chance at a brighter future.

No matter where someone is on their journey in life, from crisis to long-term stability, A New Leaf is here to help.

We have been helping families and changing lives in the Valley for over 50 years.

volunteer logo

This logo must only be used with volunteer assets.

Do not substitute the primary or secondary A New Leaf logo with this logo.



X should never be less than 1 inches



Use only with black/white printing



Use only with a full color background

volunteer messaging

overview

We welcome the presence of volunteers as integral members of A New Leaf's team. Whether individuals or groups, large projects or small, it all makes an impact as we work together to accomplish meaningful work, enhance client services, and increase community awareness.

key messages

Volunteers complement A New Leaf's services with special skills that range from preparing meals to cutting hair to budgeting.

A New Leaf is stronger when you're a part of it. Together, we're helping families...changing lives.

The most important hour of your week may be the one you give away!

