



**FACES & VOICES
OF RECOVERY**

Brand Guidelines

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ABOUT THESE GUIDELINES

The Faces & Voices of Recovery identity system and the standards for its application are designed to create a strong, consistent and memorable position in the marketplace. These Brand Guidelines will help you to use our identity and image properly. Inconsistent representation of the Faces & Voices of Recovery identity will erode the integrity of our brand.

These guidelines are intended to be both rigid and flexible. As it is impractical to plan for every conceivable identity usage, the most commonly practiced applications are shown, while leaving room for a bit of creativity.

Certain guidelines are not to be compromised, however. Our communications at every level need to be of the highest quality. Proper use of our identity will ensure quality communication and will reflect positively on Faces & Voices of Recovery as a brand.



OUR LOGO & TAGLINE



Logo

Our logo was designed to be dynamic, active, and instantly recognizable. The all-caps and weight of the typeface connotes strength while the rounded letterforms lend a sense of approachability. The type was designed for maximum legibility, while emphasizing the three most important words in our name (Faces, Voices and Recovery).

Our logomark (symbol) represents advocacy in motion on a global scale. The foundation of the design is based on sound waves and longitudinal lines found on a globe. However, the figurative rendering allows for further connotations of multiplicity, diversity, action and growth.

Tagline

Our tagline is beautifully balanced and multi-dimensional. Much like recovery.

It should be used as seen here in all print applications. In text applications – letters, ads, pr, etc. –use the whole of it whenever possible (preferable) or a single aspect of it (i.e. Act.) as the foundation for that text. Expand each word and tie it to specific activities, capabilities, stories, etc.

Our tagline can be viewed and talked about as a concise description of our primary capabilities: we advocate for effective public policies; we act in support of recovering individuals, families, and local organizations; and we advance our cause.

It can also be heard as an imperative statement, a direction to the global recovery community to advocate for, act in support of, and advance of recovery.

Our tagline is also offers a sense of flow to all of our activities: advocacy leads to action, which leads to an advance, organizationally and/or personally. A simple reading of our tagline is that when we advocate effectively, we will act accordingly, and we will advance.



PRIMARY: HORIZONTAL

The primary version of the logo, to be used wherever possible, is this horizontal layout with the logomark positioned to left of the name. It can be used with or without the tagline.



SECONDARY: STACKED

The secondary version of the logo, to be used wherever the primary version cannot be used, is this stacked layout with the logomark positioned above the name. It also can be used with or without the tagline.



LOGOMARK ONLY

The logomark (symbol) without the name is allowed to be used in some instances. However, it should be used sparingly, especially during the initial brand launch. A connection between the symbol and Faces & Voices of Recovery needs to be strongly established before widespread use of this option.





CLEARSPACE

To ensure the prominence and legibility of the Faces & Voices of Recovery logo, always surround it with a field of clearspace. Clearspace isolates the logo from competing graphic elements such as text, photography and background patterns that may divert attention from the logo. The absolute minimum amount of clearspace is equal to the height of the logomark (symbol) as it appears in the logo.



MINIMUM SIZE

The Faces & Voices of Recovery logo can be used in a wide variety of sizes, but when it is made too small, legibility is reduced and its impact is diminished. The minimum size of the primary logo is 1 inch wide for printed materials, or 72 pixels wide for on-screen applications, such as video and web. The minimum size for the secondary logo is .75 inch or 54 pixels wide.

Primary Orientation



1 inch
(72 pixels)

Secondary Orientation



.75 inch
(54 pixels)



PRIMARY BRAND COLORS

Our primary color palette is comprised of five different shades of blue, from light to dark. Blue was chosen to represent our brand because of its historical connotations as the color of trust, wisdom, calmness, honesty, security and loyalty.

These colors will serve as the main color resources from which marketing materials are designed.

Printing with PANTONE® inks is the desired method of production, but it is not always cost-effective. Accordingly, process (CMYK) and multimedia (RGB and Hexadecimal) equivalents have been provided. **Colors will always shift depending on the medium** (on-screen vs. printing on paper vs. embroidery, etc.). These formulas (or profiles) are provided for the different mediums to alleviate color shifting as much as possible. However, there will always be discrepancies.

Faces & Voices
Blue 1

Faces & Voices
Blue 2

Faces & Voices
Blue 3

Faces & Voices
Blue 4

Faces & Voices
Blue 5

FOR PRINT					FOR SCREEN			
PANTONE (PMS)	CMYK (PROCESS)				RGB			HEXIDEcimal
	C	M	Y	K	R	G	B	
PMS 7688 C	71	28	4	0	65	151	203	4197cb
PMS 7689 C	79	33	7	0	35	141	193	238dc1
PMS 7690 C	93	47	15	1	0	117	169	0075a9
PMS 7692 C	100	69	24	7	0	84	135	005487
PMS 7694 C	100	77	34	21	0	65	107	00416b



Consistent use of color will help build strong brand recognition. It is possible for an organization to “own” certain colors, by leaving a lasting impression through identification of the organization with a specific color palette.



PRINTING: PANTONE® / SPOT COLOR

Faces & Voices of Recovery's corporate colors have been selected from the PANTONE® MATCHING SYSTEM® (PMS). PMS has been the definitive international reference for selecting, specifying, matching and controlling ink colors since 1963.

Each PANTONE® color is made from a specific formula to achieve consistent, accurate results. When you specify Faces & Voices of Recovery Blue 1 to a printer, they use PANTONE 7688 C ink, which is a specific pre-mixed formula for this particular shade of blue. Each PMS color specified represents one ink that will be used on press.

PANTONE colors will shift based on the substrate on which they are printed, which is why PANTONE developed different formulas for coated (C) and uncoated (U) papers.

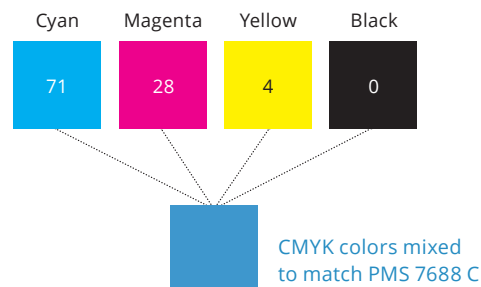


PMS 7688 C

PRINTING: FOUR-COLOR PROCESS (CMYK)

Four-color process printing is a system where a color image is separated into four different color values – Cyan, Magenta, Yellow, and Black (CMYK). The result is a color separation that, when transferred to printing plates and sequentially printed on a printing press, reproduces the original color image. The four-color printing process is more expensive than one- or two-color printing. Many digital printers translate PANTONE into CMYK or variations of CMYK plus additional inks.

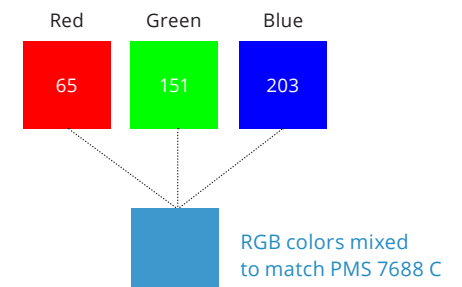
PANTONE colors can be used in addition to the CMYK color process. Keep in mind that printing costs rise with each additional PMS ink. For that reason, PANTONE provides CMYK formulas that closely match their colors.



DIGITAL: ON-SCREEN COLOR (RGB)

RGB is used for on-screen images consisting of Red, Green, and Blue. It is the basic color model on computer monitors and is used for web graphics. RGB is not used for print production.

On the previous pages we provide RGB values for the Faces & Voices of Recovery corporate colors that will give you the best results when matching monitor colors with print colors. Colors will shift from monitor to monitor based on screen calibration, age and brightness settings.





ONE-COLOR LOGO: BLACK

Whenever possible the Faces & Voices of Recovery logo should appear as the color version on white. However, there will be instances when reproduction limitations will not allow for the primary logo to be reproduced effectively. A black logo is allowed when media reproduction is one color.

We have two options for one-color logos. The first is 100% black. The second is made up of tints of black (values shown to the right) which is still considered a one color logo.

The tagline is also black in the one-color version.



Use only the approved electronic artwork. Never alter, add to, or re-draw the logo in any way.

100% Black



Tints of Black



Stacked Orientation





LOGO ON A BACKGROUND

LOGO ON A BACKGROUND

The color logo can appear on solid-colored light backgrounds. It should primarily be used on a white background. Use the full-color logo on backgrounds that are light enough to allow all of the logo colors to be seen clearly. For darker backgrounds, use the reversed-out version of the logo as shown on page 15. These guidelines apply to all orientations of the logo.

These backgrounds are appropriate for the full, or one-color logo:



These backgrounds are too dark for the logo. Use the reversed-out version.





REVERSED-OUT LOGO

REVERSED-OUT LOGO

When using the logo on dark colors, use the approved reversed-out version of the logo as shown on this page. All type, including the tagline, will be in white. These guidelines apply to all orientations of the logo.

We have an alternative reversed version of the logo that is built from transparent whites (shown below). When placed on top of any color or image, this logo file will produce the different shades of the mark.

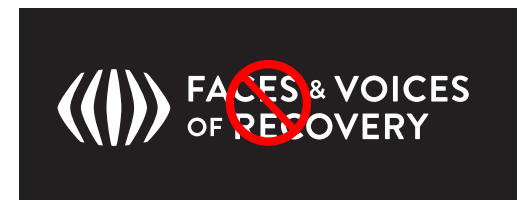
Alternative reversed version of the logo



Approved reversed-out option:
Use on any dark background.



Backgrounds too light for reversed-out logo.





GUIDELINES TO AVOID INCORRECT USAGE

- Always use the approved and provided digital art files of the current logo and tagline.
- Never use old versions of the logo.
- The logo must be used as provided with no changes, including but not limited to changes in the design, color, or proportion.
- Never attempt to create your own logo.
- Never reproduce the logo in non-approved colors.
- Never add a drop shadow to the logo.
- Never stretch or alter the logo's proportions.
- Never attach anything to the logo.
- Never use the logo as part of a text sentence or phrase.

In an attempt to avoid common mistakes when using the Faces & Voices of Recovery logo, several examples of incorrect usage are displayed here for reference. These variations are representative, however, not all-inclusive.



Incorrect: Stretched



Incorrect: Compressed



Incorrect: Color Application



Incorrect: Proportion and Scale



Incorrect: Placement



Incorrect: Diagonal



Incorrect: Outline



Incorrect: Drop Shadow



LOGO TYPEFACE

The Faces & Voices of Recovery logotype is set in Brandon Grotesque Bold. Do not, under any circumstances, substitute another typeface for the logotype, or attempt to redraw the logo.

Do not alter the letter spacing under any circumstances. Also, do not alter, distort, condense, expand, or italicize the typeface.

Do not use our logo typeface for anything other than the logo and tagline.



OUR NAME IN TEXT

Anywhere our name appears in text it will be treated as a proper noun as shown to the right.

Never use our logo as part of a sentence.

See what  **FACES & VOICES OF RECOVERY** can do for you.

How Faces & Voices of Recovery should always appear in text:

The Faces & Voices of Recovery identity system and the standards for its application are designed to create a strong and memorable position in the marketplace. These Brand Guidelines will help you to use our identity and image properly and consistently. Inconsistent representation of the Faces & Voices of Recovery identity could erode the integrity of our brand.



PRIMARY CORPORATE TYPEFACE

Faces & Voices of Recovery's primary corporate typeface is Open Sans. Open Sans is a highly legible sans-serif typeface with a family of weights and type styles. The entire Open Sans family allows for a variety of type styles for headlines, sub-headers, body text, bullet points, advertising and more. Open Sans is a free licensed font for print and web usage. Use this typeface as your primary typeface in all communications. To the right you will see a sample of the font family.

Recommendations for usage are as follows:

- Open Sans Light or Regular: For all body copy in normal usage.
- Open Sans Semibold or Bold: For font sizes under 8 pts.
- Open Sans Semibold or Bold: Headlines or sub-headlines.

SECONDARY CORPORATE TYPEFACE

Faces & Voices of Recovery's secondary corporate typeface is Verdana. Use Verdana when Open Sans is not installed on the user's computer (email, PowerPoint, reports, proposals, etc.). Verdana is installed on almost all computers.

Only use the following versions of Verdana:

Verdana Regular

Verdana Italic

Verdana Bold

Verdana Bold Italic

OPEN SANS LIGHT

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPEN SANS LIGHT ITALIC

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPEN SANS REGULAR

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPEN SANS ITALIC

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPEN SANS SEMIBOLD

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPEN SANS SEMIBOLD ITALIC

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPEN SANS BOLD

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPEN SANS BOLD ITALIC

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ



TAGLINE USE

Our tagline is an optional addition to the logo. However, it is preferable for the tagline to appear “locked-up” with the logo whenever possible. Guidelines for the logo and tagline lockup are shown to the right. No other lockups are acceptable.

When the tagline appears with the full color logo, it should appear in Faces & Voices of Recovery Blue 3 or 100% black when reproduced in one color. The tagline typeface is Brandon Grotesque Medium.

In certain circumstances, it will be advisable or necessary to separate the tagline from the logo in the same document. In those instances, follow the clearspace guidelines below. The tagline can also be reversed out of solid color backgrounds.

Isolated Tagline clearspace:

- Maintain a minimum area of 0.25” clearspace around all sides of the tagline.

ADVOCATE. ACT. ADVANCE. .25"

Reversed Version of the Tagline

ADVOCATE. ACT. ADVANCE.



Logo and tagline lockup:

- The tagline is centered underneath the full name and positioned at the distance beneath the type shown here, which is the same in both the vertical and horizontal orientations.
- The tagline typeface is Brandon Grotesque Medium.
- Tagline color is Faces & Voices of Recovery Blue 3.