

# LifeMoves

## Brand Guidelines

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## 1.0 We are LifeMoves

Our brand story has gone through an evolution and it's time to signal that with a new brand identity and new name, LifeMoves. Our brand identity is the embodiment of our mission to instill self-sufficiency and our commitment to supporting individuals who are dedicated to changing their behavioral patterns by embracing personal accountability.

A brand is a perception. It's a person's experience of our people, programs and organization. Our brand creates a common ground where a consistent, authentic and meaningful connection takes place. It's both our tangible face and the intangible expression LifeMoves – our aspirations, passions and dreams.

This document presents the foundation of the LifeMoves identity and establishes basic usage standards. Adherence to these guidelines maximizes brand effectiveness and efficiency and helps maintain our intellectual property. The continuity and reproducibility of the LifeMoves brand identity are essential to delivering a consistent experience that is compelling and memorable.

## 1.1 The LifeMoves Personality

Our brand identity is the visual expression of our brand attributes.

Everything LifeMoves does, says and creates should reflect these attributes. It's who we are.

Our identity is the foundation upon which we can create a cohesive system that makes it easy for people to understand what we have to offer. Done well, it will also convey respect for our clients, partners and ourselves.

Forward-thinking  
Human-centric  
Personal  
Optimistic  
Inclusive

## 1.2 The LifeMoves Brand and Voice

The LifeMoves voice – the tone and tenor of our communications – tells people who we are.

Our writing reflects our approach to addressing homelessness and advocating for our unhoused neighbors.

### Our writing is:

#### Hopeful

All our messages have hope at its core.

#### Personal

Homelessness can affect anyone, both directly and indirectly. We use lived experiences to show others our impact.

#### Transparent

We say what we mean. Homelessness is complex, our communications are not. Avoid using acronyms and jargon.

#### Real

We can't sweep homelessness under the rug; our writing does not extenuate the experience of homelessness.

### We emphasize:

**Straightforward language**

**Client-impact**

**Partnerships**

**Innovation**

**Urgency**

# / IDENTITY /

## 2.1 This is Our Logo

The LifeMoves logo is the flag of our company. It unifies our offering across geographies, properties and marketing channels. It's the point of entry into our brand story.

This new logo signals a new path forward. It challenges people to perceive us differently. The new logo is modern, simple, elegant and friendly. It expresses stability, reassurance and vigor. The “v” symbolizes the steps towards self-sufficiency through the development of comprehensive life skills.

There are two basic versions of the logo. All meant to be placed only on a white background:

### Primary Logo

Preferred use in all applications.

### Primary Logo with Tagline

For use when the audience benefits from exposure to the tagline.

**THESE ARE THE ONLY APPROVED LOGOS. DO NOT MODIFY.**

Primary Logo

The primary logo consists of the word "LifeMoves" in a dark blue, sans-serif font. The letter "v" in "Moves" is stylized with three parallel, slanted green lines of increasing height from left to right, forming a checkmark-like shape.

Primary Logo with Tagline

This version of the logo includes the "LifeMoves" text and the stylized "v" as described above. Below the text, the tagline "Breaking the Cycle of Homelessness" is written in a smaller, dark blue, sans-serif font.

## 2.2 Alternate Logo

There are alternate versions of the logo in black and reversed (white) formats.

These may be used when design considerations, compositional challenges or reproduction parameters do not allow the use of the color primary versions.

**THESE ARE THE ONLY APPROVED LOGOS. DO NOT MODIFY.**

Black



Reversed



Black with Tagline



Reversed with Tagline





## 2.3 “Your Move” Message

This message is a motivational challenge — A call to action. Its use is intended to be directed at our clients. It may also be used for selected external audiences.

In either case, use must first be approved by Brand Management.

It is set in Proxima Nova Semi Bold in either Fuji Green or Twilight Blue.

Always use this message as a separate element from the logo. Do not use as a lockup with our logo.

**It’s your life. It’s your move.**

**It’s your life. It’s your move.**

## 2.4 Logo Clear Space & Size

### Clear Space

Clear space requirement is provided to preserve the integrity of the logo.

Clear space is the area immediately surrounding the logo. This area must remain clear of elements that might compromise logo legibility. No graphics, type, photography or illustrations should violate the clear space.

The 'S' provides the basic measurement of the proportional system that determines the clear space. The same clear space rules apply to the Primary Version without the tagline.

Clear Space



### Minimum Size

To make sure it is legible, the logo must be used in printed and electronic media at a width no shorter than the one specified on this page.

Minimum Size for Logo with Tagline

Width: 1.5 inches / 108 pixels



Minimum Size for Logo without Tagline

Width: 0.75 inches / 54 pixels



## 2.5 Unacceptable Logo Usage

The LifeMoves logo and its alternates are custom designs. Use only authorized logo as it is. Do not alter, redraw or modify the artwork in any way.

1. Do not change the color
2. Do not stretch it in any way
3. Do not move the tagline
4. Do not crowd the logo with content
5. Do not apply a visual effect
6. Do not place the logo on a complex, textured or patterned background that makes it difficult to see
7. Do not use the V by itself
8. Do not split up the logo



1.



2.



3.



4.



5.



6.



7.



8.

# / COLOR PALETTE /

## 3.1 Primary Palette

Use the LifeMoves color palettes in all corporate communications. Cohesive and consistent color usage will visually establish and reinforce the LifeMoves image and establish brand equity.

PMS (Pantone® Matching System) is the standardized color matching system. For consistency across our brand, use the PMS color as a reference to match to. Each PMS color has a CMYK, RGB and HEX equivalent.

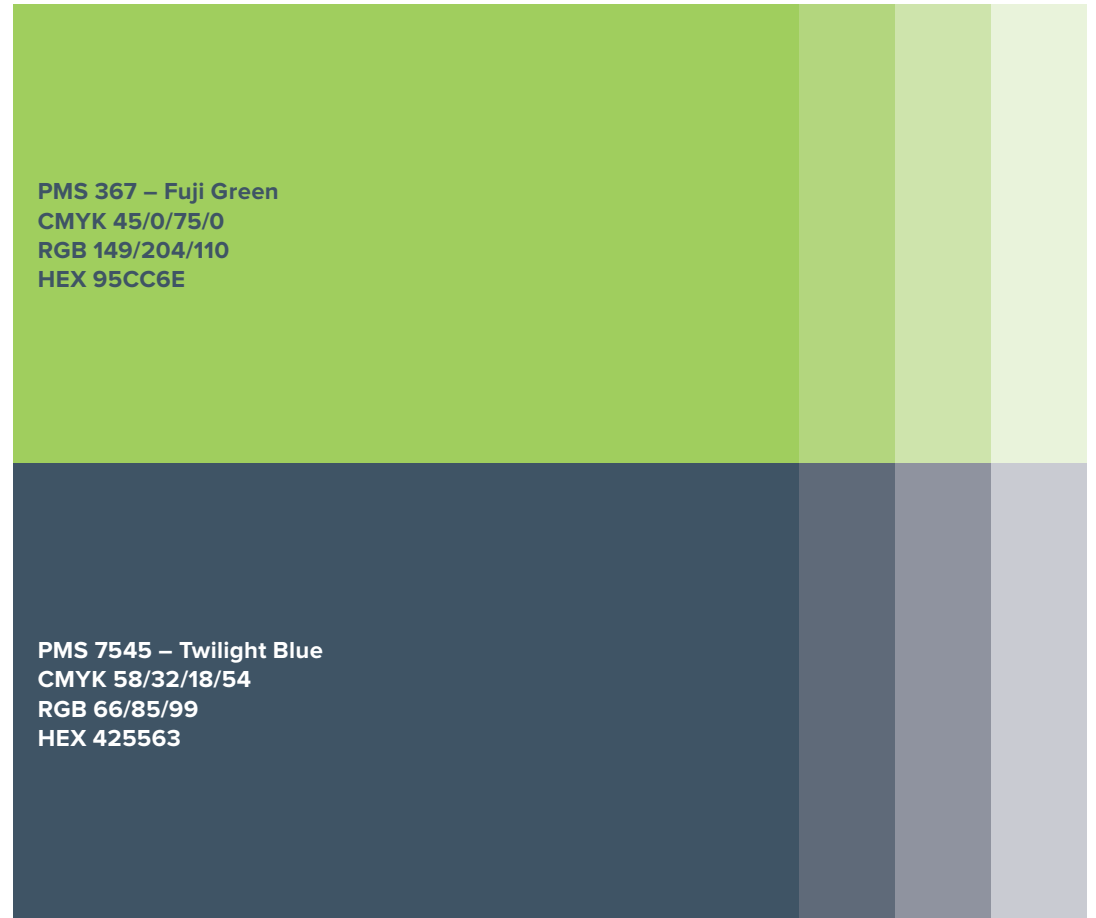
When printing using a 4-color process, use the CMYK color values. RGB and HEX are for screen applications (e.g. web, mobile devices).

### Primary Palette

The primary palette consists of Fuji Green and Twilight Blue .

**DO NOT USE COLORS  
OTHER THAN THOSE LISTED.  
THIS INCLUDES CREATING  
COLOR GRADIENTS.**

### Primary



## 3.2 Secondary Palette

### Secondary Palette

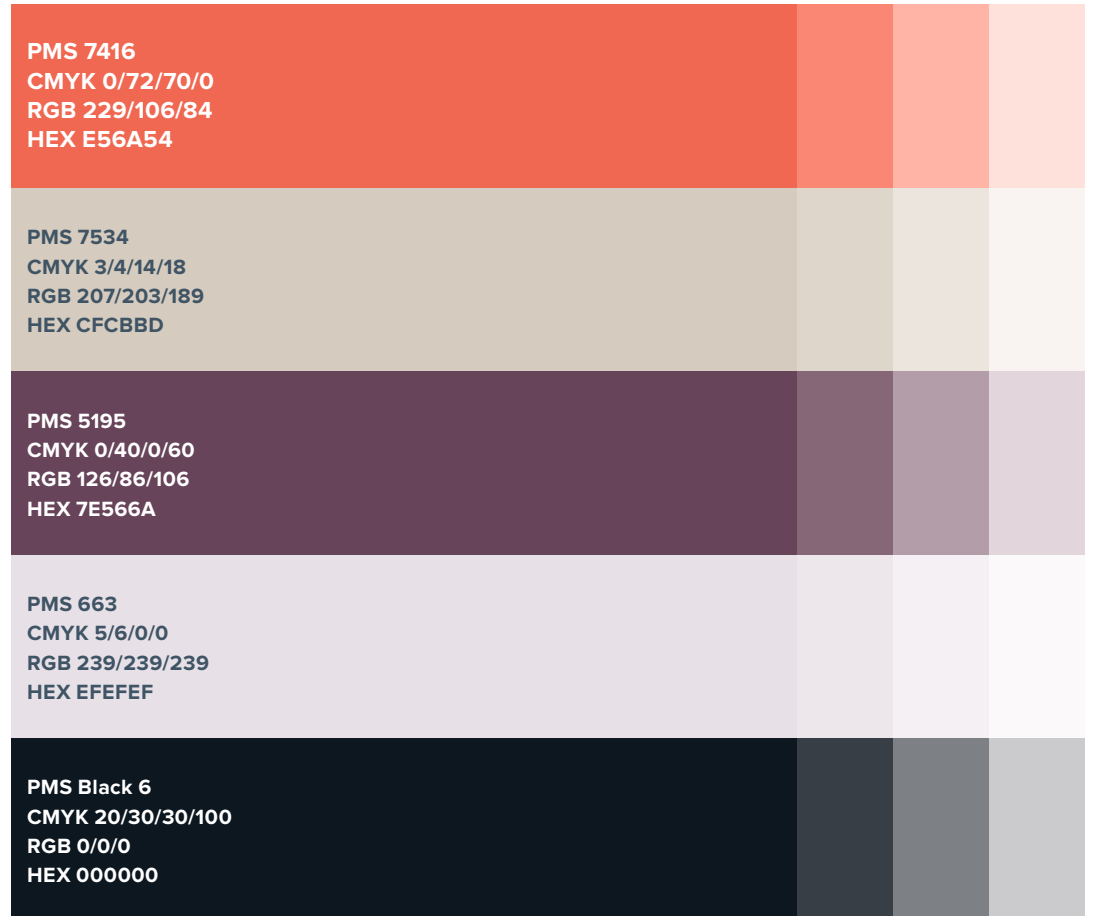
Secondary palette is used to add variety and emphasis. It should be used sparingly as accents and highlights and should not dominate the primary palette.

PMS specifications are for coated paper. Consult your print vendor for the best match when using uncoated paper as the PMS specification may be different.

Color accuracy varies greatly among in-house printers (just as it does from screen to screen). Refrain from making major color decisions based on a potentially inaccurate color printout.

**DO NOT USE COLORS  
OTHER THAN THOSE LISTED.  
THIS INCLUDES CREATING  
COLOR GRADIENTS.**

#### Secondary



### 3.3 Color Ratio

Refer to this page for color ratio application across all branding and marketing communications.

Use Twilight Blue and Black for the body text.

Recommended Color Ratio



# / TYPOGRAPHY /



## 4.1 Type Families

### Proxima Nova Family (Print)

The Proxima Nova font family is the primary font used for all printed communications.



Light	ABCabc0123
Regular	ABCabc0123
<b>Semibold</b>	<b>ABCabc0123</b>
<b>Bold</b>	<b>ABCabc0123</b>
<b>Extrabold</b>	<b>ABCabc0123</b>

### Open Sans Family (Web/ Online)

The Open Sans family is used for web and online channels.



Light	ABCabc0123
Regular	ABCabc0123
<b>Semibold</b>	<b>ABCabc0123</b>
<b>Bold</b>	<b>ABCabc0123</b>
<b>Extrabold</b>	<b>ABCabc0123</b>

## 4.2 Type Usage

### H1 : Headline

Proxima Nova Bold or Extrabold  
Title Case

# This is the Headline

### H2 : Sub Heading

Proxima Nova Semibold  
Sentence Case

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque at porta orci. In non eleifend purus, at laoreet sem.

### H3 : Body

Proxima Nova Light, Regular, Bold  
Sentence Case

Duis leo velit, posuere eu pellentesque eu, placerat eu ligula. Nullam a varius ipsum. Etiam sed libero non mi vulputate aliquam. Cras id tellus nunc. Mauris ut viverra justo. Nam nec suscipit lacus. **Aenean scelerisque sem tortor, et bibendum risus dictum sed. Mauris molestie consectetur interdum.** Maecenas vel eleifend augue. Nam eu elit vel nunc convallis hendrerit. Sed malesuada nunc id facilisis posuere. Aenean ut euismod ligula. Nulla rutrum sodales laoreet.

### Note/Footnote

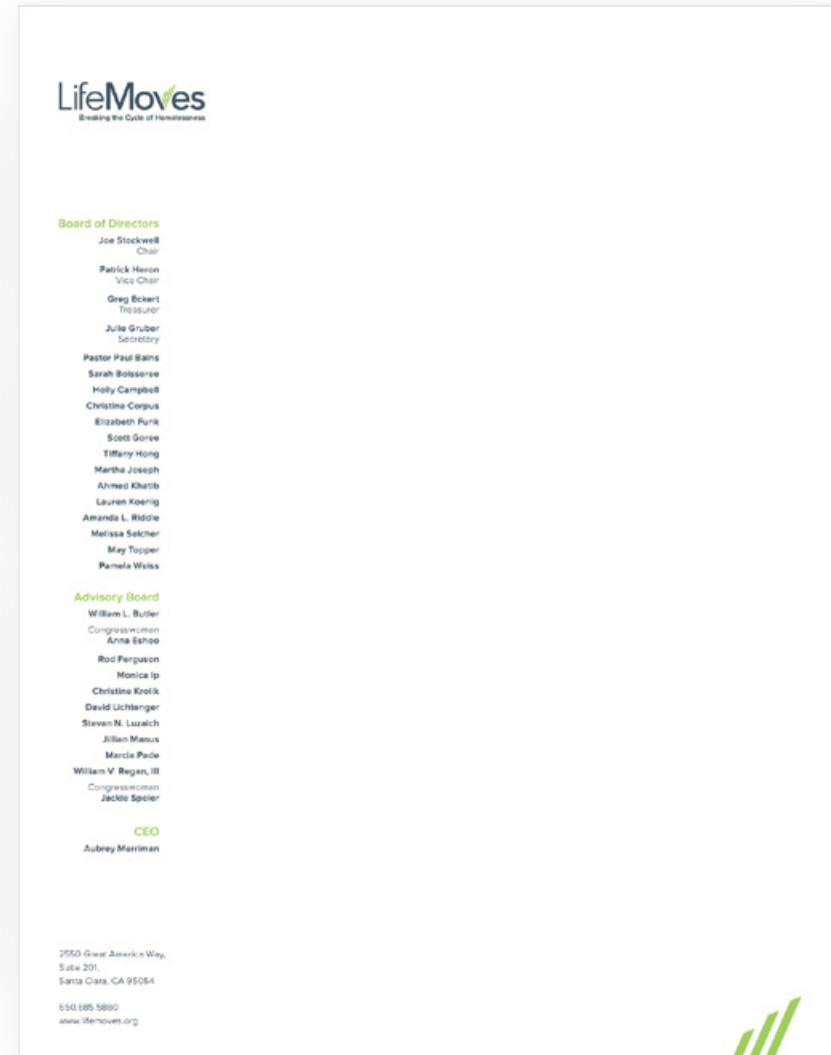
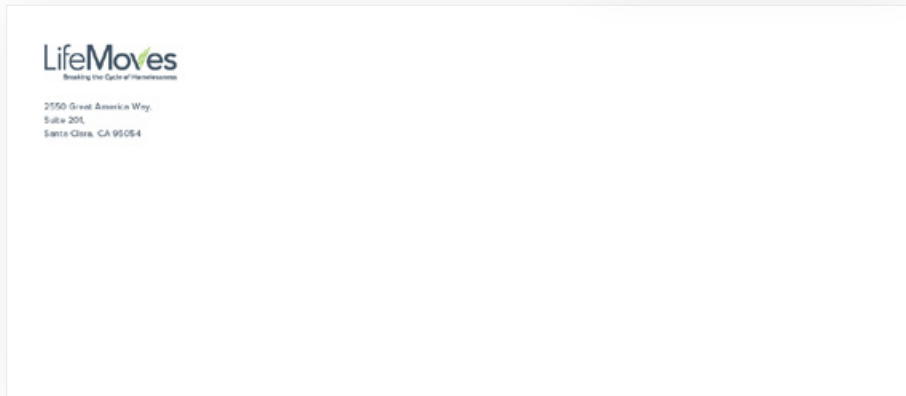
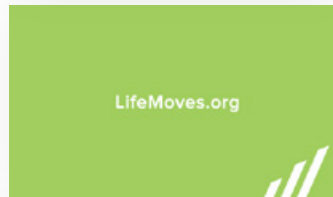
Proxima Nova Semibold  
Sentence Case

Pellentesque faucibus vestibulum lacus vel ultricies. Proin quam nisl, posuere commodo velit volutpat, accumsan auctor massa. Etiam sit amet ultricies magna, quis pulvinar justo. Phasellus adipiscing quam quis enim cursus mattis. Duis vehicula congue interdum. In id quam arcu. Maecenas sed venenatis felis.

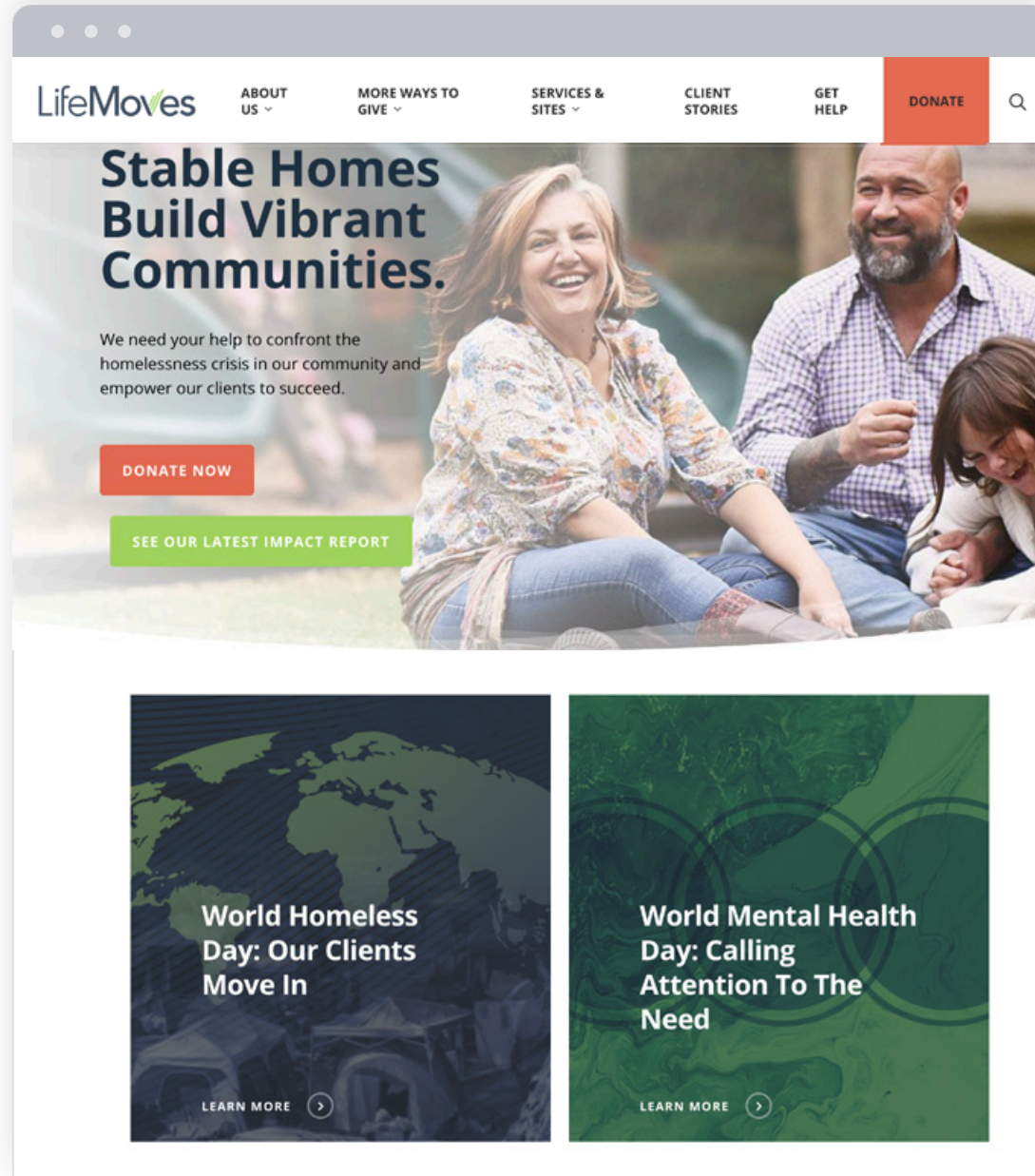
**For Web Usage: Please use the Open Sans Family.**

# / APPLICATIONS /

## 5.1 Stationery



## 5.2 Website



# / CONTACT /

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LifeMoves