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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.
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.
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.**
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.
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.

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.

<table>
<thead>
<tr>
<th>Minimum Size for Logo with Tagline</th>
<th>Minimum Size for Logo without Tagline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width: 1.5 inches / 108 pixels</td>
<td>Width: 0.75 inches / 54 pixels</td>
</tr>
</tbody>
</table>
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
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

PMS 367 – Fuji Green
CMYK 45/0/75/0
RGB 149/204/110
HEX 95CC6E

PMS 7545 – Twilight Blue
CMYK 58/32/18/54
RGB 66/85/99
HEX 425563
### 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.**

<table>
<thead>
<tr>
<th>Secondary</th>
<th>PMS 7416</th>
<th>CMYK 0/72/70/0</th>
<th>RGB 229/106/84</th>
<th>HEX E56A54</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 7534</td>
<td>CMYK 3/4/14/18</td>
<td>RGB 207/203/189</td>
<td>HEX CFCBBBD</td>
<td></td>
</tr>
<tr>
<td>PMS 5195</td>
<td>CMYK 0/40/0/60</td>
<td>RGB 126/86/106</td>
<td>HEX 7E566A</td>
<td></td>
</tr>
<tr>
<td>PMS 663</td>
<td>CMYK 5/6/0/0</td>
<td>RGB 239/239/239</td>
<td>HEX EFEFEF</td>
<td></td>
</tr>
<tr>
<td>PMS Black 6</td>
<td>CMYK 20/30/30/100</td>
<td>RGB 0/0/0</td>
<td>HEX 000000</td>
<td></td>
</tr>
</tbody>
</table>
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.
/ TYPOGRAPHY /
4.1 Typography

**Proxima Nova Family (Print)**

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

- Light: ABCabc0123
- Regular: ABCabc0123
- Semibold: ABCabc0123
- Bold: ABCabc0123
- Extrabold: ABCabc0123

**Open Sans Family (Web/Online)**

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

- Light: ABCabc0123
- Regular: ABCabc0123
- Semibold: ABCabc0123
- Bold: ABCabc0123
- Extrabold: ABCabc0123
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.**


**Note/Footnote**
Proxima Nova Semibold
Sentence Case


**For Web Usage: Please use the Open Sans Family.**
APPLICATIONS
5.1 Stationery
5.2 Website

Stable Homes Build Vibrant Communities.

We need your help to confront the homelessness crisis in our community and empower our clients to succeed.

Donate Now

See Our Latest Impact Report

World Homeless Day: Our Clients Move In

World Mental Health Day: Calling Attention To The Need
2550 Great America Way, Suite 201, Santa Clara, CA 95054 / 650.685.5880 / LifeMoves.org