



# Identity Guide

# Our Brand Identity

## **Purpose and Guidelines**

The purpose of this document is to provide specific guidelines for the proper application of the Alexandra House, Inc. brand identity. These guidelines are critical to helping us build a cohesive identity.

## **Our Name**

In 1980, the Anoka County Task Force for Battered Women opened the first shelter for battered women and their children in Anoka County. The shelter, located in Fridley, MN, was able to house 12 women and children. The Task Force named the new shelter after the Catholic saint, St. Alexandra, whose name means “defender of woman kind,” and one of the organization’s founders, Lexi Selvig. The shelter was named Alexandra House.

*Pronounced:* ah-le-xan-dra

## **Mission**

The mission of Alexandra House is to empower victims of domestic and sexual violence, and inspire social change, through education, support, and advocacy.

## **Vision**

Alexandra House envisions a world where violence against women and children is unacceptable.

# Logo Identity

## Alexandra House Approved Logos

The Alexandra House, Inc. logo is the keystone of our visual identity and is used on all communications materials. Using it consistently will enhance the community's recognition of who we are. There are three variations of the logo which are displayed below.



## Logo Color Variations

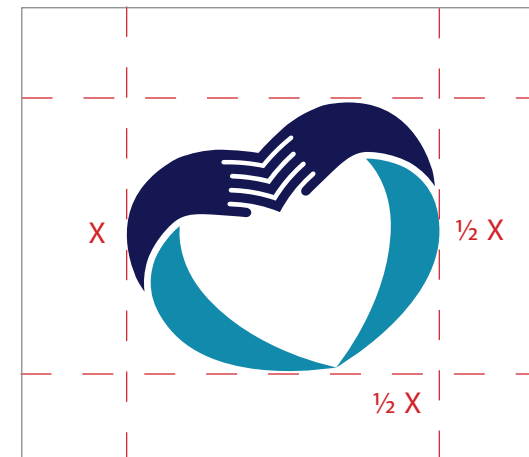
The Alexandra House logo can be used in the following color variations. When appearing on a white or light background, the entire logo should be either full color, black, or grayscale. When appearing on a dark or black background, the entire logo should reverse out to white.



# Logo Usage

## Clear Space Requirements

The Alexandra House logo should never have to compete visually with other graphical elements. Minimum clear-space has been established ( $1/2 X$ ). Clear-space ( $1/2 X$ ) is equal to the measurement of the height of the Alexandra House logo (see diagram below). Never use less than the minimum clear-space. Clear-space is always relative to the size of the Alexandra House logo.



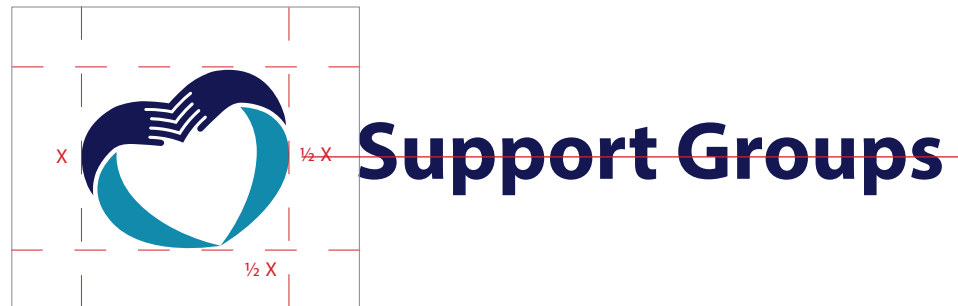
## Logo Specifics

- As the primary graphic identity for Alexandra House, the formal logo must appear on all communications, including brochures, stationery, business cards, and websites.
- The logo must be reproduced from high-resolution digital artwork.
- The logo may not be reconstructed or altered in any way. This rule includes but is not restricted to type, the ruled line, outlines or embellishments.

# Heart Symbol

## Alexandra House Heart Symbol

The Alexandra House heart symbol can be utilized separate from the 'Alexandra House' portion of the logo in circumstances where use of the entire logo is not appropriate because: 1) constrained by space, or 2) artistic relevance. When the Alexandra House heart symbol is used alone, it should appear on the left-hand side of headers or titles. Additionally, ensure appropriate clear space and center header or title text at the half-way ( $1/2 X$ ) of the heart. Examples provided below with outlined clear space and centering and without.



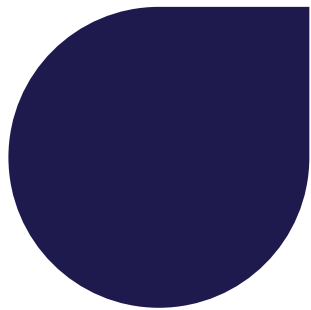
# Color Palette

## Primary and Secondary Color Palette

Color is one of the most effective elements for ensuring a clear and consistent presentation of the Alexandra House brand identity and is essential to maintaining a strong brand. Whenever possible, the logo should appear in full color. It may also be reproduced in black or white.

### Primary Color Palette

AH Purple



**PANTONE 274C**

**FOR WEB USE**

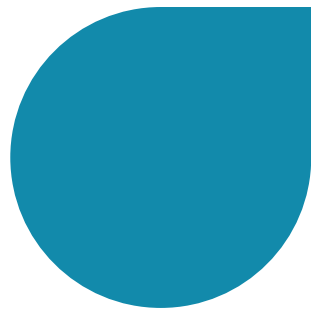
R: 033 G: 021 B: 081

HEX: #211551

**FOR PRINTING USE**

C: 100 M: 100 Y: 007 K: 038

AH Teal



**PANTONE 7704U**

**FOR WEB USE**

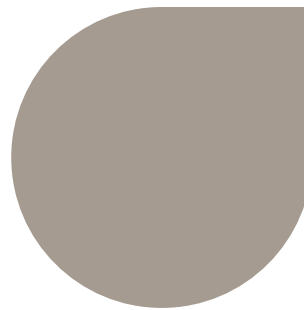
R: 052 G: 139 B: 172

HEX: #348BAC

**FOR PRINTING USE**

C: 085 M: 000 Y: 008 K: 016

AH Brown



**ACCENT COLOR**

**FOR WEB USE**

R: 151 G: 139 B: 130

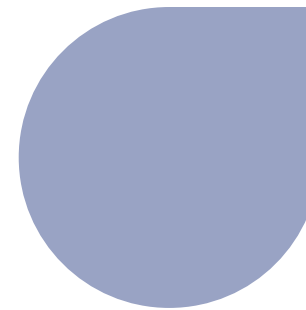
HEX: #978B82

**FOR PRINTING USE**

C: 000 M: 008 Y: 014 K: 041

### Secondary / Accent Color Palette

AH Light Purple



**ACCENT COLOR**

**FOR WEB USE**

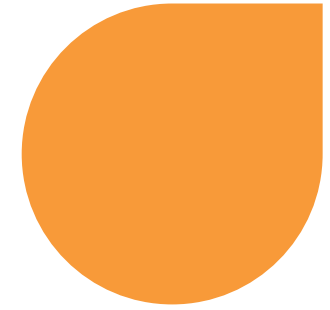
R: 154 G: 163 B: 196

HEX: #9BA4C4

**FOR PRINTING USE**

C: 040 M: 031 Y: 009 K: 000

AH Orange



**ACCENT COLOR**

**FOR WEB USE**

R: 248 G: 154 B: 058

HEX: #F99A39

**FOR PRINTING USE**

C: 000 M: 047 Y: 087 K: 000

# Tints and Shades

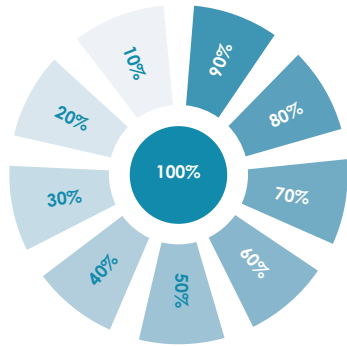
## Creating Contrast and Versatility to the Color Palette

Tints and shades are art terminology for the lighter and darker variations of a single color. They're created by adding white (for tints) or black (for shades) to a base color.

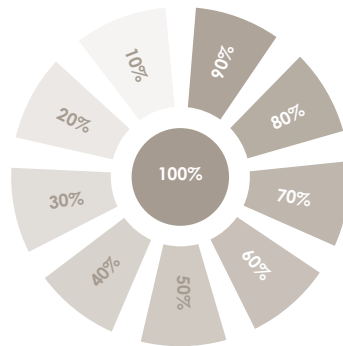
**PANTONE 274C**



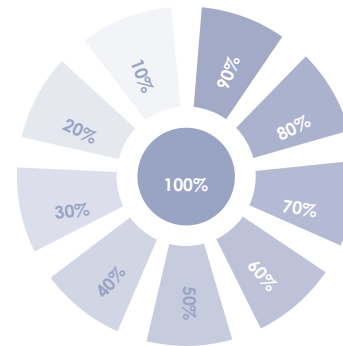
**PANTONE 7704U**



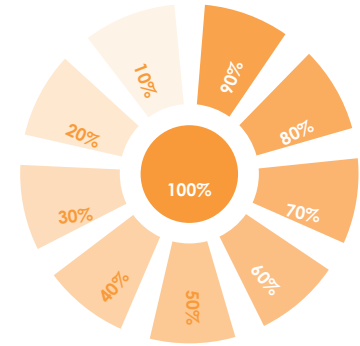
**ACCENT - AH BROWN**



**ACCENT LIGHT PURPLE**



**ACCENT - AH ORANGE**





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