

← This configuration of icons was designed specifically to represent the IconLocalHI project.

IconLocalHI

HOMELESSNESS ICONS
USAGE GUIDELINES

Completed March 2013

ICONS ALL ICONS WERE DESIGNED FOR ICONLOCALHI.

They will be submitted to TheNounProject.com.



A



F



J



N



Q



B



G



K



O



R



C



H



L



P



S



D



I



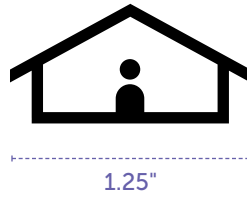
M



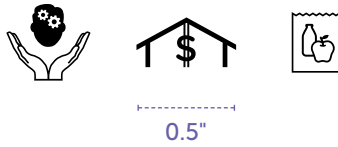
E

A: Emergency Shelter. B: Transitional Services. C: Housing Support Services. D: Offender Re-entry Services. E: Utility Assistance. F: Health Services. G: Legal Services. H: Mental Health Services. I: Disability Support Services. J: Entitlements Application Assistance. K: Core Employment Services. L: Food/Pantry Distribution. M: Supplies. N: Educational Resources for Children and Youth. O & P: Homeless Outreach Service (2 options). Q: Safety Support for Vulnerable Individuals or Families at Risk. R: Substance Abuse Service. S: Emergency Management Resources for Public Safety.

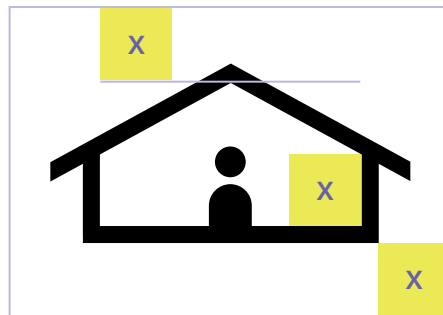
ICONS SCALE OF ICONS AND SPACE FRAMING ICONS.



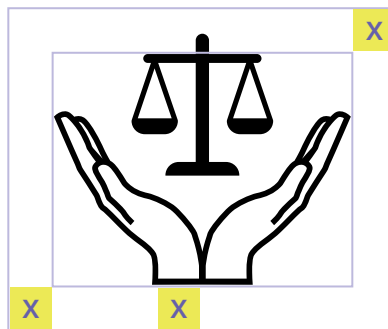
← This is the ideal size for an icon placed on a letter size page viewed at arm's length.



← This is the minimum size that icons should be used on printed collateral.



← This is the recommended spacing for "housing" icons.



← This is the recommended spacing for icons using the hands. This rule applies to all other icons. (Excludes "housing" icons.)

Always maintain the minimum space (x) indicated around each icon. Consider this space "framing" instead of "empty." This framing rule also applies to text and images added below or beside icons. Precision is not required, but it's better to give more space than less. See the previous page for an idea of visual scaling when using multiple icons with each other.

COLORS THESE COLORS ARE CONSIDERED "BRAND" COLORS.



VIOLET

Pantone® 2735 Coated (C) / Uncoated (U)
CMYK: 69, 70, 0, 0
RGB: 104, 87, 178
HTML: 6857B2

This is your primary brand color. Generally, purple symbolizes compassion, understanding, and support. In some cultures purple represents harmony in the universe, and physical and mental healing.



LAVENDAR

Pantone® 2735 C/U, 35%

The other 5 colors are secondary and are to be used to highlight or compliment your brand color.



NAVY BLUE

Pantone® 2755 C/U
CMYK: 97, 100, 0, 30
RGB: 37, 14, 98
HTML: 250E62



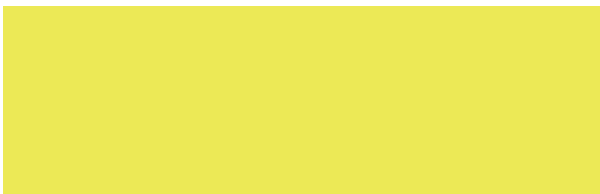
WARM LIGHT GREY

Pantone® 402 C/U
CMYK: 13, 16, 21, 36
RGB: 157, 150, 141
HTML: 9D968D



WARM DARK GREY

Pantone® 405 C/U
CMYK: 26, 31, 35, 72
RGB: 105, 97, 88
HTML: 696158



YELLOW

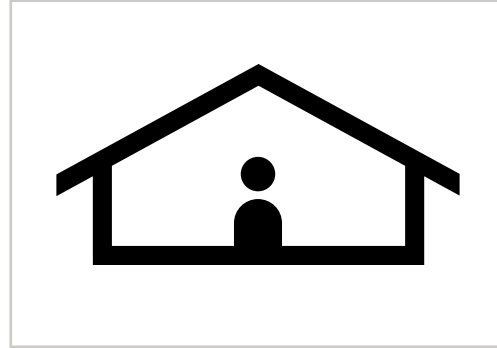
Pantone® 389 C/U
CMYK: 21, 0, 85, 0
RGB: 208, 223, 0
HTML: D0DF00

COLORS ACCEPTABLE USE OF COLOR APPLICATION TO ICONS.



PURPLE ON WHITE

Using the brand's primary color for icons is ideal. Purple icons can also be used on light-colored backgrounds like a simple pattern or a cloudy sky.



BLACK ON WHITE

Using a black icon on white background is the most economical option when only 1-color printing is available (typically with B/W printer). It also provides high-contrast for legibility on paper, especially if the icons are used at a small scale.



PURPLE ON LIGHT-COLORED BACKGROUND OR IMAGE

This option is for when you need more color options for marketing purposes. Notice how the purple icon's legibility varies on each of the 3 colors used above.



WHITE (REVERSED OUT) FROM DARK-COLORED BACKGROUND OR IMAGE

White on a dark-colored background or image provides the contrast necessary for a legible icon.

TYPOGRAPHY THE MUSEO TYPE FAMILY IS IDEAL FOR THIS BRAND.

Museo is a contemporary humanist type family that is simple and approachable, yet still is still taken seriously. It has varied weights for different uses and is FREE. Download it online at myfonts.com.

Museo Slab 500

Use Museo Slab 500 for headlines. It has slab serifs that are interesting when used large.

MUSEO SANS 500, ALL CAPS

Museo Sans 100 (Recommended for body copy). For bolding, switch to **Museo Sans 500**. For italicizing, switch to *Museo Sans 100 Italic*. There are other font weights within the Museo Sans and Museo Slab typefaces.

Use Museo Sans 500 for subheads, as well. I recommend using it in all caps, but it's not required.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer at tortor consequat, volutpat diam in, interdum enim. Morbi in posuere leo, volutpat laoreet lacus. Maecenas non faucibus dui. Proin viverra sem vel neque eleifend, at volutpat mi rhoncus. Curabitur a hendrerit tortor. Curabitur id gravida felis. Vivamus odio justo, posuere a lobortis nec, tincidunt ac lacus. Ut imperdiet ullamcorper lectus, id bibendum mauris imperdiet et. Donec posuere, ipsum eget luctus placerat, felis est tincidunt ligula, in facilisis urna lacus non orci. Vestibulum id posuere metus. Nullam egestas sapien non nibh euismod auctor. Maecenas pharetra urna turpis, in vestibulum lectus ultrices convallis. Quisque ligula nunc, accumsan a aliquam nec, scelerisque eu purus. Ut sit amet quam tellus. Nulla iaculis tempor metus, laoreet pellentesque purus gravida sed.

Use Museo Sans 100 is recommended for body copy. It has a high x-height (the height of lowercase letters like 'a,' 'x,' and 'm') which is great for legibility, even at small sizes. Here, the body copy is 9 points.

In et orci quis nulla rutrum elementum. Integer faucibus tortor urna, sed dapibus metus suscipit adipiscing. Cras scelerisque bibendum mi in laoreet. Duis faucibus luctus faucibus. Cras euismod aliquet rutrum. Sed gravida congue purus sit amet sagittis. Maecenas iaculis lacus quam, vel ultricies purus vestibulum at. Phasellus lacinia augue dolor, ac congue nunc ultrices vel.

To bold, use Museo Sans 500. To italicize, use Museo Sans 100 Italic.

MUSEO SANS 500, ALL CAPS

Morbi eu tempus odio. Sed nisl mauris, ullamcorper vel pharetra eget, aliquam eget justo. Nulla luctus lectus dolor. Donec id mi lacinia, varius ipsum non, congue dolor. Proin ligula lectus, dignissim sit amet dui quis, consectetur aliquam arcu. Nullam eu congue nibh, non laoreet justo. Ut hendrerit diam vel elit ultricies tincidunt. Mauris ultricies erat vel nisl mattis, quis gravida odio facilisis. Curabitur nisi lacus, facilisis at gravida aliquam, dictum aliquet nisi. Quisque a mattis est. Nullam commodo ornare ultrices. Nam hendrerit, augue ac dapibus luctus, felis magna pellentesque mi, eu scelerisque augue velit ultricies est. Donec in ullamcorper eros.

Never distort type by stretching it horizontally or vertically. They were designed to be used how you see them. Distorted type is difficult to read. If seeking to fill space or make an impact, use a larger point size or a heavier/bolder font weight.

Praesent tincidunt cursus nisl vitae scelerisque. Quisque condimentum tortor a dolor porttitor, in lacinia leo auctor. Curabitur ac lorem sodales quam pretium ullamcorper eget a nisl. Proin nec lectus arcu. Fusce lacinia magna ullamcorper vestibulum dapibus. Nullam pretium elit et odio adipiscing gravida. Maecenas vel egestas ipsum.

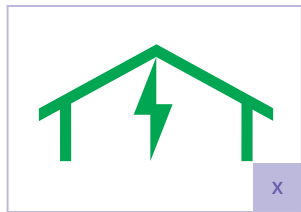
The copy here is 7 points set in Museo Sans 100 Italic.

UNACCEPTABLE USE OF ICONS, COLOR AND TYPOGRAPHY.



NOT ENOUGH SPACING BETWEEN ICONS

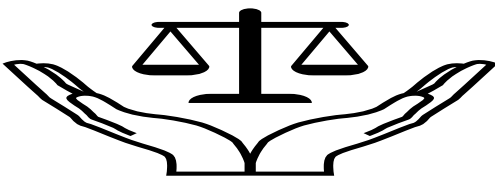
Lack of sufficient spacing makes it difficult to understand each of the individual icons. In the example above, the two hands closest to the middle icon can be read as part of the middle icon.



We can help.

MISUSE OF COLOR

Though the type is proper distance from the icon, both are in green, which is not a specified brand color.



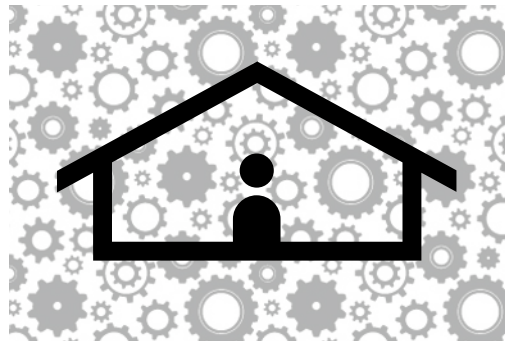
ICON DISTORTION

Distorted icons are unacceptable because it compromises the brand integrity and it is difficult to understand.



GREY ICONS AT A SMALL SCALE

There is not enough contrast between the grey icons and the light-colored background, making it especially illegible at this scale.



ICON USED ON A COMPLEX BACKGROUND

The background pattern, although light grey, is too complex and distracts the viewer from seeing and understanding the icon.

Substance Abuse

TYPE PLACED OVER ICON

Type over an icon distracts the viewer from seeing and understanding the icon, and also makes it difficult to read the type.

Misuse of icons, color and typography portrayed include, but are not limited to the above examples. Please try to your best to use the icons, colors and typography specified in this brand guide to maintain the brand integrity.