



Style Guide

Sarah's Home has created a unique set of branding images, colors, and fonts that gives a visual representation of our mission and purpose. This guide will be used to ensure any public representation of Sarah's Home follows these standards. Any branding, both internally and externally, must follow the standards herein. For questions or clarifications, please contact the Executive Director.

Logo Format:

Sarah's home has three primary logos. Please see below when to use each logo. When inserting logos into documents, hold down the shift key to insure logos are not distorted or stretched. To see a full list of logo formats and naming conventions, please see page 4.

Primary Logo:

This logo should be used most of the time. Logo should not be any smaller than 1.5 inches



Secondary Logo:

This logo should be used when a logo is needed for a small space or a simple icon is needed.



Sarah's Home

Large Format Logo:

Only to be used when it is larger than 5in wide



Sarah's Home

Color Palette:

Sarah's home has three primary colors and two secondary colors. The gray, dark pink, and dark eggplant should be used for headlines and other promotional material. Black should always be used on letter copy. Refrain from using the light pink and orange for text but they can be used for accents.

Primary Colors



PMS 7429

C: 7 R: 230
M: 30 G: 186
Y: 7 B: 203
K: 0



PMS 7431

C: 18 R: 206
M: 61 G: 125
Y: 17 B: 158
K: 0



PMS 518

C: 65 R: 77
M: 82 G: 47
Y: 46 B: 71
K: 41



PMS 7429 75%

C: 5 R: 236
M: 22 G: 206
Y: 4 B: 216
K: 0



PMS 7431 75%

C: 12 R: 218
M: 43 G: 158
Y: 11 B: 182
K: 0



PMS 518 75%

C: 54 R: 122
M: 62 G: 99
Y: 38 B: 118
K: 12



PMS 7429 60%

C: 4 R: 240
M: 17 G: 214
Y: 3 B: 224
K: 0



PMS 7431 60%

C: 9 R: 226
M: 35 G: 177
Y: 7 B: 197
K: 0



PMS 518 60%

C: 45 R: 148
M: 48 G: 130
Y: 32 B: 145
K: 2



PMS 7429 35%

C: 2 R: 246
M: 10 G: 231
Y: 2 B: 237
K: 0



PMS 7431 35%

C: 4 R: 238
M: 19 G: 210
Y: 4 B: 221
K: 0



PMS 518 35%

C: 24 R: 193
M: 26 G: 182
Y: 17 B: 191
K: 0

Secondary Colors



PMS 1365

C: 0 R: 255
M: 33 G: 181
Y: 82 B: 69
K: 0



Black 60



PMS 1365 75%

C: 0 R: 255
M: 23 G: 200
Y: 63 B: 116
K: 0



Black 35



PMS 1365 60%

C: 0 R: 255
M: 18 G: 211
Y: 49 B: 143
K: 0

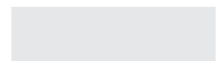


Black 20



PMS 1365 35%

C: 0 R: 255
M: 10 G: 229
Y: 27 B: 190
K: 0



Black 10

Font Usage:

Sarah's Home has two fonts to pick from. PassionSans should only be used in headlines and Palatino should be used for all other text. To download PassionSans visit: <http://www.dafont.com/passion-sans-pd.font>

Headline Font

PassionSansPDac - Light
PassionSansPDac - Light Italic
PassionSansPDac - Regular
PassionSansPDac - Regular Italic
PassionSansPDac - Bold
PassionSansPDac - Bold Italic

Body Copy and Email Font

Palatino - Regular
Palatino - Italic
Palatino - Bold
Palatino - Bold Italic

Key Messaging:

The following copy should be used on marketing pieces.

Tagline:

Recover. Renew. Restore.

Mission Statement:

Sarah's Home is a faith-based, therapeutic home for underage girls who have been freed from the forced commercial sex trade in the US.

Program Elements:

Spiritual Guidance
Intensive Counseling and Therapy
Medical Care
Education
Life Skills Training
Vocational Training
Mentoring

Sarah's Home Contact

When referring to the website or email address, always use all lowercase letters.
www.sarahshome.us and info@sarahshome.us

Standard Logo:



Sarah's Home Branch Logo Pink CMYK.eps
Sarah's Home Branch Logo Pink Color.jpg
Sarah's Home Branch Logo Pink Color.gif



Sarah's Home Branch Logo Eggplant CMYK.eps
Sarah's Home Branch Logo Eggplant Color.jpg
Sarah's Home Branch Logo Eggplant Color.gif



Sarah's Home Branch Logo GS.eps
Sarah's Home Branch Logo GS.jpg
Sarah's Home Branch Logo GS.gif



Sarah's Home Branch Logo B&W.eps
Sarah's Home Branch Logo B&W.jpg
Sarah's Home Branch Logo B&W.gif

Secondary Logos:



Sarah's Home

Sarah's Home Circle Flower Logo CMYK.eps
Sarah's Home Circle Flower Logo Color.jpg
Sarah's Home Circle Flower Logo Color.gif



Sarah's Home

Sarah's Home Circle Flower Logo GS.eps
Sarah's Home Circle Flower Logo GS.jpg
Sarah's Home Circle Flower Logo GS.gif



Sarah's Home

Sarah's Home Circle Flower Logo B&W.eps
Sarah's Home Circle Flower Logo B&W.jpg
Sarah's Home Circle Flower Logo B&W.gif



Sarah's Home

Sarah's Home Tree Logo CMYK.eps
Sarah's Home Tree Logo Color.jpg
Sarah's Home Tree Logo Color.gif



Sarah's Home

Sarah's Home Tree Logo GS.eps
Sarah's Home Tree Logo GS.jpg
Sarah's Home Tree Logo GS.gif



Sarah's Home

Sarah's Home Tree Logo B&W.eps
Sarah's Home Tree Logo B&W.jpg
Sarah's Home Tree Logo B&W.gif

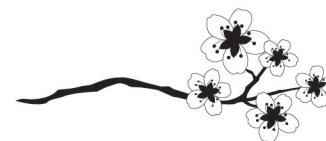
Logo Element:



Sarah's Home Branch Only CMYK.eps
Sarah's Home Branch Only Color.jpg
Sarah's Home Branch Only Color.gif



Sarah's Home Branch Only GS.eps
Sarah's Home Branch Only GS.jpg
Sarah's Home Branch Only GS.gif



Sarah's Home Branch Only B&W.eps
Sarah's Home Branch Only B&W.jpg
Sarah's Home Branch Only B&W.gif



Sarah's Home Circle Flower Only CMYK.eps
Sarah's Home Circle Flower Only Color.jpg
Sarah's Home Circle Flower Only Color.gif



Sarah's Home Circle Flower Only GS.eps
Sarah's Home Circle Flower Only GS.jpg
Sarah's Home Circle Flower Only GS.gif



Sarah's Home Circle Flower Only B&W.eps
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Sarah's Home Flower Only CMYK.eps
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Sarah's Home Flower Only Color.gif



Sarah's Home Flower Only GS.eps
Sarah's Home Flower Only GS.jpg
Sarah's Home Flower Only GS.gif



Sarah's Home Flower Only B&W.eps
Sarah's Home Flower Only B&W.jpg
Sarah's Home Flower Only B&W.gif



Sarah's Home Tree Only GS.eps
Sarah's Home Tree Only GS.jpg
Sarah's Home Tree Only GS.gif



Sarah's Home Tree Only GS.eps
Sarah's Home Tree Only GS.jpg
Sarah's Home Tree Only GS.gif



Sarah's Home Tree Only B&W.eps
Sarah's Home Tree Only B&W.jpg
Sarah's Home Tree Only B&W.gif



Sarah's Home Tree Logo CMYK WATERMARK.eps
Sarah's Home Tree Logo Color WATERMARK.jpg
Sarah's Home Tree Logo Color WATERMARK.gif

Sarah's Home

Sarah's Home Logo Name Only Pink.eps
Sarah's Home Logo Name Only Pink.jpg
Sarah's Home Logo Name Only Pink.gif

Sarah's Home

Sarah's Home Logo Name Only Eggplant.eps
Sarah's Home Logo Name Only Eggplant.jpg
Sarah's Home Logo Name Only Eggplant.gif

Sarah's Home

Sarah's Home Logo Name Only GS.eps
Sarah's Home Logo Name Only GS.jpg
Sarah's Home Logo Name Only GS.gif

Sarah's Home

Sarah's Home Logo Name Only B&W.eps
Sarah's Home Logo Name Only B&W.jpg
Sarah's Home Logo Name Only B&W.gif

Logo Naming Convention

Logo CMYK = Color eps
Logo Color = jpg color
Logo GS = Grayscale
Logo B&W = Black and White

Logo Guidelines

All logos should be used as full color and with the Sarah's Home name unless it is being used as a graphical element. The tree logo, without the name, can be used as a watermark background on our website and other marketing materials.

The logo should only be used with the approved Sarah's Home color palette colors, unless a vendor requests grayscale or black and white. Otherwise, the logos should not be modified in any way.

File Type Uses

EPS Files: Use only used with professional printing projects

JPG File: Used for all non-professional printing or web projects

GIF Files: Used for web or in-house printing when a transparent background is needed.