

## THE SHELTERING WINGS BRAND GUIDE

This document is a guideline that will help you implement the Sheltering Wings brand identity system. These guidelines build on who we are and where we're going, and allow us to communicate in flexible, creative, and expressive ways. In short, it helps you to bring the Sheltering Wings brand to life through your communications. Please take the time to understand this information so that you can accurately represent our brand. Thank you for your cooperation and support.



#### OUR LOGO

The Sheltering Wings logo represents a place of haven, home and hope. We are a haven from domestic abuse. We are a home for women and children who suffer from abuse.

We are hope for victims by giving them a supportive and Christ-centered environment.

“IN THE SHADOW OF YOUR  
WINGS I TAKE REFUGE,  
TILL HARM PASSES BY.”

Psalm 57:2

OUR TONE OF VOICE/MISSION

Sheltering Wings was formed in the name and for the sake of Jesus Christ. The Center will extend the love and compassion of Christ to women and their children in the desperate circumstances of domestic violence. Christ was never coercive or offensive, and neither are the services provided by the Center.



4 Color Photography



Duotone Photography



1 Color Photography



#### PHOTOGRAPHY STYLE

Photography is the preferred treatment for all collateral and advertising materials. The photos should be down to earth and real, not make believe. Pictures of real victims and their story are preferred.



#### ADS/EVENT COLLATERAL

Primary colors are recommended when designing for events.

Illustration as well as creative typography is recommended to keep cost down.

Paper stock should be a smooth cream/off white stock.



CORPORATE/NEWSLETTERS

Corporate collateral should keep with using photography. Photo's maybe 4-color to 1 color.

Primary corporate colors are recommended when designing corporate materials (see page 12).

Paper stock should be a classic natural white.

**Area of Isolation**

This is an area that protects the logo from being diminished by illustration, type or other visual elements.

The minimum area of isolation is the width of the “S” in the logotype.





1 Color logo. PMS 377



Logo may be used in PMS 4505 only.



Logo may be used in Black.



Logo may be reversed out of a Color.



DO NOT enclose the logo within a shape that could be seen as part of the mark.



DO NOT place the logo on a visually distracting background.



DO NOT use two crosses.



DO NOT screen, ghost or use a watermark effect.



DO NOT unlawfully download logo from website. Please contact Director of Marketing & Events for permission to use logo.



DO NOT enclose a logo within a shape.



DO NOT stretch logo.



DO NOT modify relationship of logo.






DO NOT put another logo in close proximity.




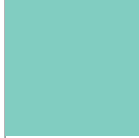



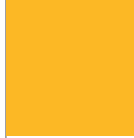
DO NOT add names or any other type.



Primary Corporate Colors

		
Black	PMS 445	PMS 377
Black Process color: C = 0 M = 0 Y = 0 K = 100	PMS 445 Process color: C = 20 M = 0 Y = 20 K = 65	PMS 4505 Process color: C = 45 M = 0 Y = 100 K = 24
Black RGB color: R = 0 G = 0 B = 100	PMS 445 RGB color: R = 94 G = 110 B = 102	PMS 4505 RGB color: R = 177 G = 49 B = 58

Secondary Corporate Colors

		
PMS 292	PMS 570	PMS 7432
PMS 284 Process color: C = 49 M = 11 Y = 0 K = 0	PMS 368 Process color: C = 48 M = 0 Y = 29 K = 0	PMS 7432 Process color: C = 55 M = 3 Y = 10 K = 0
		
PMS 464	PMS 1655	PMS 7409
PMS 284 Process color: C = 10 M = 49 Y = 100 K = 35	PMS 368 Process color: C = 0 M = 63 Y = 91 K = 0	PMS 7432 Process color: C = 0 M = 30 Y = 95 K = 0

Corporate Typeface

Bembo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789 \$&!@(.,:;"')

Bembo Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789 \$&!@(.,:;"')

**Bembo Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789 \$&!@(.,:;"')**

*Bembo Regular Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*123456789 \$&!@(.,:;"')*

*Bembo Semi Bold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*123456789 \$&!@(.,:;"')*

Rokkitt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789 \$&!@(.,:;"')

## Corporate Typeface

Times Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789 \$&!@(.,:;"')
<i>Times Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>123456789 \$&amp;!@(.,:;"')</i>
<b>Times Bold</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>123456789 \$&amp;!@(.,:;"')</b>
<i>Times Bold Italic</i>	<i><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b></i> <i><b>abcdefghijklmnopqrstuvwxyz</b></i> <i><b>123456789 \$&amp;!@(.,:;"')</b></i>
Helvetica Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789 \$&!@(.,:;"')
<b>Helvetica Bold</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>123456789 \$&amp;!@(.,:;"')</b>

## PRIMARY/SECONDARY TYPEFACE USE

Secondary typefaces are mainly for internal use. Examples: powerpoint, flyers or internal word documents.

Outside vendors are recommended to use primary fonts. Examples: banner/sign companies, printers, designers and advertising agencies.

1" 1" 1/2" 2" 1"

**SHELTERING WINGS**  
HAVEN • HOME • HOPE

Mr./Ms. CONTACT NAME  
BUSINESS NAME  
ADDRESS  
CITY, IN 46XXX

Dear CONTACT NAME:

Sheltering Wings is the only 24-hour, safe, emergency shelter in Hendricks County for victims of domestic violence and their dependent children. In addition to providing a safe haven for women and their children, Sheltering Wings provides mentoring, job training and placement, and life skills classes to help women achieve economic and emotional stability. The shelter's children's services assist in regaining self-esteem and a sense of security usually lost in the upheaval of domestic abuse.

Sheltering Wings relies extensively upon local churches, businesses, civic groups and members of the greater Indianapolis community to assist with their most worthwhile aim...keeping women and their children safe. It is with this in mind that I ask for your help.

The upcoming February event will raise money for the shelter through ticket sales as well as through bidding at both a live and silent auction during the evening. A gift certificate or item from your business would be a wonderful addition. There is no doubt that it would add to the success of the evening.

We would be so appreciative of your contribution. In addition to supporting what has become a much-needed Hendricks County service, you will receive recognition at the event and in the program for your generous tax-deductible donation. You will also receive a follow-up thank you letter for your tax purposes. Your donation can be directed to the attention of:

Sheltering Wings  
Attn. CONTACT NAME  
P.O. Box 92  
Danville, IN 46122

On behalf of Sheltering Wings and Sertoma, THANK YOU so much for your careful consideration of this request. If you have any questions or would like additional information, please feel free to contact me at (XXX) XXX-XXXX.

Sincerely,

CONTACT NAME  
COMPANY TITLE

PO BOX 92 | DANVILLE, IN 46122 | PHONE (317) 745-1496 | FAX (317) 745-1497 | [www.shelteringwings.org](http://www.shelteringwings.org)

Font: Times  
Size: 10

Letterhead, Envelope  
and Business Card.

Colors:  
PMS 377  
and PMS 445.

Stock:  
Classic Natural White

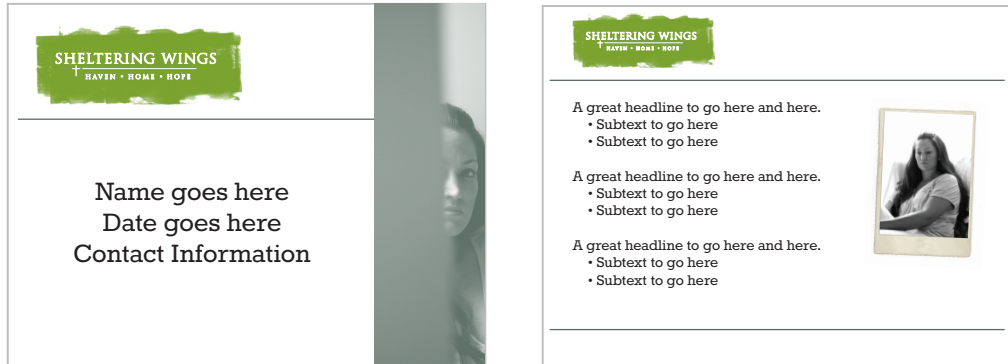
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[www.shelteringwings.org](http://www.shelteringwings.org)

**SHELTERING WINGS**  
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Microsoft Power Point Template



Microsoft Word Letter Template



Microsoft Word Fax Template

For help with writing letters, sending faxes and giving presentations, electronic templates were created to help with brand continuity. See attached CD or contact Director of Marketing & Events for electronic files.





Corporate Ball Cap



Corporate T-Shirt

SHELTERING WINGS



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