



BRAND STANDARDS GUIDE

INTRODUCTION

The mission of the Eagles' Haven Wellness Center is to honor the lives of the victims and survivors of the tragic MSD school shooting, to rediscover wellness and to restore hope to the Parkland/Coral Springs community through family strengthening navigation services, wellness experiences, crisis support, and support groups.

The Eagles' Haven logo is a strong symbol that conveys support, stability, caring and growth. Please adhere to the following guidelines to ensure the logo is used in a way that maintains the aesthetic standards to keep our brand looking professional and consistent.

LOGO WITH TAGLINE

Our logo with tagline consists of the organization name, inspirational image and tagline.



...rediscovering wellness, restoring hope

LOGO WITHOUT TAGLINE

Our logo without tagline consists of the organization name and inspirational image. The logo without tagline should be used if the statement of the primary logo is unreadable due to media space or size restrictions.



LOGO NEST ONLY



LOGO IN BLACK AND WHITE



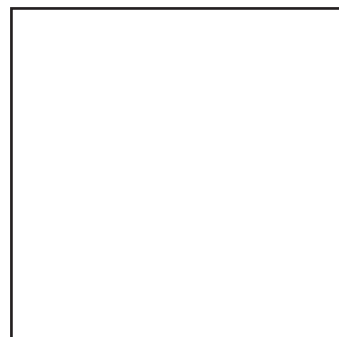
EAGLES' HAVEN COLORS



PANTONE
CMYK 28 93 85 27
RGB 145 42 43
HEX/HTML 912A2B



PANTONE
CMYK 0 0 0 100
RGB 0 0 0
HEX/HTML 000000



PANTONE
CMYK 0 0 0 0
RGB 255 255 255
HEX/HTML FFFFFFFF

SAFE SPACE/ EXCLUSION ZONE

The Eagles' Haven logo with and without tagline always need space around it that is free of imagery and text to ensure legibility. The space is essential to ensure other graphic elements or body copy do not conflict, crowd, or lessen the impact of the logo.

The logo's exclusion zone is equal to the width of the letter J as indicated by the X area in the diagram.



MINIMUM SIZE

The Eagles' Haven logos should always be easy to read in both digital and print content. Adhering to the established minimum sizes ensures legibility of the logos.



MINIMUM SIZE

The smallest the logo should be is 2" wide or 144 pixels.



MINIMUM SIZE

The smallest the logo should be is 1.5" wide or 120 pixels.

LOGO MISUSE

It is extremely important to ensure the Eagles' Haven logos remain consistent. Never reproduce the logos using your own fonts or graphics. Only use the official files created by Eagles' Haven. The files can be downloaded directly from the Eagles' Haven website here.

The official files should never be modified or added to. In addition, the logos should not be placed over other images or busy backgrounds.

The following represent examples of misuse.



Do not rotate the logo.



Do not compress, stretch, distort or warp the logo.



Do not place text or graphics in the exclusion zone.



Do not resize any part of the logo.



Do not rearrange elements of the logo.



Do not add unofficial text or graphics to the logo.



Do not use off-brand colors.



Do not add dropshadow or other effects to the logo.



Do not outline the logo.

THANK YOU

If you are having any trouble with this guide or use of official JAFCO brand files, please contact JAFCO Creative Marketing Manager Paula Slack at pslack@jafco.org or (954) 315-8672.