



HOMeward
ESTD BOUND 1987

Logo

This mark is a home with door that opens inward, signifying a residence rather than a public or commercial building. The open door and pathway are gold to symbolize the light, warmth, and safety of a home, while the blue mountains represent the organization's roots in Western North Carolina.

Warm primary colors are the building blocks of the brand, and red structures symbolize refuge and hospitality.

CLEAR SPACE

To protect the logos from other visual elements, it is important that it is surrounded by a minimum amount of clear space specified by the enclosure of the "W". No other graphic elements should come within this area.



Main Logo Color Use

I_MAIN BADGE



MAIN BADGE

For use in all color or photo backgrounds.

OUTLINED

For use in all light or photo backgrounds where the white of the logo cannot be legible against it.

RED

For an alternative use in color or photo backgrounds. Not for red backgrounds.

ALT RED

For an alternative use in color or photo backgrounds. Not for light backgrounds.

BLACK

For black and white uses.

Other Logo Marks & Colors

2_Full Word Mark



3_Icon



4_Circle Mark



5_Horizontal



Incorrect Usage

Keeping colors, proportions, and graphic elements the same across the brand leads to greater brand consistency and trust.

LOGOS OR MARKS SHOULD NOT BE:

- + Changed to non-brand colors.
- + Using non-brand fonts.
- + Put into a new shape.
- + Altered to where the proportion of the logo or type is different than what is provided.
- + Mixing different styles.

