

[For External Use]
Covenant House Brand
Visual Toolkit



Covenant House

Some of the assets contained within this deck are for example only. Please use the download links for approved assets.

Visual Toolkit Contents

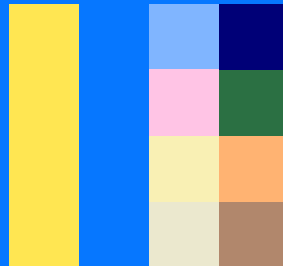
Our Visual Toolkit ensures that every piece of communication we make, from our logo to our photography to our color palette, is part of the same connected system.

Built upon our strategy, we lead with a visual idea that acts as the glue to hold the elements together.

Start at the top and read through—or click the buttons on this page to jump to each section.



Logo Suite



Color Palette



Iconography



Typography



What is Ethical Storytelling?

Ethical storytelling is the practice of thoughtfully considering how stories are shared; in the nonprofit space, it seeks to emphasize the constituent first and the donor second. Ethical storytelling asserts that the story belongs to the storyteller, shares it in ways that affirm the dignity and wholeness of the storyteller, and effectively benefits a cause.

In our visual design work, we strive to make sure that all visual representations of Covenant House, our community, and the people we serve are held to the highest standards of ethical storytelling. Ethical actions, words, and look are intrinsic to creating a Covenant House brand that makes our whole community feel valued and inspired.



01. Logo Suite

Covenant House Logo

Our logo lockup is when our logo and wordmark come together. It should be used as the primary signoff for our brand.

[Download Logo Suite](#)



Covenant House

Logo Lockup Construction

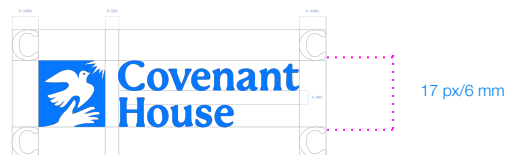
The Covenant House logo is a combination of our brandmark and our wordmark.

Our wordmark is a custom treatment of P22 Mackinac Pro. If you look closely, you'll see the letterforms have been modified to feel more human with softer terminals and serifs. It has a fixed composition with a minimal clear space equivalent to the relative x-height of the capital C in the Covenant House wordmark.

Logo Lockup Construction



Min. Size



Brandmark & Wordmark

Our brandmark and wordmark are the individual elements of our logo. While we always recommend using our full logo lockup wherever possible, there are several cases where they can be used in isolation.

Brandmark



Wordmark

Covenant
House

Wordmark

A wordmark is a distinct text-only typographic treatment of the name of a company or institution used for purposes of identification and branding.

On certain occasions, a wordmark may be preferred to meet the visual goals of a partnering agency, organization or donor. This option should not be offered in place of our primary brand, but is an option when requested.

Primary Use left aligned

Covenant
House

Min. Size
Covenant
House

Secondary Use inline

Covenant House

Brandmark

Brandmarks remove all letters, words, and names from a logo to convey meaning exclusively through imagery. Internally, our brandmark has an easily identifiable meaning. Externally, we have to be careful when we extract the brandmark without the wordmark as we are all working together to increase recognition of our entire visual system.



Minimum Size
0.55" / 40 px



Logo Lockup Variations

Our new logo is not a drastic departure from our previous logo. However, it's been refined and simplified to illustrate a new direction for our brand by stripping back what wasn't contributing to our brand goals and leaning into what was.

With a more reductive approach, the story behind our logo becomes more clear. It's a visual metaphor that uses a dove, a hand and a sun to represent an important idea: our young people are given a hand up by our donors, which helps them make the transition to a brighter future.

Primary Logo
For primary use



[Learn more about our registered logo here.](#)



Site Logo
For site use



Vertical Logo
Not for primary Use



Logo Lockup Use

Our logo is to be used in a single color—more specific guidance on primary and secondary color usage can be found in our color palette.

The general rule of thumb is our logo should be blue on lighter backgrounds and white on darker backgrounds. In instances where we use our logo over photography, we can choose the best color option from our primary or secondary color palette.

A version of the logo in black can be used if the cost of printing the full color or reversed out logo is prohibitive. There are .png and .jpg versions of these and all our logos [located here](#).

Primary Logo
Full color



Primary logo
Reversed out



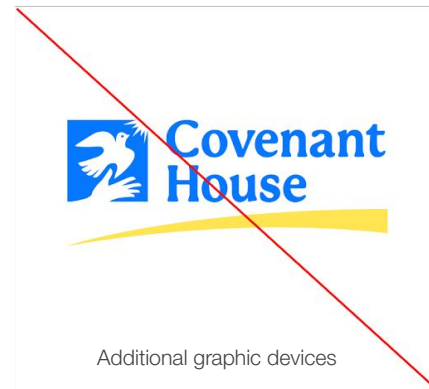
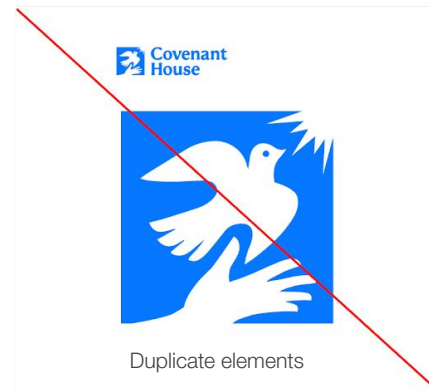
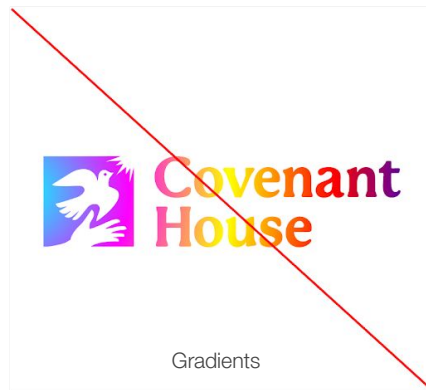
Primary Logo
Over photography



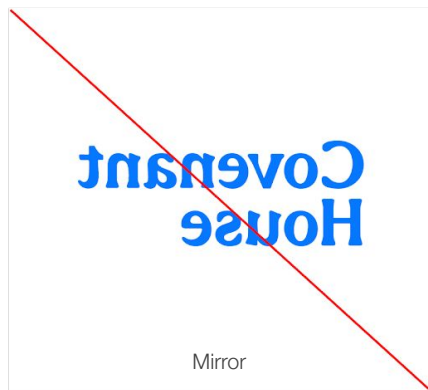
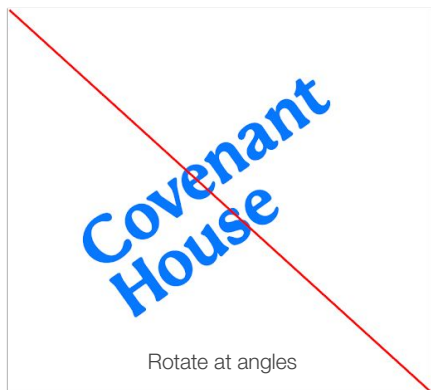
Examples of logo on photography



Logo Misuses



Wordmark Misuses



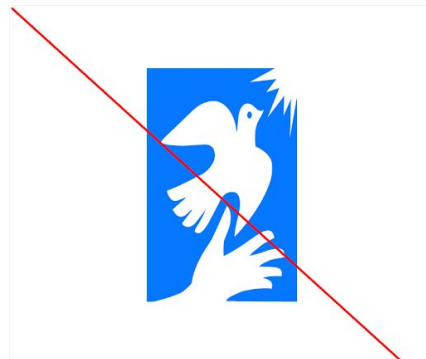
Brandmark Misuses



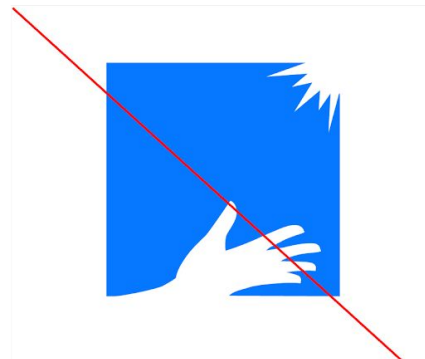
Rotate at angles



Rotate direction



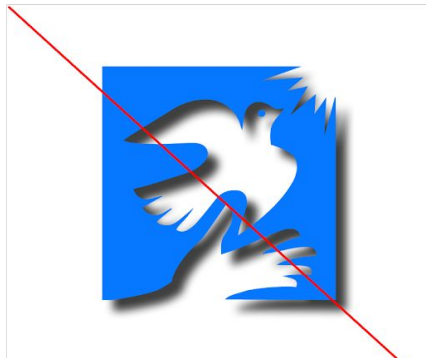
Skew or distort



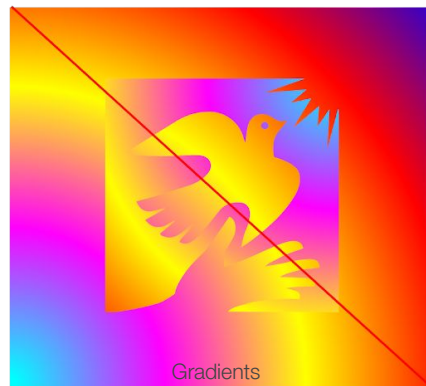
Remove elements



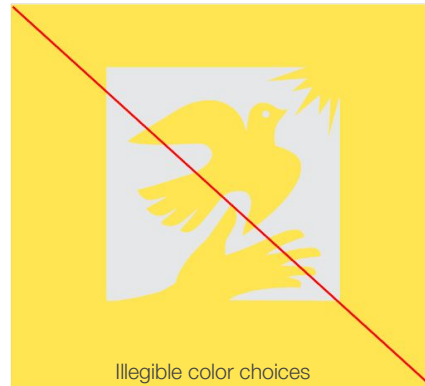
Introduce elements



Shadows or effects



Gradients



Illegible color choices

Partnership Lockups

We're proud of each partner we work with. Here's an example of how we might approach a partnership lockup—the main thing to ensure when designing these partnership lockups is to follow clearspace rules.

Partnership lockup
horizontal example



Partnership lockup
vertical example



Partnership lockup
with initiative



Initiatives Branding

In order to establish cohesion across our brand we are providing guidance on how to stylize and construct initiative branding going forward: Establish primary brand and site (if relevant) first, utilize design system and aim for descriptive names.

Guidance

Colors Usage

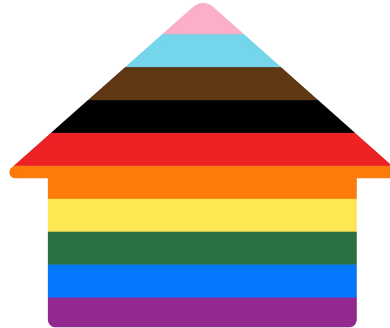
When creating/updating initiative branding, always start with our typographic system and lead with our primary color palette.



Good examples of initiative branding

Symbol + Icon Usage

Avoid direct edits to any symbol or icon from our primary brand system or creating a new one outside of the system style. Exceptions can be made, like the Pride House below, in CHI approved circumstances.



Logo Usage

Always ensure our logo or wordmark is included in any new initiative logos. Also ensure its use does not go against the logo guidance.





Initiative Branding: Flexibility and Creativity

There is no exact science to making new brand initiatives. The essence of the idea is to make a brand initiative that is both new and interesting, and stays within primary brand guidelines.

Remember: The primary places that are less flexible are color palette, symbol/icons and logos. Try not to edit any of these directly without CHI approval, and instead build lockups or logos that include unedited symbols, icons, and logos.

Flexibility: Within the boundaries of our primary brand, you have the flexibility to make new partnership lockups, experiment with approved fonts, design element placement, and more.

Creativity: This guide cannot account for all the ways you can be creative with our brand, but a good way to test it is to ask yourself some questions: “Does this look like its from Covenant House? Could someone who doesn’t know us tell? Does it break primary brand rules?”



A good example of a “new symbol” for Pride month that doesn’t directly edit our primary brandmark



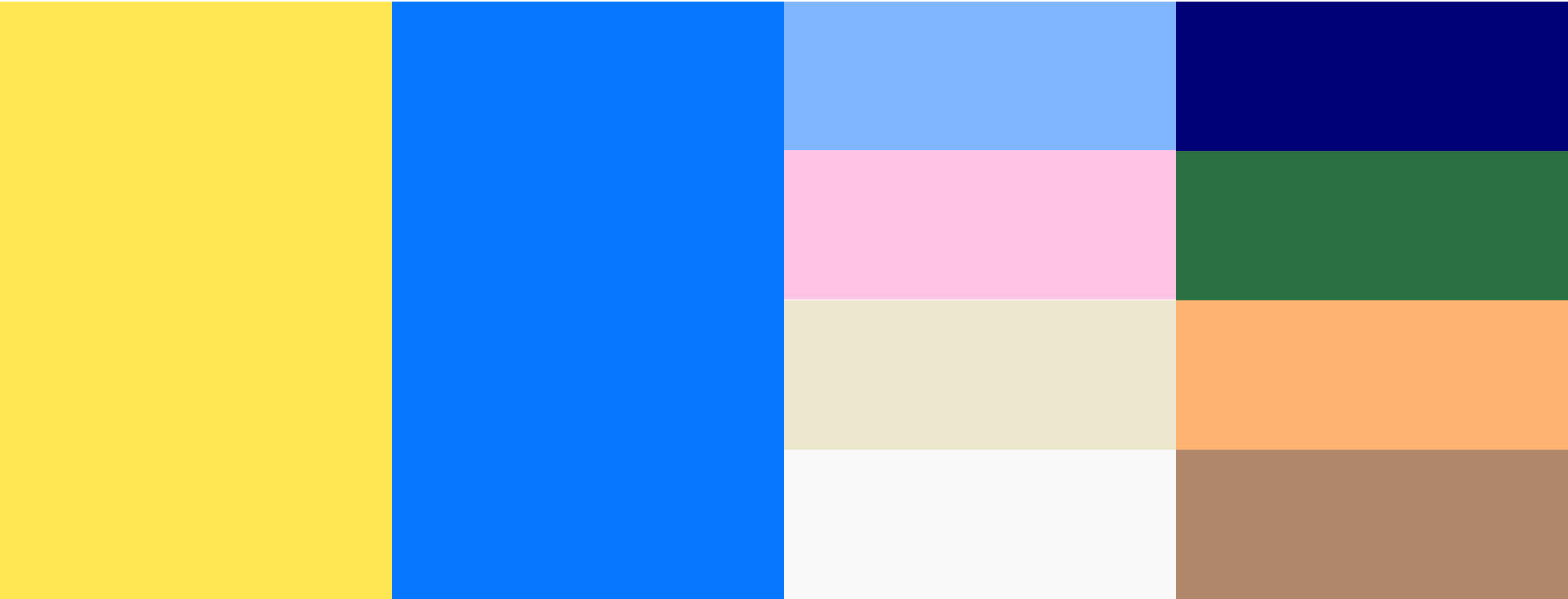
Another great example of how to be flexible and creative while still staying within our color palette and including the logo



02. Color Palette

Color Palette

Our color palette was designed to illustrate our brand equity (the elements we are known for and can continue to own) as well as our new modern approach. We have both Primary and Secondary color palettes, each with different rationale behind them.



Primary Color Palette with Supporting Colors

Our **Primary Color** palette has yellow and blue as the dominant colors. These are colors that have always been with us, but now we're using them in a refined way.

Our **Supporting Colors** here (white and black) are neutral to support our color scheme. Use these based on your visual needs to create balanced communications and offset the intensity of our yellow and blue.

** **CH Blue** has two Pantone and one CMYK variant in case the primary HEX, RGB, or CMYK have difficulty printing.*

CH Yellow

HEX #FFE652
RGB 255 230 82
CMYK 2 5 80 0

Pantone 106 C (Pantone Solid Coated) Preferred
Pantone P 1-7 C (Pantone CMYK Coated)
CMYK 0 0 81 0

White

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

CH Blue

HEX #0677FF
RGB 6 119 255
CMYK 78 55 0 0

Pantone 2184 C (Pantone Solid Coated) *Preferred
Pantone 109-8C (Pantone CMYK Coated)
CMYK 100 35 0 0

Black

HEX #000000
RGB 0 0 0
CMYK 0 0 0 100

Primary Color Palette Examples

Here's a few examples for how to use this palette in an on-brand way.

Our **Primary Color** palette is for more general and corporate use. Remember, this color pairing is more dominant, so think about the audience before making that choice.



60% Yellow
Solid-color Background



30% Black
Headline + Body copy



10% Blue
Icons + Logo



60% Blue
Solid-color Background



30% White
Headline + Body copy



10% Yellow
Icons + Logo

Secondary Color Palette

Our **Secondary Color** palette is a softer and more sophisticated palette inspired by our Primary Color palette. These colors represent the diversity of our sites, our young people, and our communities.

Saturated Orange

HEX #fd7b0b
RGB 253 123 11
CMYK 0 51 95 1
Pantone 2018 C

If necessary, this more highly saturated version of our standard orange can be used in small details to show urgency

Dark Blue

HEX #000077
RGB 0 0 119
CMYK 100 98 16 22
Pantone 2748 C

Green

HEX #2B7043
RGB 43 112 67
CMYK 83 33 88 22
Pantone 555 C

Orange

HEX #FFB372
RGB 255 179 114
CMYK 0 35 60 0
Pantone 2016 C

Brown

HEX #B1876C
RGB 177 135 108
CMYK 29 47 59 5
Pantone 479 C

Black

HEX #000000
RGB 0 0 0
CMYK 0 0 0 100

Light Blue

HEX #80B5FF
RGB 128 181 255
CMYK 44 20 0 0
Pantone 278 C

Pink

HEX #FFC4E5
RGB 255 196 229
CMYK 0 28 0 0
Pantone 2036 C

Sand

HEX #EBE8CE
RGB 235 232 206
CMYK 8 5 20 0
Pantone 7604 C

Warm Gray

HEX #F8F8F8
RGB 251 251 251
CMYK 1 0 0 0
Pantone 663 C

White

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Logo Lockup + Color Palette

Moments we might use our primary color combinations:

- Letterhead
- Business cards
- Website logo header

Moments we can experiment with our secondary palette for logo color:

- Instagram
- Internal campaigns
- Youth stories
- Imagery & videos

Examples of Primary color palette combinations



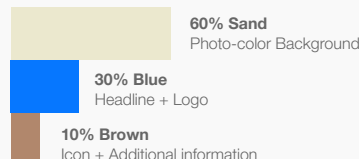
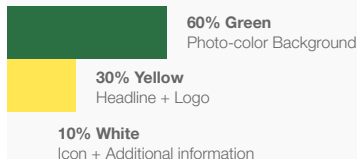
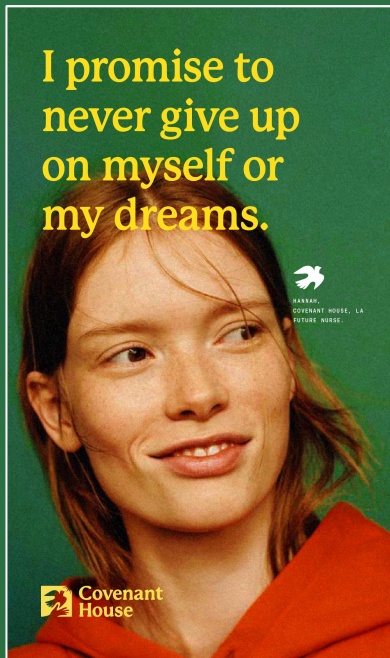
Examples of Secondary Color palette combinations



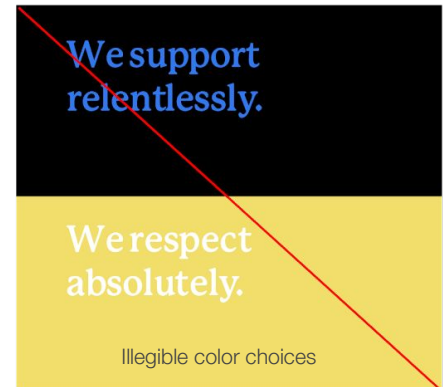
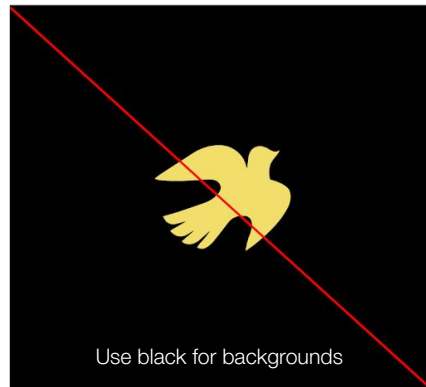
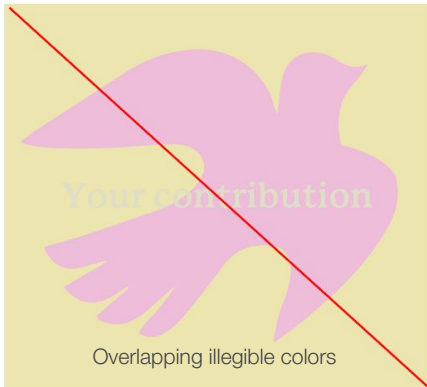
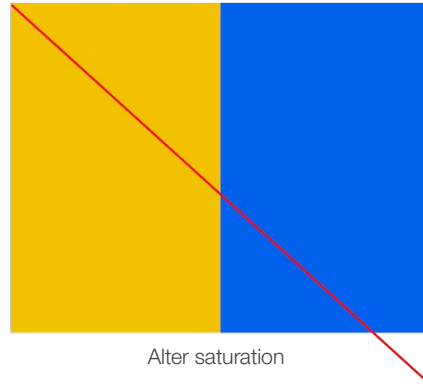
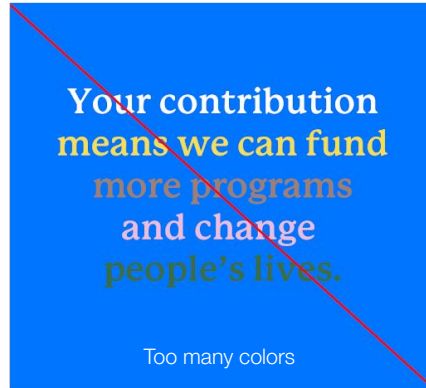
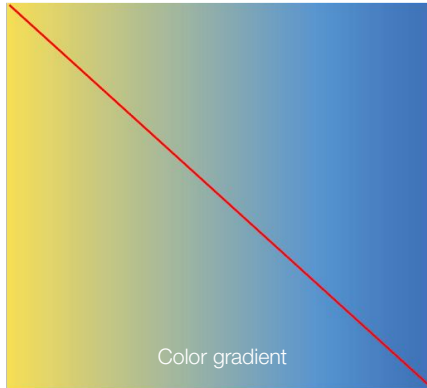
Secondary Color Palette Examples

Here's a few examples for how to use this palette in an on-brand way.

Our **Secondary Color** palette is for for communication-based use and storytelling. Remember, this color pairing is all about diversity, so think strategically about how using one of these colors for backgrounds and type will pair with photography.



Color Palette Misuses





03. Iconography

Iconography Introduction

Iconography is used in combination with our logo, color, typography and messaging to help communicate our commitment to our young people. We are starting with two tiers of iconography, each playing a specific role, and together, making up our extended visual system. We will introduce program icons later in our implementation.

[Download Iconography](#)

Our Commitments



Badges of Commitment



Our Commitments

Commitment is the key theme in everything we design, so we created an extension of the design system to elevate the importance of our commitment. We use signifiers (icons) to represent the different ways we put commitment into action.

The Dove

Commitment to young people facing homelessness and trafficking



About:

This represents our commitment to young people. It's how we hero their individual journey.

Some ways it might show up:

To draw attention to our young people, to speak about their journeys, to emphasize our commitment to celebrating them.

The Unconditional Heart

Commitment to our values



About:

This represents our commitment to our values, uniting our community in unconditional love and absolute respect.

Some ways it might show up:

To emphasize where our values shine through in content, to highlight those values in action, to show how we're connected in our mission to uphold them.

The Active House

Commitment to impact



About:

This represents our commitment to impact. It shows how we are driven to do more, make a difference, and create meaningful change.

Some ways it might show up:

To sign a commitment, to make a donation, to visualize how far donations and volunteer hours reach.

How to use our Signifiers

Signifiers help us deliver on our Visual Goal: **We put our commitment to young people, values, and impact into action.** As the pillars of our brand, we use these icons for emphasis—showing people how our commitment guides each action we take.

[Download Signifiers](#)



The Dove

A LITTLE ABOUT IT...

This represents our commitment to young people. It's how we hero their individual journey.

HOW TO USE IT...

To introduce our youth

To highlight our young people and make them stand out in our stories.

To hero an individual journey

To draw attention to the steps in their journey and celebrate where a young person is going.



The Unconditional Heart

A LITTLE ABOUT IT...

This represents our commitment to our values uniting our community in unconditional love and absolute respect.


HOW TO USE IT...

Emphasize a point

To emphasize where our values shine through in content.

Illustrate values in action

To show the impact of our values on our community and how far they reach.

We support relentlessly.
We  unconditionally.
We respect absolutely.



The Active House

A LITTLE ABOUT IT...

This represents our commitment to action. It shows how we are driven to do more, make an impact, and create meaningful change.

HOW TO USE IT...

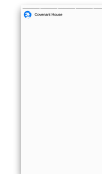
Make an impact

As a sliding device or a signature line when people make a commitment.

Visualize impact

In infographics to show the scale of our actions.

 *Kevin Ryan*
KEVIN RYAN
PRESIDENT AND CEO



The Dove (in use)

01. To introduce our young people

Use the Dove to highlight our young people and make them stand out in our stories.

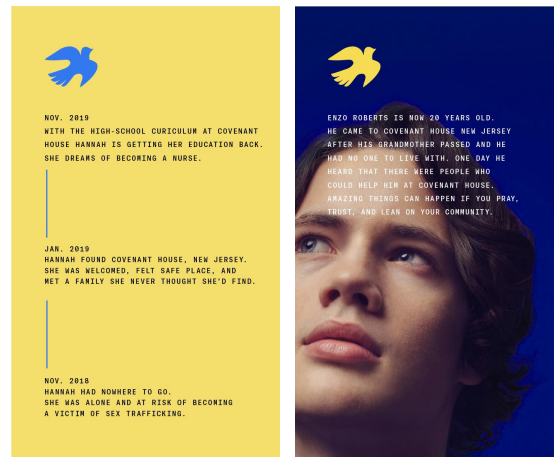
02. To hero youth journeys

Use the Dove to draw attention to the steps in their journey and celebrate where our young people are going.

01.



02.



The Unconditional Heart (in use)

01. To add emphasis

Use the Unconditional Heart to emphasize where our values shine through in content. You can use the symbol within a sentence to replace the word “love” or as punctuation.

02. To illustrate values in action

Use the Unconditional Heart in infographics and illustration to highlight the impact of our values on our community and show how far they reach.

01.

We support relentlessly.
We ♥ unconditionally.
We respect absolutely.

Covenant House is committed to relentlessly supporting young people facing homelessness with programs that give them tools to succeed ♥

02.



The Active House (in use)

01. To make an impact

Use the Active House as a CTA device. A way to demonstrate commitment both internally and with external audiences. We use the house to direct people to where they can sign on the line to make a commitment to our young people.

02. To visualize impact

Use the Active House in infographics to show the scale of our actions, the weight of our commitments and a moment of transition.

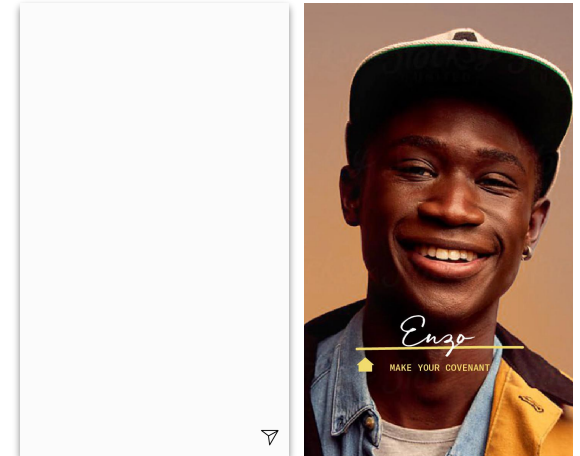
01.



02.

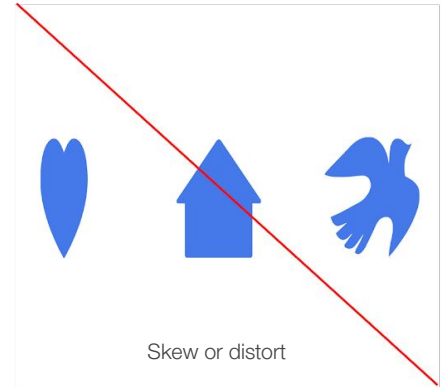
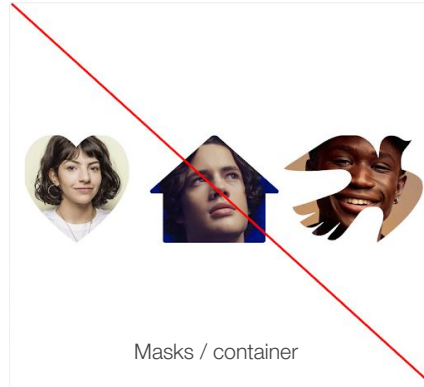
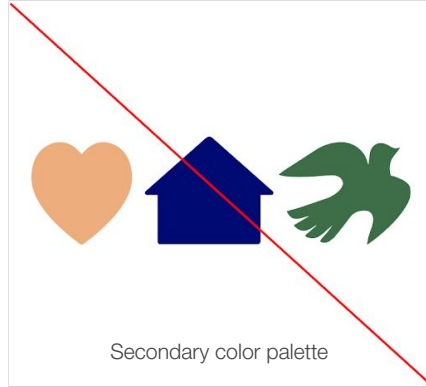
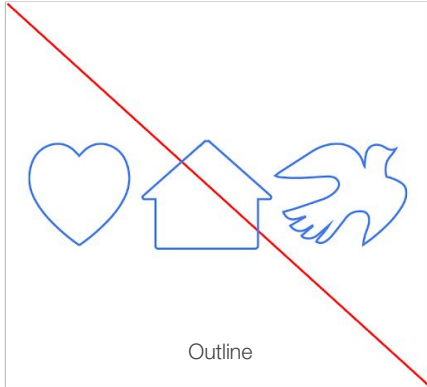
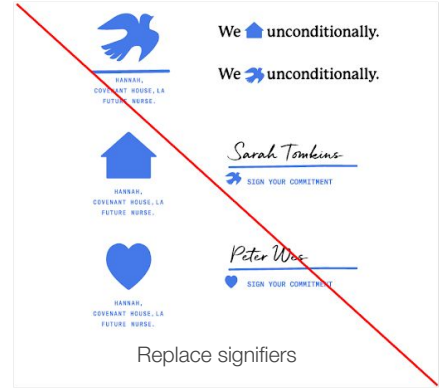
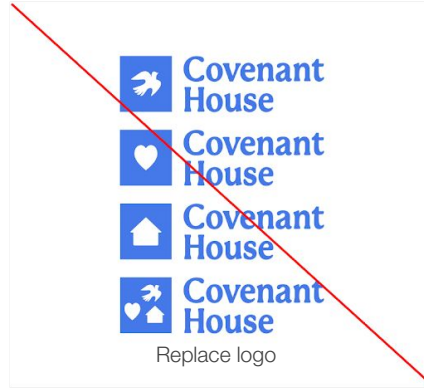
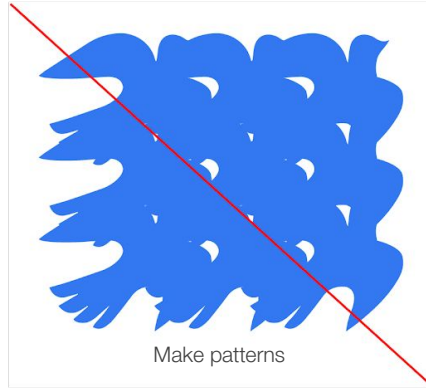
HOMELESSNESS

HOPE



If using a script to accentuate a signature, use the Quickbrush font.

Commitment Iconography Misuses





Our Badges of Commitment

A big part of brand is advocacy. We know CHI staff live out their commitments every day, and some even wear their hearts on their sleeve. But for our donors and prospects, we want to give them a way to share their commitment like a badge of honor. This is why we have built a library of icons we're calling "badges of commitment".

[Download Badges](#)

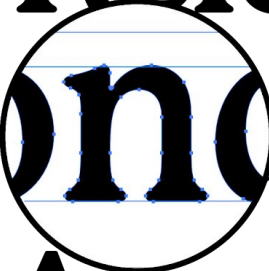


04. Typography

Typography

Voice is critical to our brand which means that our typography is equally important as any other visual element. We've organized it into categories to enable expression, functionality, and clearer communication.

[Download Brand Fonts](#)

We Support Relentlessly.
We love Uncon**ditionally.**
We Respect Absolutely.

Type Families

P22 Mackinac Pro

Headline and Subheadline Type

P22 Mackinac Pro is our display typeface. We use it for headlines and titles.

Aa

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890.,?!\$%&

GT America Bold

Body Copy Header Type

GT America Bold is our typeface for subtitles. We use it for body copy subheadlines.

Aa

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890.,?!\$%&

GT America Regular

Body Copy Type

GT America Regular is our typeface for reading texts. We use it for body copy.

Aa

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890.,?!\$%&

GT America Mono Medium

Additional information Type

GT America Mono Medium is our supplementary typeface. We use it for call to actions, additional information, and commitments.

AA

ABCDEFGHJKLMN
OPQRSTUVWXYZ
1234567890.,?!\$%&

Typography Hierarchy

We use four main type styles throughout our communications.
This is to ensure we're being as cohesive as we can be.

Keep these rules in mind to maintain our visual hierarchy and make it easy for people to identify all the important work we're doing.

This headline is two lines long.

P22 Mackinac Pro Bold
This example was designed:
Size - 100pt
Leading - 100%

This is a subhead.

P22 Mackinac Pro Bold
Size - 50pt (½ of headline pt size)
Leading - 50%

This is a body copy header.

GT America Bold
Size - 25pt (½ of subheadline pt size)
Leading - 25%

This is body copy. This is body copy. This is body copy. This is body copy.
This is body copy. This is body copy. This is body copy. This is body copy.
This is body copy. This is body copy. This is body copy. This is body copy.
This is body copy. This is body copy. This is body copy. This is body copy.
This is body copy. This is body copy. This is body copy. This is body copy.
This is body copy. This is body copy. This is body copy. This is body copy.
This is body copy. This is body copy. This is body copy. This is body copy.

GT America Regular
Size - 16pt (~⅔ of Body copy header pt size)
Leading - 25%

**THIS IS AN EXAMPLE OF
DETAILED INFORMATION.**

GT America Mono
Size - 16pt (flexible though no larger than body copy header)
Leading - 22%

System Fonts

Covenant House communications should use our brand typefaces, P22 Mackinac, GT America and GT America Mono, at all times. However, in software like Google Slides, you can use the Helvetica system.

This font is Helvetica Neue Light.

If using a script to accentuate a signature or add a softer touch to an initiative, use the Quickbrush font.

This headline is two lines long.

Helvetica Bold
This example was designed:
Size - 100pt
Leading - 100%

This is a subhead.

Helvetica Bold
Size - 50pt (½ of headline pt size)
Leading - 50%

This is a body copy header.

Helvetica Bold
Size - 25pt (½ of subhead pt size)
Leading - 25%

This is body copy. This is body copy. This is body copy. This is body copy.
This is body copy. This is body copy. This is body copy. This is body copy.
This is body copy. This is body copy. This is body copy. This is body copy.
This is body copy. This is body copy. This is body copy. This is body copy.
This is body copy. This is body copy. This is body copy. This is body copy.
This is body copy. This is body copy. This is body copy. This is body copy.
This is body copy. This is body copy. This is body copy. This is body copy.

Helvetica Regular
Size - 16pt ~¾ of body copy header pt size)
Leading - 25%

ABCDEFGHIJKLM
abcdefghijklm

Quickbrush
Size - to fit
Leading - 50%

Type Alignment

Lead with left-aligned typography.

**Your contribution
means we can fund
more programs and
change people's lives.**

Make a contribution

My name is Hannah. I came to Covenant House New Orleans because I was being abused at home. I was in a dark place, but once I got to Covenant House, I felt safe for the first time.



KEVIN RYAN
PRESIDENT AND CEO

HANNAH,
COVENANT HOUSE, LA
FUTURE NURSE.

Use center-aligned typography in digital.

**Your contribution
means we can fund more
programs and change
people's lives.**

Make a contribution

My name is Hannah. I came to Covenant House New Orleans because I was being abused at home. I was in a dark place, but once I got to Covenant House, I felt safe for the first time.



KEVIN RYAN
PRESIDENT AND CEO

HANNAH,
COVENANT HOUSE, LA
FUTURE NURSE.

Don't use right-aligned typography.

**Your contribution
means we can fund
more programs and
change people's lives.**

Make a contribution

My name is Hannah. I came to Covenant House New Orleans because I was being abused at home. I was in a dark place, but once I got to Covenant House, I felt safe for the first time.



KEVIN RYAN
PRESIDENT AND CEO

HANNAH,
COVENANT HOUSE, LA
FUTURE NURSE.

Type Misuses

~~we don't use
gt america mono
for headlines~~

~~Not even for body copies.
Never use in sentence case.~~

~~Modify font family codification~~

~~We don't use Gt
America Regular or
Bold for headlines.~~

~~P22 Mackinac Pro Bold is not meant
to be use for body copies
Neve r use in UPPER CASE.~~

~~Modify font family codification~~

~~We don't justify all lines
in our typographic
system.~~

~~WITH ANY OF OUR
B R A N D
T Y P O G R A P H I E S ,~~

~~Because not easy
is not a d
r e a d y~~

~~Track, kern too much, or justify all lines~~

~~Don't rotate
type~~

~~N
o
v
e
r
t
i
c
a
l
t
y
p
e~~

~~Don't
distort
type~~

~~Rotate, write vertical or distort / skew~~

~~Don't use
secondary palette
for type.~~

~~Secondary palette~~

~~Legibility
is priority when
using type, color
and photography.~~

~~Illegibility~~

~~No
hyphen-
ation.~~

~~Hyphenate on headlines~~

~~NO UNDERLINING FOR CTA'S~~

~~NO P22 MACKINAC PRO FOR CTA'S~~

~~NO GT AMERICA REGULAR OR **BOLD** FOR CTA'S~~

~~No Gt America Mono lower case for CTA's~~

~~Modify family font codification~~



05. Resources

Brand System Resources

If you need additional resources or quick references guides to Covenant House's visual or verbal design, click the links here to access our reference sheets



[Verbal Design](#)



[Visual Design](#)