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logo
The heart serves as a reminder to us all (board members, staff, donors, volunteers and clients) that we are here for each other. Every person has value. People are at the heart of what A New Leaf does. The heart is a symbolic representation of the people we serve. It’s what motivates us.

The two leaves connected remind us that we need to be connected to each other. None of us were meant to live alone. In relationship with each other we find purpose, healing and hope for the future. The two leaves and two colors represent the idea of “turn a new leaf.” This is the essence of the brand story.

The type styles mimic the rounded feel of the logo mark. We also use lower case letters because caps would move the brand to a more corporate feel. The lower case has more of a people-centered, friendly, approachable design that represents people of all ages.
primary logo & clear space

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, or lessen the impact of the mark.

\[ X/4 \quad X \]

Use only with black/white printing

Use only with a full color background
primary logo & clear space

X/6  X

X should never be less than 2 inches

Use only with black/white printing  Use only with a full color background
secondary logo & clear space

The secondary logo includes the descriptive summary of services.

Use this logo sparingly and only on monumental pieces, such as the website or corporate brochure.

X should never be less than 2 inches

Use only with black/white printing

Use only with a full color background
secondary logo & clear space

X should never be less than 3 inches

Use only with black/white printing
Use only with a full color background
logo don’ts

✗ 💚 a new leaf
Do not change the color of the logo, even in the brand colors

✗ 💚 a new leaf
Do not switch or alter the colors of the heart, even in the brand colors

✗ 💚 a new leaf
Do not remove the heart

✗ 💚 a new leaf
Do not add excessive drop shadows or other distracting elements around the logo

✗ 💚 a new leaf
Do not place the logo over a person or distracting image

✗ 💚 a new leaf
Do not place the logo on a conflicting colored background

✗ 💚 a new leaf
Do not replace or alter the tagline

✗ 💚 a new leaf
Do not alter any individual elements of the logo

✗ 💚 a new leaf
Do not stretch the logo in any way

✗ 💚 a new leaf
Do not tilt the logo
color
color palette

PRIMARY
Forest and lime are the two primary colors of A New Leaf's brand. Use them generously. Don't use any other colors before using these first.

SECONDARY
Use these colors to complement the primary colors.
Note that some secondary colors are the dominant color for a specific program area.

TERTIARY
Use these colors only as the dominant color for a specific program area.
color don’ts

With such a large color palette, not every combination will support the brand’s essence.

Avoid these combinations.
type
Typography is a powerful brand tool when used consistently. This set of typefaces should be used across all print and web applications.

**SPEAK OT HEAVY**
Use for headlines and sub-headlines.
Lower case

**SPEAK PRO BOLD**
Used in logo.
Lower case

**OPEN SANS BOLD**
Use for sub-headlines.
All caps

**OPEN SANS REGULAR**
Use for body copy.
Sentence case

**SOURCE SERIF PRO BOLD**
Used for descriptor in logo.
Use for program descriptors.
All caps

**Speak OT Heavy**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Speak Pro Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Open Sans Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Open Sans Regular**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Source Serif Pro Regular**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
messaging
Everyday at A New Leaf, we celebrate:

• A veteran moving into safe housing
• A woman finding safety from abuse
• The young and old improving their health
• An entrepreneur making a dream reality
• A family restoring their bond
• A child finding a family to call their own
• A parent working to support their family

Together, we’re making our community a better place to live.

Together, we are building a stronger community by helping families and individuals overcome the challenges they face. Everyone deserves a chance at a brighter future.

No matter where someone is on their journey in life, from crisis to long-term stability, A New Leaf is here to help.

We have been helping families and changing lives in the Valley for over 50 years.
programs
program overview

helping families changing lives

- housing and shelter
- educational services
- health and wellness
- family support
- foster care
- financial empowerment
- domestic violence services
program logo usage

Use the program logo on pieces that are specific to that one program. (ie flyers, events, posters, etc.)

Use this in place of the A New Leaf logo. Do not show them together.

The program color will be the dominant color on the piece.

Use the program description when the program is included on a larger A New Leaf piece (ie newsletter, appeal, website, etc.)

Include the primary A New Leaf logo on this piece, but it does not have to be shown next to each other.
A New Leaf’s Housing and Shelter programs offer solutions to families and individuals facing homelessness or housing instability.

**PROGRAMS**
- La Mesita Family Homeless Shelter
- East Valley Men’s Center
- Rapid Re-Housing Program
- Desert Leaf Apartments
- La Mesita Apartments

**CLIENT DEMOGRAPHIC**
- Young men and 55+ men
- Families
- Women fleeing abuse

**TONE**
- Compassionate
- Open
- Mature

**IMAGERY**
- Staff interaction
- Successfully housed individuals
- Harsh reality of homelessness

**COLOR**
- CMYK: 2-52-99-0
- RGB: 241-143-34
- HEX: #F18F22
OVERVIEW
We believe every person needs a safe place to call home. From emergency shelter to basic needs to affordable housing, A New Leaf is here to ensure no child, family, or individual has to face homelessness alone.

PROGRAM DESCRIPTIONS

**East Valley Men’s Center** serves single men experiencing homelessness, giving them a stable living situation with three meals a day, and assistance with securing employment. This program helps men find their feet and become contributing members of the community once again.

**La Mesita Family Homeless Shelter** provides a unique, apartment style unit for families to live in their own, private space. Here, parents can lock a door to their own unit and know their children will be safe. Children are also given access to a supportive after school program to help them get back on track in school.

**Rapid ReHousing** provides utility, rent, and deposit assistance to help families and individuals in Maricopa County transitioning from homelessness or eviction. It serves those who demonstrate the ability to manage their rent independently once rent and utility assistance ends.

KEY MESSAGES
A New Leaf's Housing and Shelter programs provide temporary and long-term housing solutions tailored to the unique families, children, and adults facing homelessness.

A crucial thing we do is work with households to prevent homelessness from ever happening. We connect them to resources that will allow them to stay in stable housing, long-term.

We help individuals and families get into housing of their own. Then we help provide the knowledge and skills a person needs to build a stable future in that home. It’s a much more permanent solution.

KEYWORDS
Homeless shelter  Affordable housing  Housing Assistance
A New Leaf’s Health Services programs provide top quality medical and behavioral health resources to communities across the Valley.

PROGRAMS
- West Valley Family Care Clinic
- Dorothy B. Mitchell Counseling Center
- La Mesita Family Care Clinic
- West Valley After School Program
- East Valley After School Program

CLIENT DEMOGRAPHIC
- Populations in East and West Valleys
- Families with children 6-17

TONES
- Helpful
- Resilient
- Compassionate

IMAGERY
- Photography of the clinics
- Staff interacting with clients
- Families with children

COLOR
- CMYK: 71-6-38-0
- RGB: 57-178-171
- HEX: #37B2AB
OVERVIEW
We know that not feeling well – physically or mentally – holds a person back from being all they can be. A New Leaf’s medical and behavioral health services are helping children and adults improve their wellbeing.

KEY MESSAGES
We integrate physical and behavioral care for a streamlined healthcare experience for patients of all ages.

A New Leaf delivers professional healthcare to those in need, where they need it, across the Valley.

Our facilities offer primary medical care, counseling, case management, medication management, and support services to all eligible patients, allowing them to have all of their health needs met in a single, convenient location.

PROGRAM DESCRIPTIONS
**Dorothy B. Mitchell Counseling Center** offers community-based behavioral health services for youth, adults, and families. Counseling, case management, medication management, and support services are provided throughout Maricopa County.

**La Mesita Family Care Clinic** offers community-based behavioral health and medical services for children and adults. Primary medical care, counseling, case management, medication management, and support services are provided to our patients.

**Therapeutic After School Program** provides children with a safe environment to learn healthy behaviors and positive coping skills. These programs are therapeutically-based, helping children achieve predetermined behavioral goals set with their clinicians.

**West Valley Family Care Clinic** offers community-based behavioral health and medical services for children and adults. Primary medical care, counseling, case management, medication management, and support services are provided to our patients.

KEYWORDS
Integrated care  Behavioral health  Suicide prevention  Medication management
Primary care  Counseling  Substance-abuse counseling
A New Leaf’s Financial Empowerment services help households find financial stability, get ahead in the workforce, and ultimately start a business and pursue their dreams.

**PROGRAMS**
- VITA
- MesaCAN
- ATO Program
- Workforce Services
- BankWork$
- Veteran’s Business Outreach Program
- NEDCO

**CLIENT DEMOGRAPHIC**
- Service members, veterans, and their spouses
- Un- and under-employed individuals
- Disabled, elderly, and bilingual individuals

**TONE**
- Committed
- Supportive
- Kind

**IMAGERY**
- Diversity of ages and races
- Variety of job scenarios

**COLOR**
- CMYK: 71-0-80-0
- RGB: 69-184-105
- HEX: #45B869
OVERVIEW
We celebrate the small moments because we know they lead to transforming change. A New Leaf acts as a catalyst for change by helping households find financial stability, get ahead in the workforce, and ultimately start a business and pursue their dreams.

KEY MESSAGES
A New Leaf offers financial coaching to help households to maintain stability. Coaches work with participants to establish budgets, encourage savings, and improve general financial literacy.

A New Leaf offers individuals assistance obtaining a GED, enrolling in college, saving for tuition, and with job training.

To help aspiring entrepreneurs, A New Leaf offers all the resources needed to help a business thrive.

To help households in an immediate financial crisis, A New Leaf provides relief to prevent evictions and utility shut-offs, while assisting with bills during health emergencies.

PROGRAM DESCRIPTIONS
MesaCAN In partnership with Mesa Counts on College, Mesa Community Action Network works to assist community members with furthering their education. Classes are offered for preparation regarding the ACT, SAT, and PSAT.

NEDCO Neighborhood Economic Development Corporation provides essential resources needed to help a business thrive, including a robust business lending program, regular classes and workshops with leading instructors in business, and other forms of support.

VITA the Volunteer Income Tax Assistance Program saves hardworking community members thousands of dollars through free tax prep while ensuring taxpayers receive all the credits they are eligible for.

KEYWORDS
Rent and utility assistance  Financial literacy  Educational assistance  Small business development
A New Leaf’s Domestic Violence programs are dedicated to providing any survivor of domestic violence with the choice and ability to leave.

**PROGRAMS**

- Autumn House Domestic Violence Shelter
- Faith House Women’s Crisis Shelter
- Domestic Violence Safe Temporary Overflow Program (DVSTOP)
- Domestic Violence Court Advocacy Program
- Domestic Violence Mobile Court Advocacy Program

**CLIENT DEMOGRAPHIC**

- Women and children
- Crisis survivors of domestic violence, sex trafficking, sexual assault, and homelessness

**TONE**

- Resilient
- Encouraging
- Kind

**IMAGERY**

- Staff interaction
- Women and children, both serious and happy

**COLOR**

- CMYK: 57-100-25-9
- RGB: 125-37-110
- HEX: #6E276F
OVERVIEW
We believe in fearless bravery, fresh starts, and safe futures. A New Leaf is dedicated to providing any survivor of domestic violence with the choice and ability to leave through its domestic violence hotline, shelters, and advocacy services.

PROGRAM DESCRIPTIONS

Autumn House Domestic Violence Shelter offers a secure home to all survivors – women, men, and children – fleeing abuse. A New Leaf provides all survivors staying at the shelter with home essentials and services to them find their footing.

Court Advocacy is available for anyone who calls the domestic violence hotline. This service offers survivors the emotional support and guidance they need to secure court protection.

DV Crisis Hotline A New Leaf operates the Maricopa County Domestic Violence Hotline, ensuring that any victim of abuse has somewhere to call for immediate help. Every caller is assisted according to their need, some receiving immediate police assistance, and others working with the operator to build a safe exit plan.

DVSTOP If someone calls the domestic violence hotline and exhibits a high risk of danger, A New Leaf provides them with safe refuge in a temporary location, even if shelters are full, through the Domestic Violence Safe Temporary Overflow Program.

Faith House Women’s Crisis Shelter is a safe haven for women and children escaping domestic violence, recovering from sexual assault, and getting on their feet after experiencing homelessness.

KEY MESSAGES
We operate the only domestic violence crisis hotline in Maricopa County.

Faith House is the longest running domestic violence shelter in Arizona.

A New Leaf provides shelter guests with all of the essentials of home – groceries, hygiene kits, clothing, linens, and more.

We help survivors find employment through an onsite workforce center, while also helping with secure convenient transportation, and providing counseling services that help survivors move past the trauma of abuse.

KEYWORDS
Immediate safety Exit plan Domestic violence shelter Court advocacy
A New Leaf’s Education programming provides quality early childhood education and ongoing educational support for adolescents and adults looking to pursue higher education.

**PROGRAMS**
 Phoenix Day
 La Mesita After School Program
 West Valley After School Program
 East Valley After School Program
 Asset to Opportunity
 MesaCAN
 Workforce Services

**CLIENT DEMOGRAPHIC**
 Middle and low-income families with children
 Families with childcare needs
 Un- and under-employed individuals

**TONE**
 Encouraging
 Committed
 Playful

**IMAGERY**
 Studying, graduation, and other academic scenarios
 Staff with young children
 Workforce training

**COLOR**
 CMYK: 100-96-30-0
 RGB: 47-56-121
 HEX: #2F3879
OVERVIEW
We honor the veterans, the entrepreneurs, the workforce, the youth who are the foundation on which our country stands. From job training, to business plans, to the ABCs, A New Leaf is helping strengthen the future for this generation and the next.

PROGRAM DESCRIPTIONS
After School Programs provide youth dealing with behavioral challenges related to depression, anxiety, or trauma with a socially positive, safe environment for children to participate in team sports, cultural arts, and educational activities.

Phoenix Day is a school for children ages 0 to 5 from diverse backgrounds. Teachers are dedicated to providing a quality education to students during a critical learning and developmental period before public schooling begins.

Assets to Opportunity Program is a matched savings program that allows low to moderate income households to achieve a college degree. ATO matches each dollar a student saves, incentivizing students to invest in their education, while making college affordable.

KEY MESSAGES
We offer childcare minutes from downtown Phoenix.

Our educational programs establish a foundation that sets a person up for success in their school, college, and career.

After school programming helps children who are behind academically get back on track.

KEYWORDS
Childcare          After school programming          Adult education
A New Leaf’s Family Support services improve household stability and help families create better relationships between parents and children.

PROGRAMS
Building Resilient Families
Family Preservation
Parents and Children Teaming Together (PACTT)
Parent Aide
Seimer Family Stability Program
Supervised Visitation Only

CLIENT DEMOGRAPHIC
High needs case managers
Families with high needs children
Foster Parents

TONE
Compassionate
Resolute
Generous

IMAGERY
Behavior coaches with children at parks, in the classroom, etc.
Moments of family connection

COLOR
CMYK: 28-89-0-0
RGB: 183-65-152
HEX: #B74198
OVERVIEW
We believe a family is stronger when they are together, not when they’re apart. A New Leaf’s counseling, parenting classes, and support services are strengthening family bonds across the Valley.

PROGRAM DESCRIPTIONS
Building Resilient Families continues to provide many support services, such as classes, counseling, and referrals to other community resources after the child returns home or when DCS involvement decreases.

Family Preservation Program supports, strengthens, and preserves a family from counseling to classes in parenting, as well as direct emergency financial assistance for a family facing homelessness.

PACTT is an in-home and community-based support and rehabilitative health service for children and families with challenging needs. Through compassionate care, staff works to support positive behavior and family dynamics.

Parent Aide offers support to parents and caregivers of children involved with DCS through critically needed skills training and education, monitored visitations, as well as education for accessing community assistance and support services.

Seimer Family Stability Program restores housing stability, ensures the safety of children, and keeps children in their current school when families on the verge of homelessness, or currently homeless.

Supervised Visitation Only Program provides parents with the opportunity to see their child(ren) after placement with the Department of Child Safety. This is often the first time that parents see their child(ren), and represents a critical first step in helping the family heal.

KEY MESSAGES
By assisting families involved with the Department of Child Safety, A New Leaf maintains the safety of the child and ensures that parents are able to provide for and protect their child.

Counseling helps to heal families so they can move from crisis to stability.

We believe that with a little bit of help, guidance, and education, families can recover from the trauma they have experienced, and work to avoid crisis in the future.

KEYWORDS
Family counseling  Stability  Strengthening relationships
A New Leaf's Foster Care program recruits and trains compassionate adults to become licensed foster parents or respite providers for children in the foster care system.

**PROGRAMS**
- Kinship Licensing
- Therapeutic Foster Care
- Traditional Foster Care Licensing
- Transitional Foster Care

**CLIENT DEMOGRAPHIC**
Families in Maricopa and Pinal Counties, 21 and older

**TONE**
- Determined
- Versatile
- Kind

**IMAGERY**
- Adoption-day images
- Mixed-background families
- Open-arms and hugging

**COLOR**
- CMYK: 18-91-99-8
- RGB: 190-58-39
- HEX: #BE3A27
OVERVIEW
We see children thrive when they are part of a family that loves and believes in them. A New Leaf’s foster care program gives families an opportunity to open their heart and their home to children in the Valley who need it most.

KEY MESSAGES
A New Leaf’s Foster Care Program recruits and trains loving households to become licensed foster parents or Respite Providers.

Our staff closely facilitates transitioning the right child into the right home, and provides ongoing monitoring and support to all foster and adoptive families.

With thousands of youth in the foster care system, there is an urgent need for loving homes to open their hearts to those most in need.

Our foster program is available 24/7 for crisis support, placement of foster children, and general support for foster families.

PROGRAM DESCRIPTIONS
Kinship Licensing helps an adult or relative caring for and sheltering a foster child who has direct involvement with the Department of Child Safety by getting licensed in order to obtain additional resources from the State and a higher daily reimbursement rate to support the child.

Traditional Foster Care focuses on recruiting and training adults interested in becoming licensed foster parents. Additional child-specific programs offer loving homes the opportunity to license as foster parents and/or Respite Providers for high-needs children with special emotional or behavioral needs.

Therapeutic Foster Care provides short-term care and support to children with behavioral health issues. A child is matched with a professional in the behavioral health field in order to temporarily house and guide the child towards mental stability so they can return home.

Transitional Foster Care unaccompanied minors from Central or South America who enter the United States are placed in foster homes for approximately 4-6 months to maximize their opportunities and potential. A New Leaf provides daily education, counseling, and case management services.

KEYWORDS
Transitional  Therapeutic  Kinship
special logos
sustainers club logo - primary

This logo must only be used with monthly giving assets.

Do not substitute the primary or secondary A New Leaf logo with this logo.

Use only with black/white printing

Use only with a full color background

X should never be less than 2.2 inches
sustainers club logo - secondary

X should never be less than 1.5 inches

Use only with black/white printing

Use only with a full color background
sustainers club logo - marks

X should never be less than 1 inch

X should never be less than 1.5 inches

Use only with black/white printing

Use only with a full color background

Use only with black/white printing

Use only with a full color background
sustainers club messaging

overview

We admire the person who is always there. The person you can rely on through thick and thin. Something as straightforward as a monthly gift in any size, goes a long way in making A New Leaf – and our community – stronger.

key messages

Your gift is the reason people in crisis know they can rely on A New Leaf for help when they need it most.

Your branches can only reach high if your roots grow deep.

Donors are the heart that feeds our mission.
volunteer logo

This logo must only be used with volunteer assets.

Do not substitute the primary or secondary A New Leaf logo with this logo.

\[ X/4 \quad X \]

\( X \) should never be less than 1 inches

Use only with black/white printing

Use only with a full color background
volunteer messaging

overview

We welcome the presence of volunteers as integral members of A New Leaf’s team. Whether individuals or groups, large projects or small, it all makes an impact as we work together to accomplish meaningful work, enhance client services, and increase community awareness.

key messages

Volunteers complement A New Leaf’s services with special skills that range from preparing meals to cutting hair to budgeting.

A New Leaf is stronger when you’re a part of it. Together, we’re helping families...changing lives.

The most important hour of your week may be the one you give away!