



a new leaf

style guide 2023

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logo

logo meaning



the heart

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 leaves

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 font

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

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.

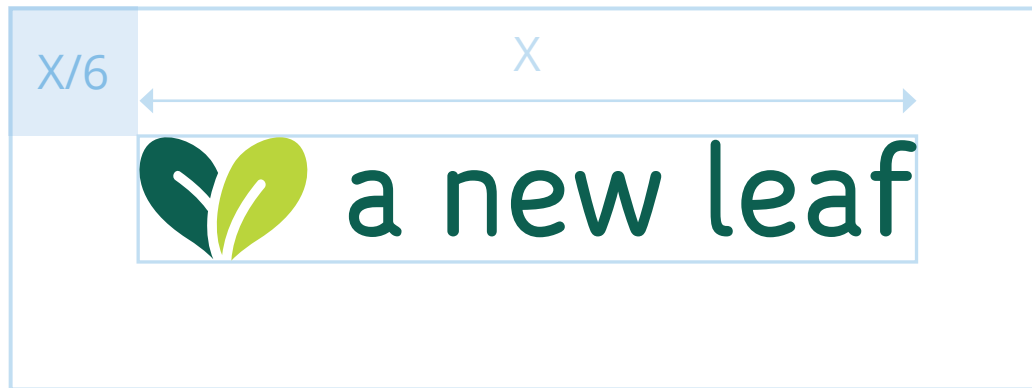


Use only with black/white printing



Use only with a full color background

primary logo



Use only with black/white printing



Use only with a full color background

secondary logo



Use only with black/white printing



Use only with a full color background

secondary logo



Use only with black/white printing



Use only with a full color background

logo don'ts



Do not change the color of the logo, unless it's to a service pillar color



Do not alter color of leaves, unless it's being used as a service pillar color



Do not add excessive drop shadows or other distracting elements around the logo



Do not remove the heart



Do not place the logo over a person or distracting image



Do not place the logo on a conflicting colored background



Do not alter any individual elements of the logo



Do not tilt the logo



Do not stretch the logo in any way

service pillar logos



service pillar logos

Service Pillar Logo



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

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

Use the service pillar color on the piece in conjunction with A New Leaf's forest green.

Service Pillar Description



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

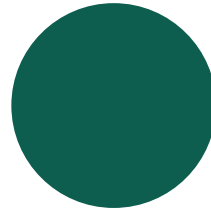
Include the primary A New Leaf logo on this piece, but it does not have to be shown next to each other.

design

color palette

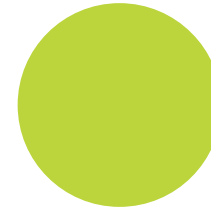
PRIMARY: BRAND COLORS

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, they need to be the backbone of any design.



FOREST

CMYK: 89-40-68-30
RGB: 9-95-82
HEX: 095F52
PMS: 336 C

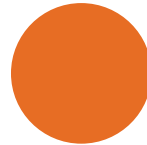


LIME

CMYK: 31-0-93-0
RGB: 187-214-61
HEX: BBD63D
PMS: 382 C

SECONDARY: PILLAR COLORS

Use these colors to complement the primary colors. Each color represents one of A New Leaf's service pillars.



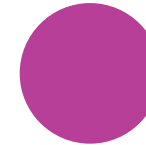
ORANGE / HOUSING & SHELTER

CMYK: 6-70-100-0
RGB: 230-110-37
HEX: E66E25
PMS: 715 C



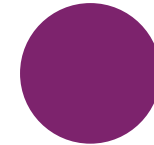
GREEN / FINANCIAL EMPOWERMENT

CMYK: 78-14-88-2
RGB: 56-157-86
HEX: 379D56
PMS: 145-6 C



MAGENTA / FAMILY CARE

CMYK: 28-89-0-0
RGB: 183-65-152
HEX: B74198
PMS: 76-15 C



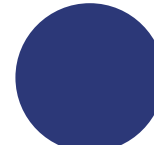
PURPLE / SEXUAL & DOMESTIC VIOLENCE SERVICES

CMYK: 57-100-25-9
RGB: 125-37-110
HEX: 7D256E
PMS: 255 C



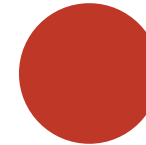
TURQUOISE / HEALTH & WELLNESS

CMYK: 85-30-39-3
RGB: 0-136-148
HEX: 008894
PMS: 7712 C



BLUE / EDUCATIONAL SERVICES

CMYK: 100-96-30-0
RGB: 47-56-121
HEX: 2F3879
PMS: 103-15 C



RED / FOSTER CARE

CMYK: 18-91-99-8
RGB: 190-58-39
HEX: BE3A27
PMS: 7599 C

TERTIARY: ACCENT COLORS

Use these colors only when needed to complement other colors.



MINT

CMYK: 31-0-31-0
RGB: 177-220-191
HEX: B1DCBF
PMS: 566 C



YELLOW

CMYK: 7-9-97-0
RGB: 242-217-28
HEX: F2D91C
PMS: 604 C



GRAY

CMYK: 66-57-57-36
RGB: 77-79-78
HEX: 4D4F4E
PMS: 7540 C

design elements

LEAF SHAPE

Use curved edges of the leaf mark as design accents.

ROUNDED CORNERS

Color blocks and borders should use rounded corners.

COLOR BORDERS

Colored borders are used around text or imagery in newsletters for callouts or to draw the eye.

Use at least 4 pt. stroke width with a 0.25 in curve for border.



ACCESSIBILITY

Do not use white text on bright colored, or color text on color backgrounds.

Remember legibility and accessibility in design should be prioritized.



A New Leaf



A New Leaf



A New Leaf



A New Leaf

graphics

ICON COLORS

Icon colors should match the service pillar being mentioned, otherwise be a brand color.

No more than 2 colors should be used in each icon.



ICON SIZE

Icons must be at least 2x larger than the headline text size.



emergency financial assistance

Intervening before a crisis saves our community time, money, and a lot of emotional turmoil.



There are over
147,000
unemployed Arizonans

LEAF ACCENT SHAPE

A leaf-shaped design can be used for accenting photos, headlines, or as a graphic element.

The curve is less than 6 degrees from above or below the starting point. It must always use either forest, lime, and/or a service pillar color.



photography

PHOTOGRAPHY

Focus on authenticity, and creating scenes in your photographs. Every image should have a purpose.

The subjects should have eye contact with the camera, and be in a physical position that shows a familial relationship.



PHOTOGRAPHY STYLE

Photos should be in full color, balanced, with subjects in focus and a slight blur on the background.

COLOR OVERLAYS

Color overlays can be used to match the service pillar color.

The photo must be desaturated by 70%, contrast increased by 50%, and then a color overlay added at 70% opacity.

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

OPEN SANS BOLD

Use for sub-headlines.
All caps

OPEN SANS REGULAR

Use as body copy font for digital assets. Sentence case

SOURCE SERIF PRO REGULAR

Use as body copy font for philanthropy print collateral.
Sentence case

BIRO

Use for handwritten notes. Use sparingly.
Sentence case.

Speak OT Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Serif Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Biro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

messaging

organizational messages

mission

helping families, changing lives

overview

A New Leaf is dedicated to helping families, changing lives. No matter what challenges a person may be facing - whether it be homelessness, domestic violence, or something else - they are still someone's son, daughter, brother, sister, mother, or father. They belong in this world and they deserve to be cared for.

Whether your family needs help, or you've lost your family, A New Leaf is here to help you make a positive change in your life.

Through compassionate programs, and a network of comprehensive community services, A New Leaf ensures that no one is alone when facing a challenge in their life.

key messages

A New Leaf believes that communities are made stronger when families are safe, have a secure home, are able to provide for themselves and their children, and are ultimately given a chance to make a brighter future for themselves.

Homelessness can happen after one missed paycheck. Domestic violence can trap victims in an abusive situation. Crisis situations can be frightening, but A New Leaf is here to help families safely navigate and overcome these challenges.

Families and individuals thrive when they have access to the resources they need most. Whether a household needs safe shelter, help with their finances, access to healthcare, or something else entirely - A New Leaf is here to help.

abbreviation

A New Leaf can be abbreviated to LEAF, not its acronym. This applies to file names as well.



A New Leaf's Housing and Shelter programs offer solutions to families and individuals facing homelessness or housing instability.

PROGRAMS

Emergency rent and utility assistance

Shelter for families and individuals facing homelessness

Housing for veterans overcoming homelessness

Affordable housing for low-income families and individuals

Post-incarceration housing support for those exiting the prison system

Permanent supportive housing for those with health conditions

Financial assistance for households moving out of homelessness



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: 6-70-100-0

RGB: 230-110-37

HEX: #E66E25





OVERVIEW

Every person deserves a safe place to call home. From emergency shelter, to basic needs, to affordable housing, A New Leaf is here to ensure no one has to face homelessness or housing instability alone.

KEY MESSAGES

A New Leaf's Housing and Shelter programs empower families and individuals to overcome homelessness by providing shelter, food, and compassionate support services.

Ending homelessness starts with equipping people with the tools they need to find employment, secure affordable housing, and achieve long-term independence.

Helping households before a crisis is the safest, most compassionate, and most affordable way to prevent homelessness. Direct financial assistance, budget coaching, and other resources can effectively stop a crisis before it happens.

EXAMPLE PROGRAM DESCRIPTIONS

A New Leaf's East Valley Men's Center is a safe haven for men facing homelessness in Arizona as they reintegrate into the community. Through comfortable and stable living, comprehensive services, and compassionate attention to the challenges each man faces, A New Leaf helps men experiencing homelessness find their feet and become contributing members of the community once again.

A New Leaf's La Mesita Family Homeless Shelter is dedicated to giving families the choice and ability to stay together as they overcome homelessness. Through comprehensive support, households will be helped in finding employment, transportation, and long-term affordable housing.

A New Leaf's Rapid Rehousing program offers a unique solution to families and individuals across the Valley in need of help, providing utility, rent, and security deposit assistance. This program actively brings down the barriers to housing for those recovering from homelessness, reducing the months it would typically take to save for an apartment or home.

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

Community behavioral health clinics

Counseling and therapy services

Behavioral health after school programs

Medication management

Referrals to other community programs



CLIENT DEMOGRAPHIC

Populations in East and West Valleys

Families with children 6-17

TONE

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

No family should have to choose between paying their bills or getting the basic health care they need. Urgently needed medical and behavioral health services should be accessible and affordable for the entire community.

KEY MESSAGES

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

Our professional community clinics offer counseling, therapy, case management, medication management, and support services to all eligible patients, allowing them to have their health needs met in a single, convenient location.

Every child deserves the clinical attention they need to overcome behavioral challenges in the classroom and at home. No child should be alone in their journey towards positive mental health.

EXAMPLE PROGRAM DESCRIPTIONS

A New Leaf's Dorothy B. Mitchell Counseling Center (DBMCC) offers compassionate, community-based behavioral health services for youth, adults, and families. Through effective clinical programming, DBMCC improves and promotes positive emotional, physical, and mental health.

A New Leaf's East Valley After School and Summer Program is a safe space for children to learn positive coping skills and move past personal challenges. Offering a compassionate environment, with attentive, trained staff – this program is a critical community resource for families struggling to find services for their children.

Designed with all of the needs of a patient in mind, **A New Leaf's West Valley Family Care** provides medical care, counseling, assistance with medication management, and support services as needed.

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

Free income tax preparation services

Financial coaching and wellness services

Matched savings programs

Workforce development

Career training programs

Small business development



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: 78-14-88-2

RGB: 56-157-86

HEX: #389D56





OVERVIEW

Financial stability is essential for a healthy community, and households must be able to provide for themselves and their families. Everyone should have the freedom and ability to pay their bills, find a meaningful career, or even start their own small business.

KEY MESSAGES

A New Leaf offers comprehensive support to help households achieve financial stability. Only once secure, are households able to start planning for the future by making important investments in emergency savings, education, or home ownership.

Emergency financial assistance can help families and individuals avoid homelessness, unemployment, and other crisis situations. This type of intervention is the most effective and compassionate way to restore financial stability to a household in need.

Everyone deserves the opportunity to pursue a brighter future, whether that means attending college, purchasing a new home, or starting a new business.

EXAMPLE PROGRAM DESCRIPTIONS

Mesa Community Action Network (MesaCAN) helps low-income households across the City of Mesa with a host of services that include: financial assistance, educational assistance, employment assistance, health assistance, and other resources. A New Leaf is here to guide our community along every step on the journey to financial freedom.

A New Leaf's Assets to Opportunity (ATO) program is a matched savings program that empowers students to affordably pursue higher education.

A New Leaf's Volunteer Income Tax Assistance (VITA) program provides low-to-moderate-income households in the Valley with entirely free tax preparation. Each year, the VITA program puts countless dollars back into the pockets of hard-working families and individuals.

KEYWORDS

Rent and utility assistance

Financial
literacy

Educational
assistance

Small business development



A New Leaf's Sexual and Domestic Violence programs are dedicated to providing any survivor of sexual or domestic violence with safety, personal agency, and a path towards healing.

PROGRAMS

Domestic violence emergency hotline

Shelters for survivors of domestic violence

Temporary overflow shelter for survivors of domestic violence

Court advocacy for survivors of domestic violence

Sexual violence helpline

Sexual violence crisis center

Counseling and therapy programs

Community support groups



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

Every survivor of sexual violence deserves professional support and guidance on their healing journey. Every survivor of domestic violence deserves the choice and ability to leave an abusive situation safely.

KEY MESSAGES

A New Leaf offers complete support for survivors of domestic violence, from our domestic violence hotline, to shelter, to counseling and support, to court advocacy. We believe in helping survivors on every step of their healing journey, helping them to achieve long-term peace and independence.

Survivors of sexual violence have the right to receive professional support to process their experience, recover from any associated trauma, and seek the legal recourse of their choosing.

Sexual violence and domestic violence can happen to anyone. Our community has an obligation to provide every survivor with the support they need to heal from their experience and achieve long-term safety.

EXAMPLE PROGRAM DESCRIPTIONS

When a survivor calls **A New Leaf's SAFEDVS hotline**, a staff member will always be available to assist. Wherever you are on your journey to finding safety, A New Leaf will be able to help you plan for the future.

A New Leaf's Faith House is a 24-hour Emergency Shelter in Maricopa County for single adult females, and adult females with children who are experiencing domestic violence, human trafficking, homelessness, or other urgent circumstances. By providing a strong foundation, the shelter helps survivors find hope and healing as they move forward with the next chapter of their lives.

A New Leaf's Court Advocacy Program provides members of the public with the resources necessary to apply for Orders of Protection and Injunctions of Harassment. Survivors can go through the legal process without fear and uncertainty.

A New Leaf's REACH Center for Survivors of Sexual Violence is survivor-driven, and healing-centered, providing individualized support and empowerment for survivors of all genders, sexual orientations, and expressions.

KEYWORDS

Immediate safety

Exit plan

Domestic violence shelter

Court advocacy



A New Leaf's Educational Services provide educational resources to children and adults, from early childhood education to college and beyond.

PROGRAMS

Early childhood education programs (ages 0-5)

Behavioral health after school programming

College savings programs

Career training programs

Professional development programs

Community partner resources such as GED assistance, college enrollment, etc.



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

Education is the foundation for a strong community, improving the lives of everyone. Every child deserves the same opportunities and support to succeed in their education. Every adult deserves the chance to complete their education or further their education at a college or trade school.

KEY MESSAGES

A New Leaf offers educational resources for children and adults, ensuring that everyone has the support they need to succeed in their education.

Early childhood education is often the key to long-term educational success, and every household should have access to this important resource, regardless of their income.

Not everyone will have a conventional educational path. Adults should feel comfortable pursuing their GED, college, or a trade school at any point in their life. These opportunities should be accessible and affordable for anyone looking to improve their life.

EXAMPLE 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.

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

Family Connections

Parents and Children Teaming Together (PACTT)

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.

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.

EXAMPLE PROGRAM DESCRIPTIONS

Family Connections 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.

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.

KEYWORDS

Family counseling

Stability

Strengthening relationships



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 who need it most.

PROGRAMS

Kinship Licensing

Therapeutic Foster Care

Traditional Foster Care Licensing

Transitional Foster Care



CLIENT DEMOGRAPHIC

Families and same-sex couples 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

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 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.

EXAMPLE 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

volunteer messages

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!



special logos

new logo template

When a new program is created it is important to stick to this template to create consistency across the brand and incorporate it with A New Leaf's logo.

NAME FONT

The name of the program must be in Speak OT Heavy font in lower case.

NAME PLACEMENT

The name of the program is placed between the "a" and f" in "a new leaf".



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.

This logo should always be displayed in conjunction with A New Leaf's corporate logo to reinforce brand identity.



X should never be less than 1 inches



Use only with black/white printing



Use only with a full color background