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**logo meaning**

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**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
secondary logo

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, unless it’s to a service pillar color

- **a new leaf**  
  Do not alter color of leaves, unless it’s being used as a service pillar color

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

- **a new leaf**  
  Do not remove the heart

- **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 alter any individual elements of the logo

- **a new leaf**  
  Do not tilt the logo

- **a new leaf**  
  Do not stretch the logo in any way
service pillar logos

**Service Pillar Logo**

<table>
<thead>
<tr>
<th>a new leaf</th>
</tr>
</thead>
<tbody>
<tr>
<td>housing &amp; shelter</td>
</tr>
</tbody>
</table>

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

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

**Service Pillar Description**

| housing & shelter |

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.

SECONDARY: PILLAR COLORS
Use these colors to complement the primary colors. Each color represents one of A New Leaf’s service pillars.

TERTIARY: ACCENT COLORS
Use these colors only when needed to complement other colors.
LEAF SHAPE
Use curved edges of the leaf mark as design accents.

design elements

ROUND ED 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.

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.

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.

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
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.
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
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.

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.

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: #E6E25
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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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
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.

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.

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.

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