



a new leaf

helping families, changing lives

**Brand & Style Guide 2026**

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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

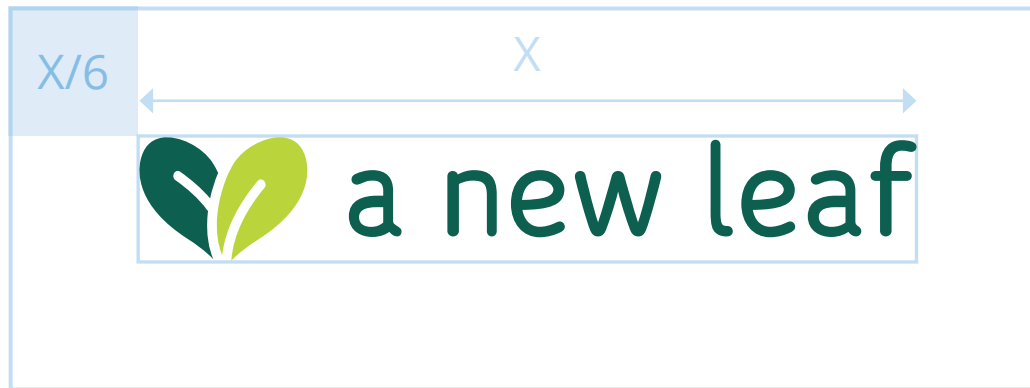


*Use only with black/white printing*



*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. (i.e. 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 (i.e. newsletter, appeal, website, etc.)

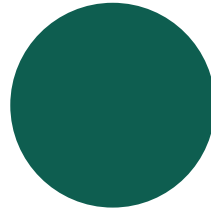
Include the primary A New Leaf logo on this piece, but it does not have to be shown next to each other.

# 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

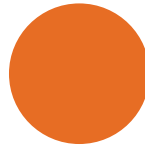


### LIME

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

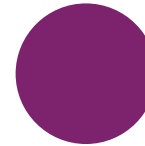
## SECONDARY: PILLAR COLORS

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



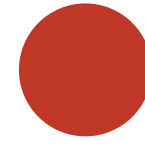
### ORANGE / HOUSING & SHELTER

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



### PURPLE / SEXUAL & DOMESTIC VIOLENCE SERVICES

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



### RED / FAMILY SUPPORT SERVICES

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.



### BLUE

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



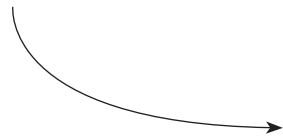
### TURQUOISE

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

# Design Elements

## ROUNDED CORNERS

Color blocks and borders should use rounded corners.



**"If I can serve, so can you. Help me make an impact!"**

helping families changing lives

a new leaf

survivors, providing them with small but powerful reminders of strength and resilience. Recognizing the importance of joy for children in difficult circumstances, she and friends have assembled craft bags for kids, bringing moments of happiness to those who need it most.

Through her volunteer work with A New Leaf, Natalie has built a community of service around her, showing others the importance of stepping up to help those in need. She has inspired hundreds of people to join her efforts, creating a ripple effect of compassion and action. Her ability to unite people around a shared purpose—to serve, to give, and to support others—is a testament to her extraordinary character.

Natalie Hamblin is more than a volunteer. She is a builder of community and a true servant leader. As she continues her journey of service, her example reminds us all of the profound impact one person can have when they dedicate themselves to uplifting others.

At just 17 years old, Natalie Hamblin has already made a profound impact on her community through her tireless commitment to service and her ability to inspire others.

In her church's Young Women's Group, Natalie leads a group of 30 teenage girls, guiding them through challenges, organizing activities, and fostering a sense of connection and purpose. Her role as a peer mentor is one she holds dear, creating a supportive environment where her peers feel empowered to grow and contribute.

Her dedication to giving back is most evident in her impactful work with A New Leaf, where she has mobilized her peers and community to support families in crisis. She has organized donation drives to collect essential items for those in need, helping neighbors experiencing homelessness.

Natalie has also led efforts to craft paracord keychains and charms for domestic violence

join Natalie today and consider volunteering!  
Visit [TurnaNewLeaf.org/Volunteer](https://TurnaNewLeaf.org/Volunteer)

6 To make a donation today, visit our website at [TurnaNewLeaf.org/donate](https://TurnaNewLeaf.org/donate)

7 To make a donation today, visit our website at [TurnaNewLeaf.org/donate](https://TurnaNewLeaf.org/donate)

**a new leaf camaraderie gala was a huge success!**

This year's Camaraderie Gala was one for the books! A New Leaf's 2025 gala, the Jazz Lounge, was our most successful yet. We had a completely sold out night with 540 guests in attendance, raising critically needed support to operate homeless shelters, domestic violence shelters, and other housing programs across the Valley.

We are so incredibly grateful to all of our attendees, sponsors, and to our staff who made this amazing night possible. We are especially thankful for our honorees Todd and Kathleen Skinner as well as Spinato's Pizzeria and are proud to honor them for their profound impact on our community and dedication to serving others.

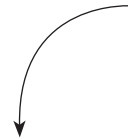
**LEGACY AWARD**  
Todd Skinner was honored with A New Leaf's Legacy Award. Todd led the way in campaigning to completely rebuild the La Mesita Family Homeless Shelter in Mesa and has had a lasting impact on A New Leaf. We are deeply grateful for his service.

**COMMUNITY IMPACT AWARD**  
Spinato's Pizzeria and Family Kitchen was honored for their generous cash donations, in-kind contributions, and volunteers to help local families experiencing homelessness. This local business is making a true impact in the Valley.

**SAVE THE DATE!**  
We invite you to mark your calendars for our 37th Annual Camaraderie Gala, which will take place on **March 28, 2026!**

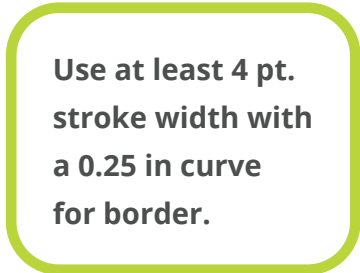
## ACCENT SHAPE

Use straight edges OR curved edges of the leaf mark as design accents.



## 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.



# 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.

## OPEN SANS EXTRA BOLD

Use for headlines and special CTA's.

## SPEAK OT HEAVY

Use for logo arrangements and quotes in materials. Can be header in print materials.

## OPEN SANS BOLD

Use for sub-headlines and quotes.

## 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.

## BIRO

Use for handwritten notes. Use sparingly.

## FEELING PASSIONATE

Use to highlight important words at the end of a sentence or phrase.

## Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## Speak OT Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## Source Serif Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## Biro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## Feeling Passionate

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

# Type Samples - Print

## GENERAL PRINTED MATERIALS

SPEAK OT  
HEAVY

“My family  
is safe thanks

FEELING  
PASSIONATE

to *you*.”

OPEN  
SANS  
BOLD

How you helped families  
like Victoria’s find a safe  
place to call home.

SOURCE  
SERIF PRO  
REGULAR

Victoria and her three children, Jackson, Noah, and Sedonia, had been evicted from their home. As the sole source of income for her family when Victoria lost her job, she had no safety net and found herself with nowhere to go.

## PRINT NEWSLETTER

SPEAK OT  
HEAVY

“My family  
is safe thanks

FEELING  
PASSIONATE

to *you*.”

OPEN  
SANS  
BOLD

How you helped families  
like Victoria’s find a safe  
place to call home.

SOURCE  
SERIF PRO  
REGULAR

*\*in cases of long paragraphs of copy, the first letter can be drop capped 2pts and assigned a program color for visual hierarchy*

**V**ictoria and her three children, Jackson, Noah, and Sedonia, had been evicted from their home. As the sole source of income for her family when Victoria lost her job, she had no safety net and found herself with nowhere to go.

# Type Samples - Web

## GENERAL DIGITAL MATERIALS

OPEN SANS  
EXTRA BOLD — **“My family  
is safe thanks  
to you.”**

FEELING  
PASSIONATE

OPEN  
SANS  
BOLD — **How you helped families  
like Victoria’s find a safe  
place to call home.**

OPEN  
SANS  
REGULAR — Victoria and her three children, Jackson,  
Noah, and Sedonia, had been evicted  
from their home. As the sole source of  
income for her family when Victoria lost  
her job, she had no safety net and found  
herself with nowhere to go.

## DIGITAL NEWSLETTER

OPEN SANS  
EXTRA BOLD — **“My family  
is safe thanks  
to you.”**

*\*on the web, only  
use the Speak OT  
Heavy font for  
legible headlines*

SOURCE  
SERIF PRO  
BOLD — **How you helped families  
like Victoria’s find a safe  
place to call home.**

SOURCE  
SERIF PRO  
REGULAR — Victoria and her three children, Jackson,  
Noah, and Sedonia, had been evicted  
from their home. As the sole source of  
income for her family when Victoria lost  
her job, she had no safety net and found  
herself with nowhere to go.

# Brand Compliance Policy

## PURPOSE

A New Leaf is committed to maintaining a strong, consistent brand identity that reflects our mission, values, and professionalism. As our organization continues to grow and invest in advertising, design, and branded materials, adherence to brand guidelines is essential to protect our reputation, ensure clear communication, and optimize the effectiveness of our marketing efforts.

## SCOPE

This policy applies to all A New Leaf staff, volunteers, and departments producing or requesting marketing, design, or communications materials—including print, digital, video, signage, promotional items, and apparel—intended for internal or external audiences.

## POLICY STATEMENT

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### BRAND COMPLIANCE REQUIREMENT

- All materials must align with A New Leaf's official Brand Guidelines, including but not limited to logo usage, typography, colors, messaging, and design elements.
- The Marketing Department (MD) has the authority to review and approve all materials to ensure compliance.

### EXCEPTIONS AND REVISIONS

- If information is incorrect or clearly omitted, staff may request modifications through MD.
- Programs may create their own digital materials as necessary, without approval from MD required. However, these must comply with brand standards and must be revised if found not to comply.
- C-Suite leadership will review and approve any structural brand changes (largescale, such as logo change, mission change, etc.) or branding for materials exceeding \$10,000 in production cost.

# Brand Compliance Policy

## POLICY STATEMENT

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### ENFORCEMENT AND AUTHORITY

- MD is empowered to require revisions to any materials that do not comply with brand guidelines before they are published, distributed, or displayed.
- MD will not be required to justify stylistic choices when requesting corrections, or for materials that align with the approved Brand Guidelines.
- Any disputes over compliance will be escalated to the Marketing Committee by a Director level staff or higher for resolution.

### NON-COMPLIANCE

- Materials that do not meet brand compliance and that are not approved by the MD will not be approved for use, publication, or distribution.
- If materials are distributed without approval, the department responsible may be required to cover reprinting or replacement costs.
- Repeated violations may result in escalation to the employee's supervisor or department head.

### REVIEW AND UPDATES

- This policy will be reviewed annually by the Marketing Committee to ensure it continues to meet organizational needs.

# **Messaging**

# Organizational Messages

## Mission

Helping families, changing lives.

## Vision Statement

A New Leaf envisions a community where everyone has equitable access to resources that support their well-being and empower personal growth.

## Abbreviation

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

## Key Brand 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 employment, or something else entirely - A New Leaf is here to help.



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

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





### VISION STATEMENTS

**Long Form:** Families and individuals should have the support and resources they need to prevent or overcome homelessness.

**Short Form:** Everyone should have a place to call home.

### 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 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.

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### KEYWORDS

Homeless shelter

Affordable housing

Housing Assistance



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**

- Shelter 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
- Healing support services
- 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





## VISION STATEMENTS

**Long Form:** Survivors of domestic violence and sexual violence should have a safe space to heal, where they are empowered with the resources to live a happy and healthy life.

**Short Form:** Every survivor should have safety and support to heal.

## 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 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

**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.

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## KEYWORDS

Immediate safety

Exit plan

Domestic violence shelter

Court advocacy



# a new leaf

family support services

Children thrive when they are a part of a family that loves and believes in them. A New Leaf's Family Support Services improve household stability and help families create better relationships between parents and children.

### PROGRAMS

- Early Childhood Education
- Family Connections
- Kinship Licensing
- MesaCAN
- Nurturing Parenting
- Traditional Foster Care Licensing
- Transitional Foster Care
- Volunteer Income Tax Assistance



### CLIENT DEMOGRAPHIC

- High needs case managers
- Families with high needs children
- Foster Parents

### tone

- Compassionate
- Resolute
- Generous

### IMAGERY

- Staff members with children in office, classroom, etc.
- Moments of family connection
- Families of different ethnicities

### COLOR

- CMYK: 18-91-99-8
- RGB: 190-58-39
- HEX: #BE3A27





## VISION STATEMENTS

**Long Form:** Every child should have a loving and nurturing family, with adults who foster their growth and potential.

**Short Form:** Every child should have a loving, supportive family.

## OVERVIEW

A New Leaf's Family Support Services improve household stability and help families create better relationships between adults and children. Comprehensive programs support families in their journey toward healing and stability, helping them to build positive family dynamics and relationships.

## 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.

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.

A New Leaf's Foster Care Program recruits and trains loving households to become licensed foster parents or respite providers.

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.

## 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.

**MesaCAN** provides households with comprehensive resources to improve household stability, including access to financial assistance, employment services, savings programs, and referrals to many other partners.

**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.

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## KEYWORDS

Family counseling

Stability

Strengthening relationships

Therapeutic

# 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".

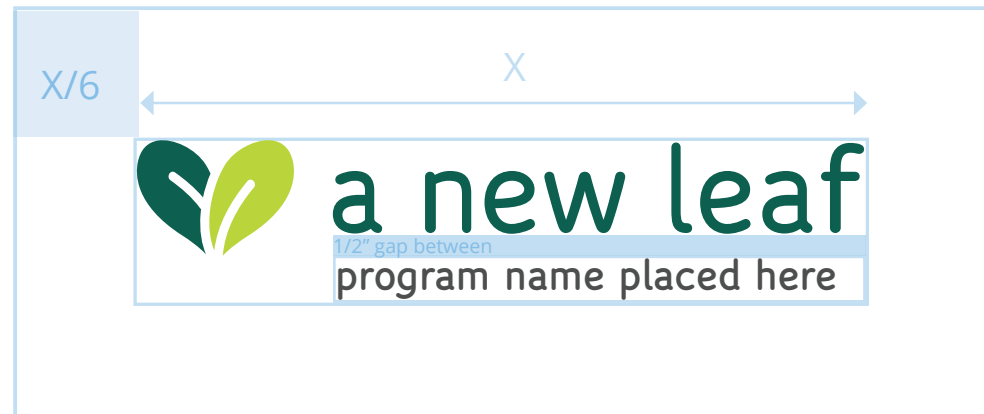


# New Programs with Brand Equity

If a newly acquired program has significant brand equity and a positive reputation in the community - keep the program name but place it underneath the A New leaf logo.

A New Leaf can change the program name if one of these factors are true:

1. The acquired program doesn't have significant brand equity (based especially on current brand awareness and donor support)
2. The acquired program doesn't have a positive reputation
3. A New Leaf is acquiring the assets but changing the mission or services it provides - as in the case with Homeward Bound where the property has a reputation as a homeless shelter and A New Leaf is changing it to affordable housing



# Volunteer Logo

This logo must only be used with volunteer assets.

In its first appearance in a document, the “be a gift” logo must always be displayed in conjunction with A New Leaf’s corporate logo to reinforce brand identity.

Do not substitute the primary or secondary A New Leaf logo with this logo. A New Leaf’s primary logo must always be the dominant element.

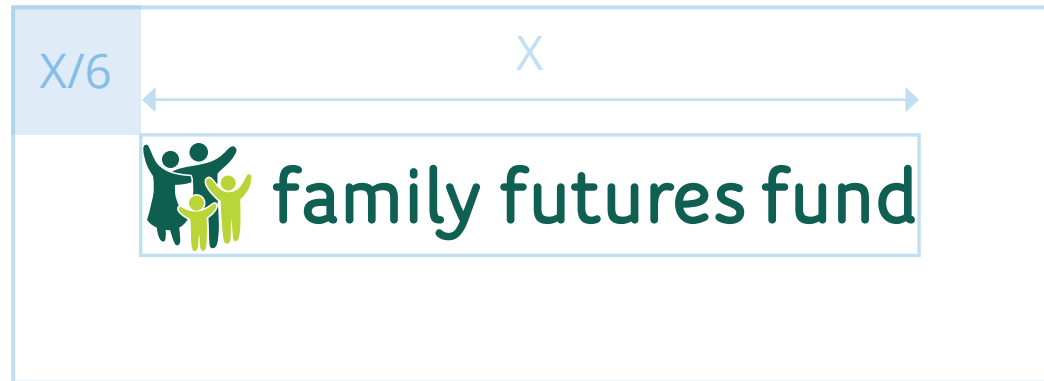
Use the word “volunteer” or “volunteering” in the first sentence description of be the gift. For example: You can be the gift when you volunteer at A New Leaf.



# Family Futures Fund Logo

This logo must only be used with family futures fund assets.

Ensure A New Leaf's primary or secondary logo is included on the deliverable as well. This logo is always to be secondary to A New Leaf's primary logo.



*Use only with black/white printing*



*Use only with a full color background*

# Riverboat Bingo Logo & Branding

Riverboat Bingo lives as a secondary brand of A New Leaf that doesn't adhere to the standard brand guidelines.

"Riverboat" refers to the campus which has the bingo hall and RV storage, whereas the "Riverboat Bingo" is the bingo hall only.

**RIVERBOAT LOGO**  
The Riverboat logo has 3 different styles that can be used on print and web materials depending on size/placement and use with Riverboat Bingo.

*Logo 1*



*Logo 2*



*Logo 3*



**BINGO LOGO**  
The Bingo logo can be used as a standalone logo for the program, or combined with the Riverboat logo.



**RIVERBOAT BINGO LOGO**



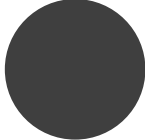
## COLORS



**RED**  
CMYK: 0-100-100-0  
RGB: 190-58-39  
HEX: BE3A27



**BLUE**  
CMYK: 99-65-20-31  
RGB: 0-70-106  
HEX: 004669



**GREY**  
CMYK: 68-61-60-74  
RGB: 64-64-64  
HEX: 3F3F3F