



STRATEGIES TO END HOMELESSNESS

prevent. assist. solve.

Color Palette



Black 100%



Pantone 647 C
C86 M52 Y6 K7
R39 G96 B146
#1F6BA6



Pantone 647C 75%
C62 M36 Y8 K1
R100 G133 B173
#6485AD



Pantone 647C 50%
C38 M22 Y4 K0
R152 G172 B199
#98ACC7

Logo Sizing & Spacing



The clear space surrounding the logo should be no less than the width of two houses.



2" – Smallest print size when using lockup with tagline.



1½" – Smallest print size when using lockup without tagline.

Tagline Usage

The "Prevent. Assist. Solve." tagline found in the logo is to be used only in certain instances. When the logo is to be used free standing — that is, to be used alone, without other copy or images surrounding it, the tagline can be used. In all other instances, the logo without the tagline should be used.

When using the tagline, use the logo variation with the gradient tagline when possible. If using the tagline at a size between 2¾" and 2", use the logo variation with the solid tagline

Logo Variations

Two Color



Two color gradient is the preferred reproduction of the Strategies to End Homelessness logo; use two color whenever possible. If gradient cannot be accurately reproduced, use two color solid.

One Color



One color is acceptable in Black 100%, Pantone 647C or White. Any other one color reproduction of the logo is against brand standards.