The Mended Hearts and Mended Little Hearts style guide is a tool to ensure that all communications materials, both internal and external, adhere to a cohesive style and brand standard. The document, logos, templates, and branding guidance serve as a point of departure for Mended Hearts' branding initiative.

The primary logos should be used as the first choice for all communications when possible. Additional logos are included should there be a situation when primary logos are not functional.

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LOGO USAGE

The four-color, horizontal logo is the primary logo and should be used everywhere possible. Secondary logos may take the place of the primary logo only when necessary. The logo should not be altered, augmented, or amended in any way.

The logo should be displayed in full color on all communications materials, internal or external. The secondary option of grayscale may be used on a white background, or white on a dark-colored background if no other options are feasible.

The logo should not be reproduced in any other color than those identified at right. Do not add colors to the logo.
LOGO USAGE (CONTINUED)

The four-color, horizontal logo is the primary logo and should be used everywhere possible. Secondary logos may take the place of the primary logo only when necessary. The logo should not be altered, augmented, or amended in any way.

The logo should be displayed in full color on all communications materials, internal or external. The secondary option of grayscale may be used on a white background, or white on a color background if no other options are feasible.

The logo should not be reproduced in any other color than those identified at right. Do not add colors to the logo.
LOGO PLACEMENT

Clear Space:
In any print or online publication, the area of empty space surrounding a logo is referred to as “clear space.” This space ensures proper visibility and maintains the integrity of the logo by avoiding potential confusion brought about by other objects or text.

Minimum Size:
The minimum sizes at right describe the absolute minimum size the logo should appear on any document or marketing material. The minimum size maintains the logo’s graphical integrity. Logos reduced to a smaller size than this minimum will alter the identity mark and harm brand recognition.

Position:
The ideal placement of the logo on a Word document is at the top left corner of the page with designated clear space surrounding the logo (please see specifications on Clear Space above).

On a Powerpoint, the logo should be placed on the top right corner of each slide with clear space surrounding the logo.

If multiple logos are necessary in any given document, the Mended Hearts logo should appear as the primary logo, surrounded by the appropriate amount of clear space, followed by the other logos below or to the right of the Mended Hearts logo.
COLOR PALETTE:

Every brand identity system uses a series of specific primary and secondary colors to ensure unity and a cohesive style. This primary color palette should be used consistently on branded materials. CMYK colors are preferred for printed materials.

Use PMS colors only when necessary for production of merchandise, or when no alternative is suitable.
TYPOGRAPHY:

Primary Typeface:
Minion Pro is the primary typeface used for headlines, subheads, headers and footers. Minion Pro Regular and Bold may both be used in both all caps and sentence case.

Secondary Typeface:
Garamond is the secondary typeface used for body copy. Both Garamond Regular and Bold may be used. Please restrict usage to only sentence case.

Substitute Typeface:
When primary and secondary typefaces are unavailable, please use Arial and Times New Roman.

Headlines may be written in black, grey or red. All body copy should be restricted to black or dark grey.

Primary Typeface:
Myriad Pro Regular:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typeface:
Garamond Regular:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ADDITIONAL LOGOS:

Legal:
The logo at right utilizes Mended Hearts’ legal name, and should be used for legal or business correspondence only and when necessary. This logo should not be used in communications materials with broader audiences, or with internal and external communications. Wherever possible, utilize the primary logo with the primary color palette on all communications.

Merchandise:
The 2-color product placement logos (bottom right) are intended for use on fabric or embroidered merchandise. The use of only two colors (rather than the shaded primary logo) greatly reduces production costs on t-shirts and products. Either logo may be used (with or without type).
LOGO REFERENCE LIBRARY

Please refer to the adjacent table when selecting a logo format for use in print, Microsoft Office programs and production of merchandise.

<table>
<thead>
<tr>
<th>Usage</th>
<th>File Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print (publication)</td>
<td>CMYK or B&amp;W eps</td>
</tr>
<tr>
<td>Microsoft Word and Powerpoint</td>
<td>RGB or B&amp;W jpg</td>
</tr>
<tr>
<td>Merchandise</td>
<td>PMS eps (preferred)</td>
</tr>
<tr>
<td></td>
<td>White eps (secondary option)</td>
</tr>
</tbody>
</table>