



Brand Guidelines

For questions about these guidelines please email: mikeh@linesforlife.org

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Logos: Lines for Life

The Lines for Life logo is the primary branding element of our organization. The size and color, along with the spatial proportions of our identity, are predetermined. They should not be altered for any reason.

Lines for Life: Primary Logo

The primary logo is the preferred mark for most branded applications. Never alter the color of the logo for any reason.

If set on a solid color, the logos should be in white or black as shown.



Lines for Life: Logo Mark

The logo mark is the graphical element of the logo and it does allow for special treatments. It should never be used as the sole branding element. In certain circumstances its color can be adjusted. The mark itself should not be changed.



Standard Logo Mark



Treated Logo Mark Sample

Logos: Clear Space

All logo versions and the relationship between logomark and logotype have been carefully designed and should not be altered in any way.

Clear Space

Always leave the logo some space to breathe. The base height of text is what was used to determine that space. This should be the minimum amount of space surrounding the logo.



Minimum size

Ideally, the logo should never appear smaller than 1.25 inches, or 90 pixels, wide.



1.25 inches wide / 90 px wide or no smaller than .25 inches tall / 19 px tall

Logos: Sub-brands

Sub-brands are a key part of what we do at Lines for Life. All sub-brand lockups should be presented in the same way to provide an additional form of consistency to the over arching Lines for Life brand. These guidelines should always be followed.

Sub-brand Lockups

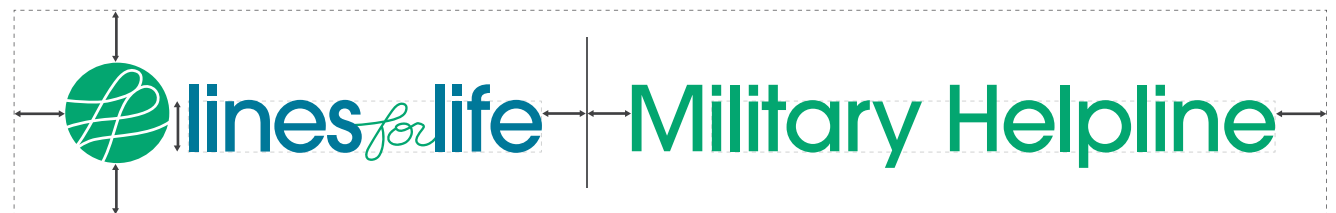
All lines for life sub-brands will follow this guidance. The primary logo will always be presented on the left. The sub-brand name will be displayed on the right. The color of the sub-brand text will be predetermined and should be primarily used in full color. If set on a solid color, the logos should be in white or black as shown.



The separator line is 1.5 times the height of the logo mark when designed and set to 80% black when used in full color.

Sub-brand Clear Space

The previously stated clear space rules apply to lockups in the same way as the primary logo. Take note that the separator line is not measurement boundary.



The space between the primary logo and the vertical separator line is set at 80% of the base text height. The same space is used for any following elements.

Logos: Partner Lockups

Lines for Life partners with many business and organizations. In order to keep the focus on Lines for Life, whenever possible, we should maintain these guidelines. There are some cases where we may allow the partnering organization to use our logo in a way inconsistent with this guidance.

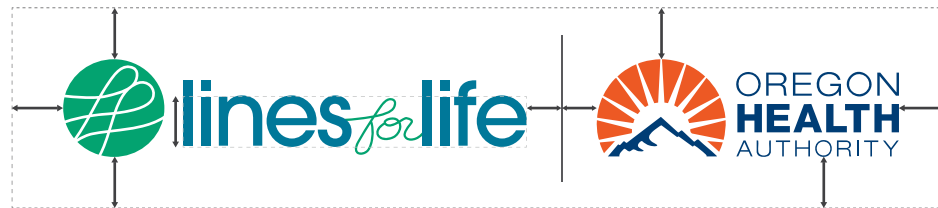
Partner | Other brand Lockups

The Lines for Life partner logo lockup follows the same guidance as previously stated in Sub-brand lockup section. Full color versions of both logos is preferred, honoring the partners brand colors. The partner's logo should not be taller than the logo mark of the Lines for Life logo. If set on a solid color, the logos should be in white or black as shown.



Partner Lockup Clear Space

The previously stated clear space rules also apply to partner lockups in the same way. Take note that the separator line is not measurement boundary.



Logos: YouthLine

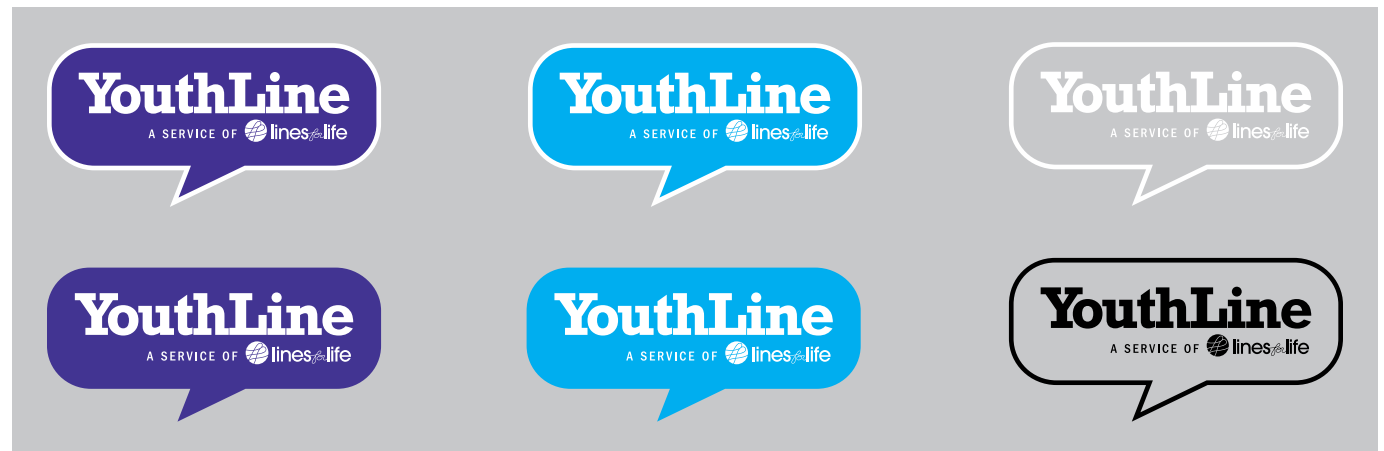
The YouthLine logo is another branding element of our organization. The size and color, along with the spatial proportions of our identity, are predetermined. They should not be altered for any reason.

YouthLine: Primary Logo

The primary logo is the preferred mark for most branded applications and is available in outlined, no outline and outline only versions.

Any of these are considered correct and on brand. Never alter the color of these logos for any reason.

If set on a solid color, the logos can be used in white, black, purple, or cyan as shown. Using the logo with the most contrast to the background is suggested.



YouthLine: Secondary Logo

The secondary logo should only be used when space prohibits the use of the primary logo and only in the colors shown.

This logo is ideal for smaller applications like bracelets and pens.

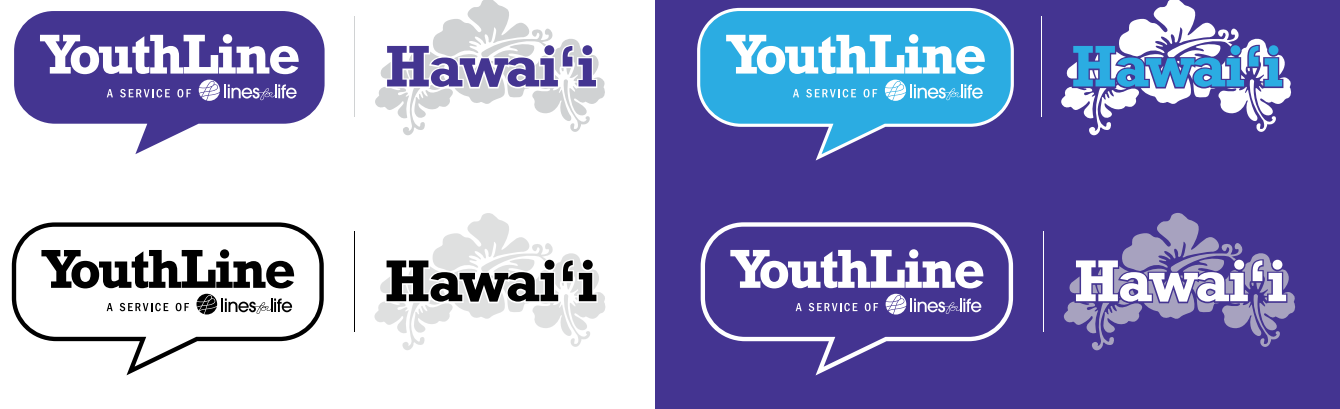


Logos: YouthLine Locations

YouthLine has begun offering the service to other locations and communities around the country. These initiatives requires special treatment to make the service feel connected to youth in those areas.

YouthLine: Hawai'i logo

The YouthLine Hawai'i logo is available in all the colors of the standard YouthLine logo set and should only be used on material and promotional items for Hawai'i specifically.



YouthLine: Native Logo

YouthLine's Warm Springs branch focuses primarily on outreach to Native American youth. A YouthLine Native logo has been created to more directly connect with this community. A full logo set is also available for YouthLine Native and should similarly be only used for material and promotional items for Native American youth.



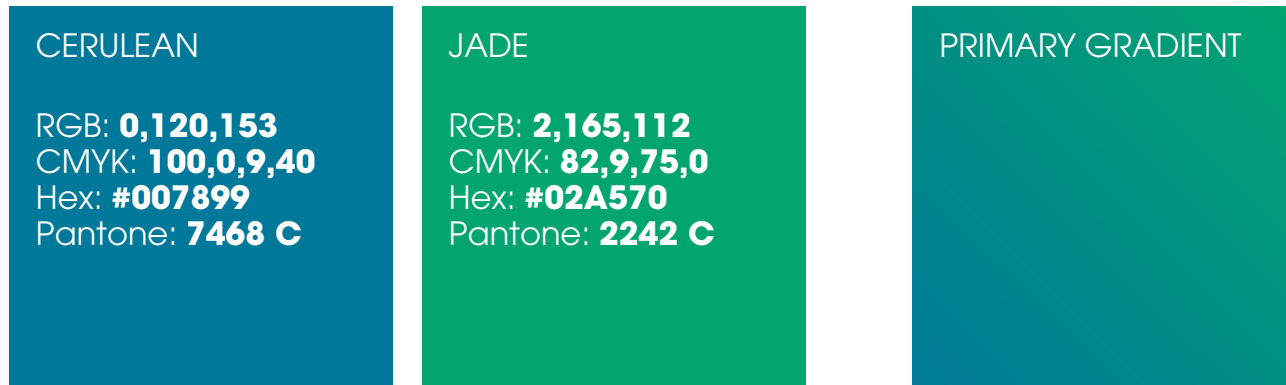
Color: Lines for Life

The correct use of color is critical in maintaining a consistent image for the Lines for Life brands. The recommended uses of color in this identity consists of a primary palette, along with a secondary, neutral, gradient, and accent palettes.

Whenever dealing directly with the Lines for Life brand, Cerulean and Jade should be the dominant hues, with the secondary color palette, gradients and accent to function as support. Please use coated stock when possible. If forced to print on uncoated stock, please pay close attention to matching appropriate ink colors. For 4-color process printing, refer to the CMYK values shown here. For on-screen and web applications (PowerPoint®, video, broadcast, websites, intranets, and extranets), refer to the RGB/HEX values specified.

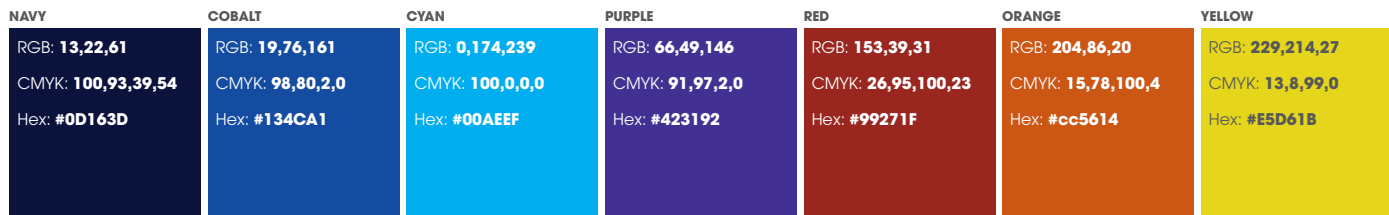
Primary

These are the colors that define the Lines for Life brand. Use cerulean, jade, and the primary brand gradient extensively in visual branding, headlines, and subheads. However, avoid using these colors in long-form typography.



Secondary

Use the secondary color palette sparingly and with purpose. These colors can be used for limited typographical and graphical applications.

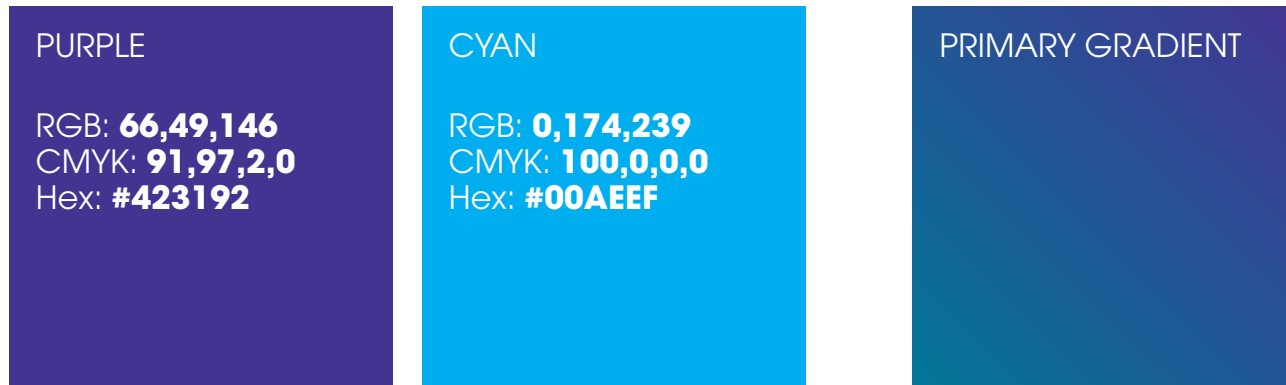


Color: YouthLine

Whenever dealing directly with the YouthLine brand, Purple and Cyan should be the dominant hues, with the secondary color palette, gradients and accent to function as support. You will notice the color pallet for YouthLine is the same set as used for Lines for Life branding, only the primary and secondary colors are shifted to provide a more youthful feel.

Primary

These are the colors that define the YouthLine brand. Use purple, cyan, and the primary brand gradient extensively in visual branding, headlines, and subheads. However, avoid using these colors in long-form typography.



Secondary

Use the secondary color palette sparingly and with purpose. These colors can be used for limited typographical and graphical applications.



Color: Neutrals, Gradients, & Accents

Neutral

The neutral colors in the palette are primarily used for typography. However, they can also be used in graphical applications on a limited basis.

FULL BLACK	MATTE BLACK	CEREBRAL GREY	MANATEE	LIGHT GRAY	WHITE	OFF-WHITE
RGB: 0,0,0 CMYK: 100,100,100,100 Hex: #000000	RGB: 35,31,32 CMYK: 0,0,0,100 Hex: #231F20	RGB: 88,89,91 CMYK: 0,0,0,80 Hex: #58595b	RGB: 146,148,151 CMYK: 0,0,0,50 Hex: #929497	RGB: 209,211,212 CMYK: 0,0,0,20 Hex: #D1D3D4	RGB: 255,255,255 CMYK: 0,0,0,0 Hex: #FFFFFF	RGB: 238,227,210 CMYK: 6,8,15,0 Hex: #EEE3D2

Gradients

The gradients may be used for graphics, photo overlays, and typography. The alternates should be used sparingly.

CERULEAN	JADE	COBALT	CERULEAN	PURPLE	JADE
PRIMARY	SECONDARY		ALTERNATE 1	ALTERNATE 2	
R: 0 G: 120 B: 153 #423192	R: 2 G: 165 B: 112 #02A570	R: 19 G: 76 B: 161 #134CA1	R: 0 G: 120 B: 153 #423192	R: 66 G: 49 B: 146 #423192	R: 2 G: 165 B: 112 #02A570

Accent

The accent colors are designed to be used as alternatives to the neutral pallet, or to fill large spaces with a more subtle shade. Refer to the 60, 30, 10 UX rule for additional guidance.

LIGHT BLUE	LIGHT GREEN	LIGHT PURPLE	ANTI-FLASH WHITE
RGB: 204,231,239 CMYK: 18,1,4,0 Hex: #CCE7EF	RGB: 217,238,233 CMYK: 14,0,9,0 Hex: #D8EEE9	RGB: 236,234,244 CMYK: 6,6,1,0 Hex: #ECEAF4	RGB: 242,242,242 CMYK: 4,2,2,0 Hex: #F2F2F2

Typography

The appropriate use of typography has a significant effect on the overall impression of the Lines for Life brand. Two specific typographic families have been chosen and consistent use will reinforce visual recognition for the brand.

Primary Typeface (San Serif)

ITC Avant Garde Gothic Pro

Available in Book, Medium and **Bold** weights

Book | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Medium | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Secondary Typeface (Serif)

Bodoni

Available in several weights

Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Medium | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

It has been a common practice to use San Serif typefaces for headlines, web use, and smaller (less than 100 word) paragraphs, and Serif typefaces for larger bodies (books, paragraphs of more than 100 words). This philosophy has been challenged over the past few years and it now considered acceptable to use either in both cases. Use your best judgment and feel free to ask if a question arises.

Typography

When the Primary or Secondary Typefaces are not available (in uses like web and PowerPoint) use of the Alternative set is recommended. These families are similar in appearance and will help reinforce the Lines for Life brand.

Web/Alternative (San Serif)

Lato
Available in several weights

Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Italic | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Bold Italic | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Web/Alternative (Serif)

Caslon
Available in several weights

Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Italic | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Bold Italic | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Typography

In certain circumstances a special Display Font has been approved to use for services that may need another differentiating element. Display fonts can help communicate to a certain audience or industry, but can dilute the overall brand. Display Fonts are only available for use if approved by leadership and only in rare situations. At Lines for Life two such font uses have been approved. YouthLine and CSPP/Construction CareLine have employed Display Fonts for these reasons. All other fonts used in materials should follow the previously stated requirements. If you feel your service needs special consideration please reach out the communications team to discuss your request and start the approval process.

YouthLine Display Font

Rockwell

Available in several weights

Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Italic | *ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789*

Bold | **ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789**

Bold Italic | ***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789***

CSPP / Construction CareLine

Roc Grotesk

Available in several weights

Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Light | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Medium | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Bold | **ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789**

Typography

Sample Formatting

Headlines _____ ITC Avant Garde Gothic Pro - Book

Subhead _____ ITC Avant Garde Gothic Pro - **Bold**

Body: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. _____ ITC Avant Garde Gothic Pro - Book

Headlines _____ ITC Avant Garde Gothic Pro - **Bold**

Subhead _____ ITC Avant Garde Gothic Pro - Book

Body: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. _____ ITC Avant Garde Gothic Pro - **Medium**

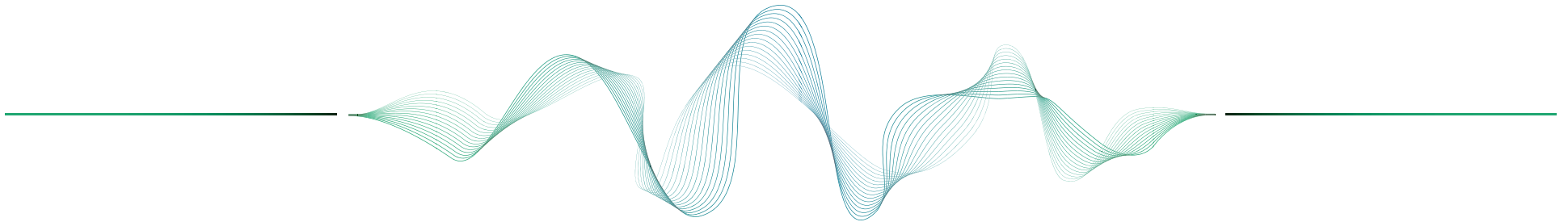
Headlines _____ Bodoni - Light

Subhead _____ Bodoni - **Bold**

Body: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. _____ ITC Avant Garde Gothic Pro - Regular

Design Elements

The term “Design Elements” refers to the core elements of design (form, shape, line, texture and color). The “Line Wave” design is comprised of many lines, flowing together to symbolize the many lines and people of Lines for Life moving in concert to forward our mission.



The “Line Wave” is the primary design element.

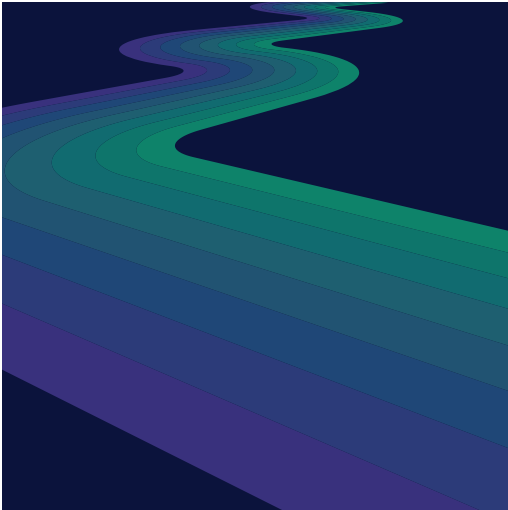


The “Sound Wave” is the secondary design element.

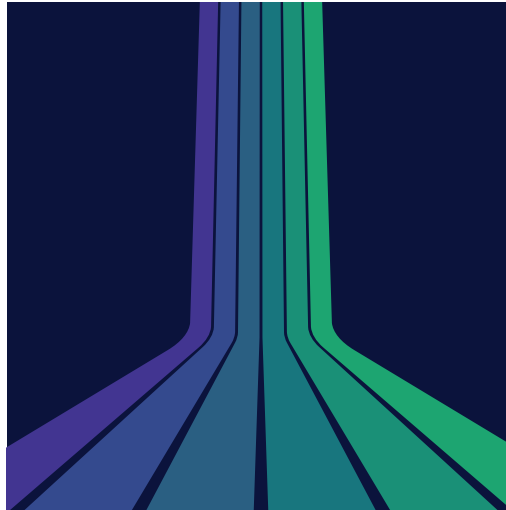
More line-based design elements will be developed and added for future use.

Design Elements

YouthLine has specific design elements. They are intended to communicate to a younger audience while still highlighting the many lines and people of this organization. Thicker retro designs have developed to update the look and feel of the YouthLine brand and bring them into the brand colors.



Winding retro wave.



Dimensional retro wave.



Weaving retro wave.

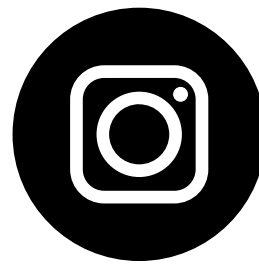
There are several design elements used for YouthLine. Please reach out to the communications team if specific elements or guidance is needed.

Iconography

Iconography is a visual language used to represent features, functionality, or concepts. Icons are meant to be simple, visual elements that are easily recognized and understood immediately.

At Lines for Life, we will use icons sparingly to help quickly communicate messages to our audience. Icons are helpful but can also be counterproductive if used excessively or do not correctly convey the intended message. Remember, less is more when it comes to icon use.

We are using a flat design style for our icons. Circles around icons may be used to enclose space and create focus.



Only use approved colors for icons.

Photography

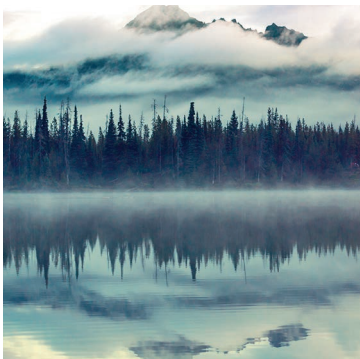
At Lines for Life photography is extremely important. A well chosen photo can quickly communicate empathy, understanding, and hope to people that need our services.

Of the many types of photography the categories we will focus on are portrait, landscape, and editorial. Dramatic subject matter, use of negative space, and lighting are key elements that we will employ. Three specialized treatments are used to create brand familiarity. Examples are provided on the following pages.

Photography Category: Portrait

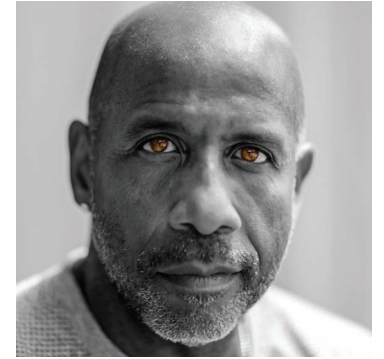


Photography Category: Landscape

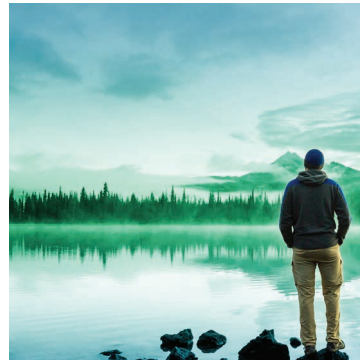


Photography

Photography Treatments: Color focal point



Photography Treatments: Gradient overlay



Photography

Photography Treatments: Monochromatic, duotones, and tritones





Brand Guidelines

These guidelines will be added to and adjusted over time. Please check back for updates.

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