

**HELP-PORTRAIT™**

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## **Brand Guidelines**

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**LOGO**

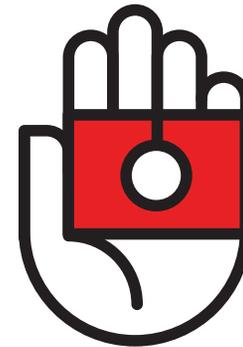
### 3 AVATAR + LOGOTYPE

There are two versions of the Help-Portrait logo — a stacked version and a linear version.

Both versions are comprised of black type and a black and red camera-in-hand avatar.

***Note:** Both versions should always include the “TM” trademark symbol to the right of the logotype.*

Stacked version



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Linear version



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## 4 SAFETY AREA

A safety area around the logo ensures visibility and impact.

### Stacked version:

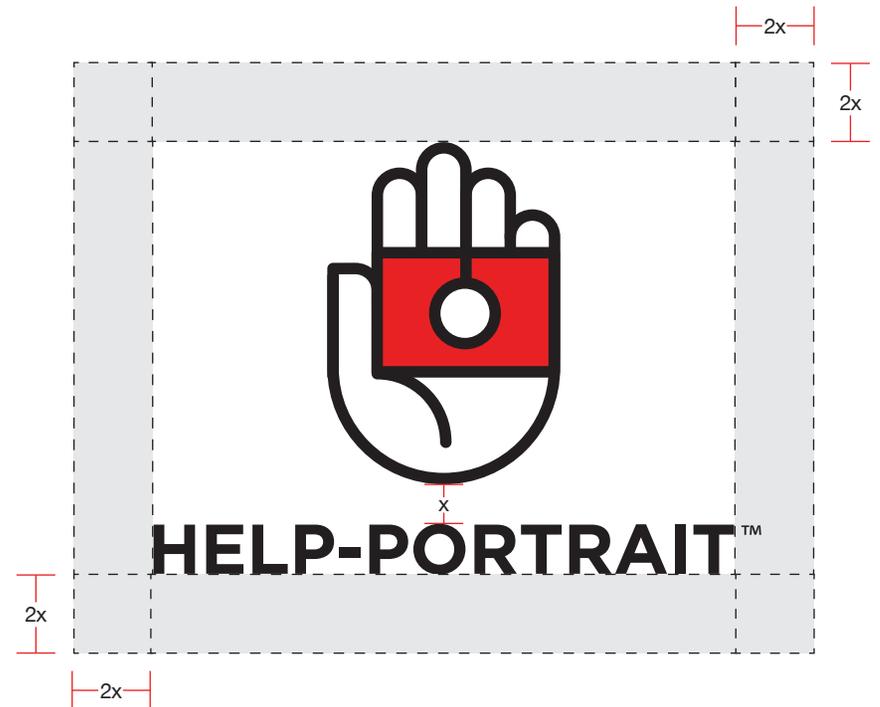
The minimum safety zone measures exactly 2x the height of the space between the top of the “Help-Portrait” text and bottom of the avatar.

### Linear version:

The minimum safety zone measures exactly 2x the width of the space between the left side of the “Help-Portrait” text and right side of the avatar.

Use of the safety zone between the logo and other graphic elements (images, type other logos, etc.) will help Help-Portrait retain a strong presence wherever the logo appears. This is a minimum safety area; where possible, more space can be allowed around the logo.

**Note:** The “TM” should NOT be included when allocating space for the safety area (see examples on right).



## 5 COLOR

### *Pantone*

Black: PMS Black

Red: PMS Red 032 C

### *CMYK*

Black: 0, 0, 0, 100

Red: 3, 99, 100, 0

### *RGB*

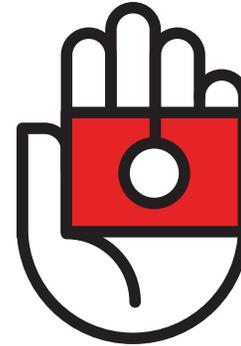
Black: 0, 0, 0

Red: 230, 35, 38

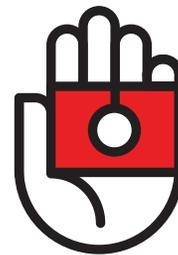
### *Web Hex Colors*

Black: #000000

Red: #ff0019



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## 6 GRAYSCALE

Aside from strictly black and white print applications, the grayscale version of the logo can be used in situations where the logo needs to be secondary. Examples include, but are not limited to, when the logo is used as a broadcast “bug” or in print and/or web applications where the logo is placed on every page.

### *True Grayscale*

Black: 100% K

Gray: 40% K

### *Pantone*

Black: PMS Black

Gray: PMS 423 C

### *CMYK*

Black: 0, 0, 0, 100

Gray: 0, 0, 0, 40

### *RGB*

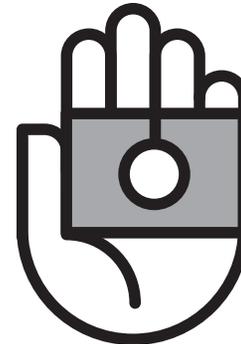
Black: 0, 0, 0

Gray: 167, 169, 172

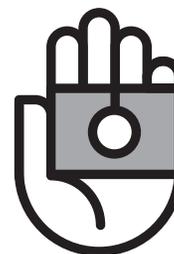
### *Web Hex*

Black: #000000

Gray: #a6a9ac



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## 7 LOGO USAGE

These are examples of correct logo usage on a variety of backgrounds. For optimal visibility, it is important to provide adequate contrast between the logo and the background. In general, the logo should be used over white backgrounds, or backgrounds that are predominantly white or light in tone.

Only the approved colors (see *Color (5)*) should be used.



## 8 INCORRECT USAGE

Consistent use of the Help-Portrait logo in all print, broadcast and web applications is important to the integrity and impact of the branding package. The logo is a fundamental piece of the branding initiative and, as such, should never be compromised.



Do not distort the logo



Do not use unapproved colors in the avatar or logotype



Do not set the logotype over the avatar



Do not change the relative stroke width of the avatar



Do not adjust the size relationship of the avatar or logotype



Do not use an alternative typeface

## 9 TYPOGRAPHY

The use of a consistent family of type and subsequent system of use will help to effectively establish the Help-Portrait identity. With continued use and adherence, this visual reinforcement will aid in branding Help-Portrait by increasing recognizability.

The Gotham font family should be used in all print, broadcast and web applications.

In cases where Gotham is not an available option, the Helvetica font family should be used. Arial should be used in the CSS code as a secondary font choice for site visitors who may not have Helvetica.

In general, all headlines and list items should be set in Gotham Bold and in all caps.

In general, all body copy should be set in Gotham Book.

### Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()**

For use with all major headers, body copy titles, list items and/or call outs

### Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

For use with all body copy/secondary copy

Example text:

Headline — **OUR MISSION**

Body copy — Founded by celebrity photographer Jeremy Cowart, Help-Portrait is a community of photographers, coming together across the world, to use their photography skills to give back to their local community.

## 10 **TYPOGRAPHIC STYLE**

**“Help-Portrait”** whether in logo or text form, should always include a hyphen between “Help” and “Portrait” — there are no exceptions to this.

All text should be left justified. Also, the leading (line height) should be reduced by one or two whole point sizes where possible. However, ascenders and descenders should NEVER touch.

In general, all text should be colored as follows: white over a colored background or a dark section of photograph/footage; text should be black when placed over a white or light background or lighter section of a photograph/footage. The Help-Portrait red (see *Color* (5) section) can also be used in certain situations, when deemed appropriate.

### **Language Style**

The default style for all language use is the Associate Press Stylebook. For all grammar, punctuation and language issues, please see the 2010 AP Stylebook. For more information, visit [www.ap.org](http://www.ap.org).

**WEB**

## 12 WEB TYPOGRAPHY

When possible, typography on the web should be made to match the typography in print and broadcast applications. In some cases, given discrepancies between browser and end-user platforms some work-arounds may be necessary.

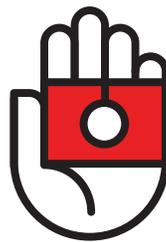
In general, in cases where Gotham is unable to be used, Helvetica should be used throughout. Always use Arial as a secondary font choice in the CSS code. See *Typography* (9) and *Typographic Style* (10) for more specific instructions.

### Web Usage (CSS) example:

```
h1 {  
font-family: Helvetica, Arial, Sans-Serif;  
font-weight: bold;  
font-size: __;  
}
```

```
h2 {  
font-family: Helvetica, Arial, Sans-Serif;  
font-weight: bold;  
font-size: __;  
}
```

```
p {  
font-family: Helvetica, Arial, Sans-Serif;  
font-size: __;  
}
```



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