

# Style Guide



*Updated August 2021*

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The mission of The Road Home is to help people step out of homelessness and back into our community.

We are a private non-profit social services agency that assists individuals and families experiencing homelessness in Salt Lake County.





Logos & Tagline

## Logos & Tagline

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# Primary Logo

The Road Home logo is comprised of three elements: the logo icon, the wordmark, and the tagline.

This version of our logo is preferred for most applications.

# Tagline

Our only brand tagline is:  
**Refuge. Resources. Relief.**



Refuge. Resources. Relief.

## Color variations:



## Logos & Tagline

# Secondary Logo

The secondary logo is identical to the primary logo with the exception of the tagline.

This version of our logo should be used selectively and only when small (not on large posters or where it is the main element on the page).



### Color variations:



# Logos & Tagline

## Logo Usage

When using our logo, please do not distort the logo or use without agency permission.

To keep the proportions correct please hold down the shift key when changing the size.

Please email [marketing@theroadhome.org](mailto:marketing@theroadhome.org) to receive permission to use logo in your piece.

### Correct



### Incorrect



### Incorrect







Verbiage



## Verbiage

# When Using our Logo for your Event

When utilizing The Road Home's logo to advertise your event to benefit our agency, please use the following verbiage or something similar.

Our event is benefitting The Road Home.

We are hosting xx event to benefit The Road Home.

Proceeds donated to The Road Home.



**THE DEPOT**  
FRIDAY, DECEMBER 9TH  
ADULTS: \$18  
CHILDREN: \$7.00  
DOORS @ 7:00 PM  
SHOW @ 8:00 PM  
BUY TICKETS: 

**BENEFITING:**



**THE ROAD HOME**  
NON-PROFIT SOCIAL SERVICES AGENCY AND EMERGENCY SHELTER.  
[WWW.THEROADHOME.ORG](http://WWW.THEROADHOME.ORG)

**MUSIC MATTERS OF UTAH**  
ADDING TO PROVIDE SCHOLARSHIP, INSTRUMENTS, INSTRUCTION, AND MORE TO LOW-INCOME KIDS IN OUR COMMUNITIES.

**JOIN US FOR OUR 7TH ANNUAL CHARITY CONCERT!**  
**ALL-AGES SHOW! FULL BAR (21+) IN THE MEZZANINE!**

## Verbiage

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# Agency Verbiage

As an agency, we are careful about how we word things to be sure that we do not dehumanize people.

Please note this when creating the verbiage for your campaign.

People experiencing homelessness

VS

Homeless people

She, her, his, he, people

VS

They, them

Helping people move home

VS

Moving people home



Colors

# Colors

## Our Palette

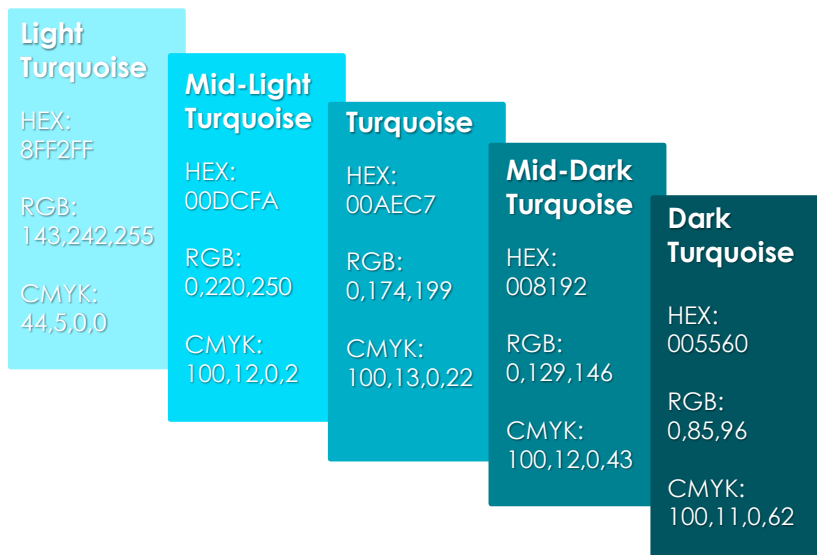
Our primary color palette is comprised of turquoise variations.

When combining colors, secondary colors should be used only when accompanied by one or more colors from the primary palette.

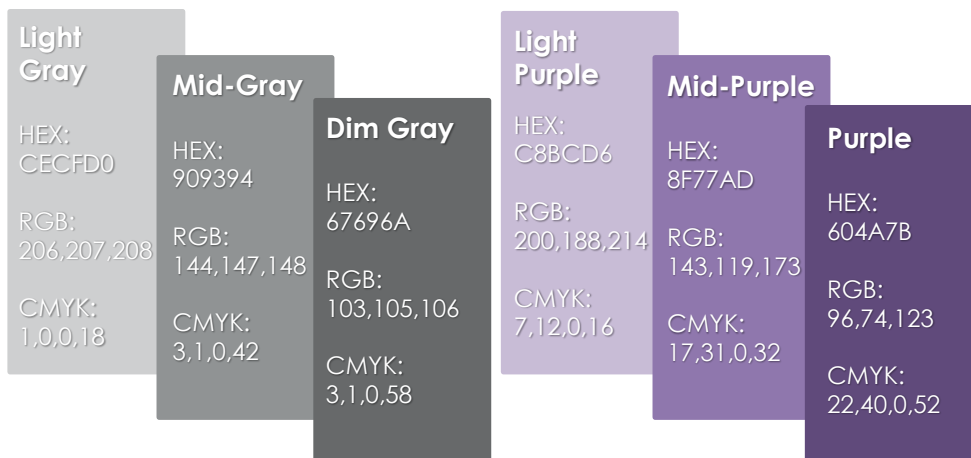
We also utilize the following Pantone colors:

TRH Teal – 3125 CVC  
Cool Gray 10 CVC

## Primary Palette



## Secondary Palette



# Colors

## Pantone

If you need to utilize one of the Pantone Pallets for color consistency in our logo, please use one of the following:

### **Pantone CMYK Coated Pallet:**

TRH Teal – P 121-6 C  
TRH Gray - P 173-11 C

### **Pantone Color Bridge Coated Pallet:**

TRH Teal – 2201 CP  
TRH Gray - Cool Gray 10 CP

### **Pantone Color Finder**

<https://www.pantone.com/color-finder/>

## Pantone Color Bridge Coated Palette

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HEX: 00AEC7

RGB: 0, 174, 199

CMYK:  
85, 0, 8, 0

Pantone:  
2201 CP

HEX: 636A6B

RGB: 99, 106, 107

CMYK:  
57, 46, 40, 25

Pantone:  
Cool Gray 10 CP

## Pantone CMYK Coated Pallet

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HEX: 23B2BE

RGB: 35, 178, 190

CMYK:  
72, 0, 21, 0

Pantone:  
P 121-6-C

HEX: 69696B

RGB: 105, 105, 107

CMYK:  
62, 53, 42, 22

Pantone:  
P 173-11 C



Imagery



# Imagery

## Image Text

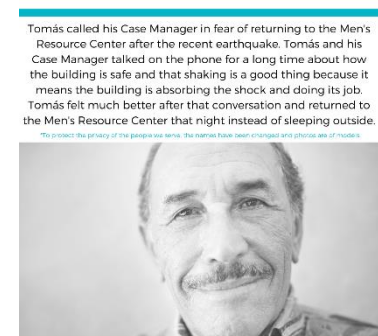
We do not use photos of the people we serve, instead using stock photos – either free ones from Canva, Pexels, or Shutterstock, or photos we take internally and own.

Since do not use photos of the people we serve, always state:

\*To protect the privacy of the people we serve the photos are models.

When posting success stories:

\*To protect the privacy of the people we serve, names have been changed and the photos are models.







Social Media

# Social

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When highlighting your event benefitting The Road Home, please feel free to tag us on social media.

We are active on Facebook, Instagram, Twitter, and LinkedIn.

The Road Home's handle for all each of these social media platforms is:

**@theroadhomeut**

