



TRAUMA HEALING PROJECT

Graphic Standards

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Introduction



About

Trauma Healing Project, founded in 2003, provides help and resources to people who have been a victim of violence and other trauma in the hope that resolving such conflict will help both the individual and the community. The organization was founded by a group of students, survivors, professionals, and other community members. Trauma Healing Project's goals are to provide safety, healing, liberation, and justice to people who are affected by trauma, and it does so by providing classes, such as yoga, and workshops, where people are able to express their experiences creatively.

Mission

Promoting individual and community health through education, action research, and directive support for healing.

Graphic Standards

Trauma Healing Project's Graphic Standards seeks to outline the organization's visual identity through a guide that includes communication items and promotion materials.

Glossary



Capital: An uppercase letter

Character: A letter, mark, or figure

Flush left: Text is aligned along the left margin

Flush right: Text is aligned along the right margin

Opacity: Color's transparency

Point: Measurement of type size

Spacing: The distance between characters, lines of text, or objects

Type: Printed letters and characters

Typface: One or more fonts that share common design features

Logo

Pictured below are the two official Trauma Healing Project logos. The concept for the logo is fairly simple: healing hands holding a heart, and the words “TRAUMA HEALING PROJECT” to the right of the graphic. The top logo is shown with the heart colored THP Red. The bottom logo is shown in grayscale, and may be used with publications that are in black and white. This background of this version of the logo is clear, but a white rectangle may be placed around it if it is on a colored surface.



TRAUMA
HEALING
PROJECT



TRAUMA
HEALING
PROJECT

Logo Typography



There is only one typeface in the Trauma Healing Project logo: Century Gothic. The text is in all capitals. Both regular and bold text is used. Regular is used for the words “TRUAMA” and “PROJECT”, while bold is used for “HEALING”.

Century Gothic Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Century Gothic Bold:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Color



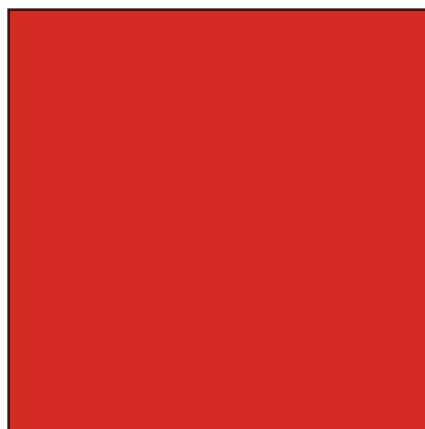
There are two colors used in the Trauma Healing Project logo and collateral: black and THP red. These colors and any variations in their opacities, are also used in all collateral and marketing materials.

Black



C: 0
M: 0
Y: 0
K: 100

THP Red



C: 11
M: 96
Y: 100
K: 3

Typography



There are two official typefaces for Trauma Healing Project: Arial and Century Gothic. Arial is used for body text, while Century Gothic is used for headers. Trauma Healing Project uses regular, bold, and italic forms of each of these typefaces.

Arial Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

abcdefghijklmn
opqrstuvwxyz
1234567890

Arial Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

**abcdefghijklmn
opqrstuvwxyz
1234567890**

Arial Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890*

*abcdefghijklmn
opqrstuvwxyz
1234567890*

Century Gothic Regular:

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

abcdefghijklmn
opqrstuvwxyz
1234567890

Century Gothic Italic:

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890*

*abcdefghijklmn
opqrstuvwxyz
1234567890*

Century Gothic Bold:

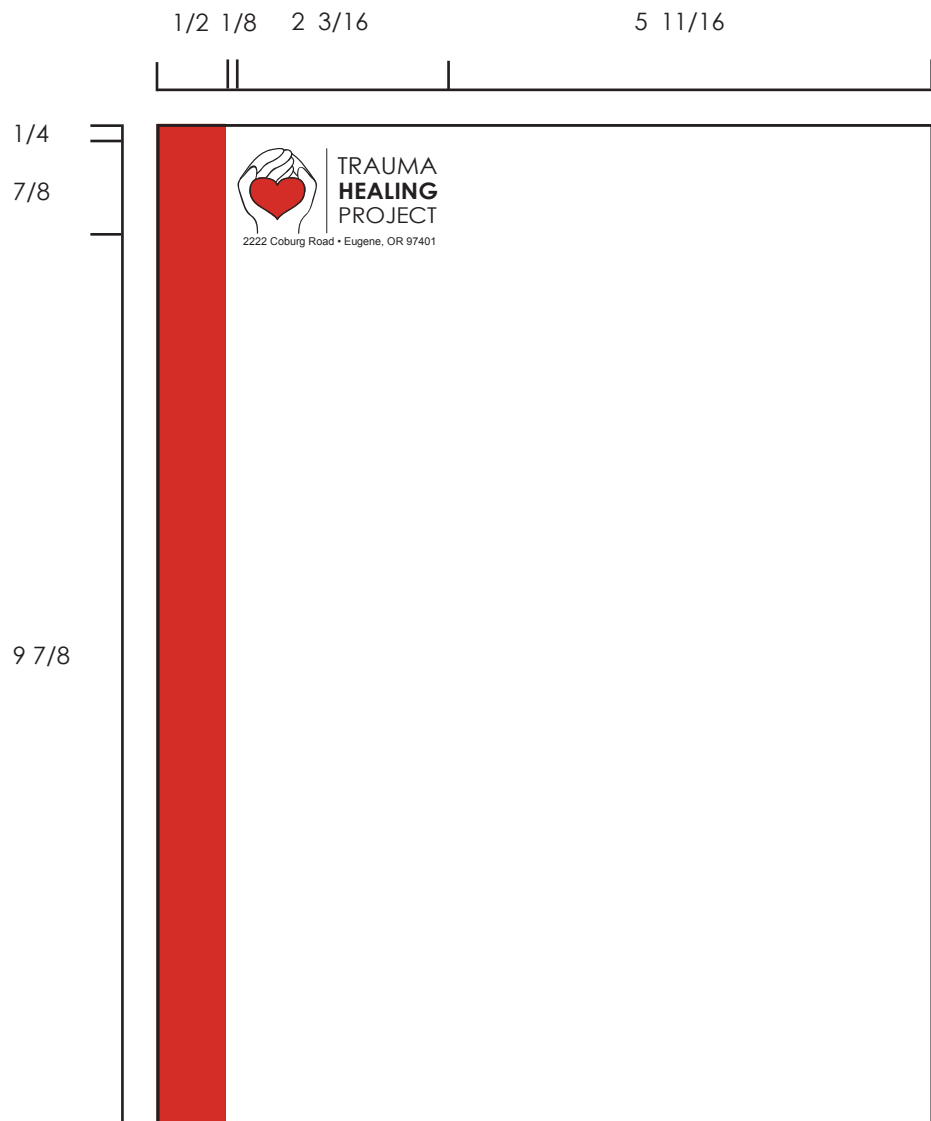
**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

**abcdefghijklmn
opqrstuvwxyz
1234567890**

Letterhead



This is the official letterhead for Trauma Healing Project, which is to be used for all external communications. It is printed on standard 8 1/2" by 11" paper with the THP Red strip and a full bleed along the left, top, and bottom sides of the page. The measurements are in inches, and the letterhead is shown at 45%. The address listed below the logo is typed in Arial at 8.5 point font and begins at 1 1/2" down the paper.

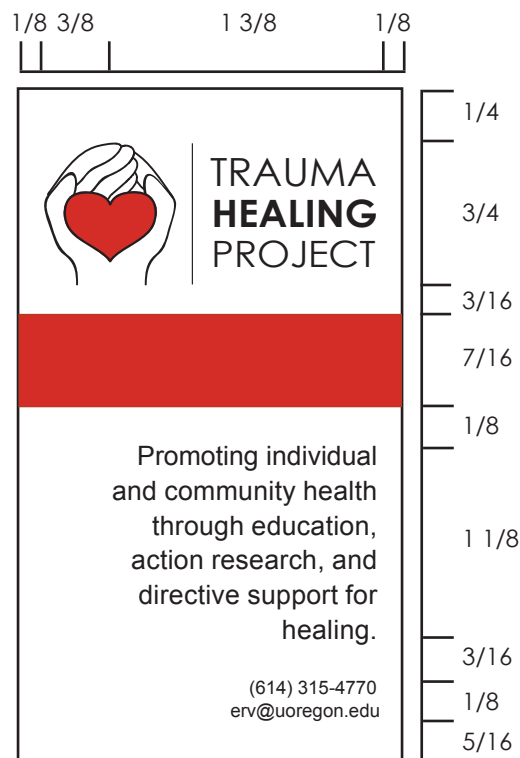
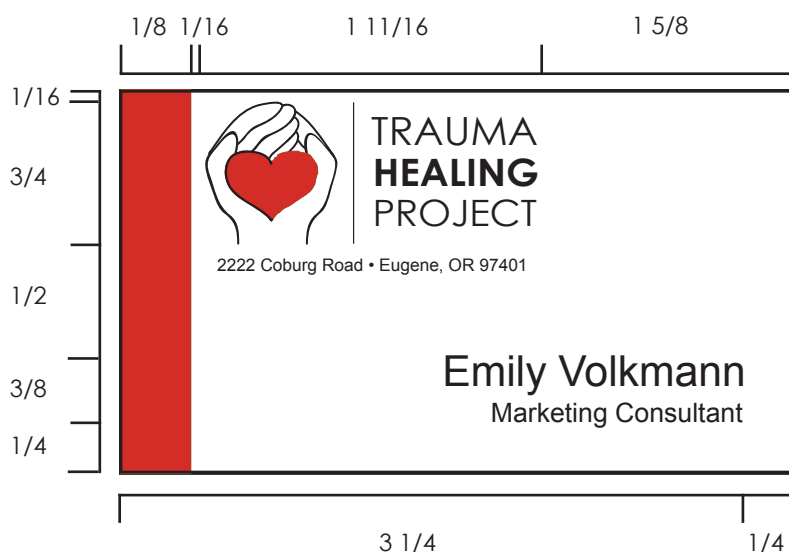


Business Card



The business card, which measures 2" by 3 1/2", is double sided. The front of the business card has the logo, address, and the employee's name and title, as well as a vertical THP red strip. The address, placed below the logo, should be placed 7/8" from the top. All type on the front of the business card is Arial, but it varies in size. The address is typed in 6.5 point font, the name typed in 16 point font, and the title is typed in 10 point font. The front of the business card should be printed with a full bleed.

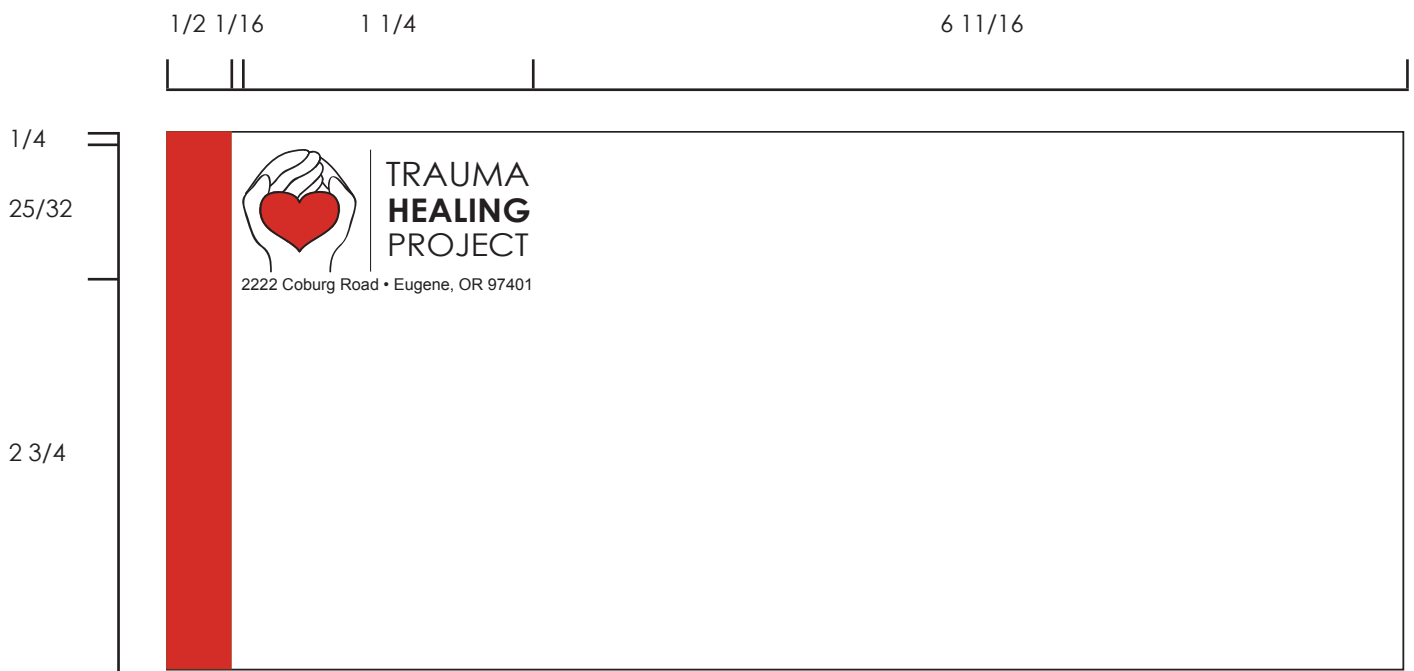
The back of the business card has the logo, a horizontal THP Red strip, the mission statement, and the employee's phone number and email address. All type is Arial and flush right at 1/2". The mission statement size is 10 point and the phone number and email address is 7 point. The back should be printed with a full bleed. The images below are at full scale and all measurements are in inches.



Envelope



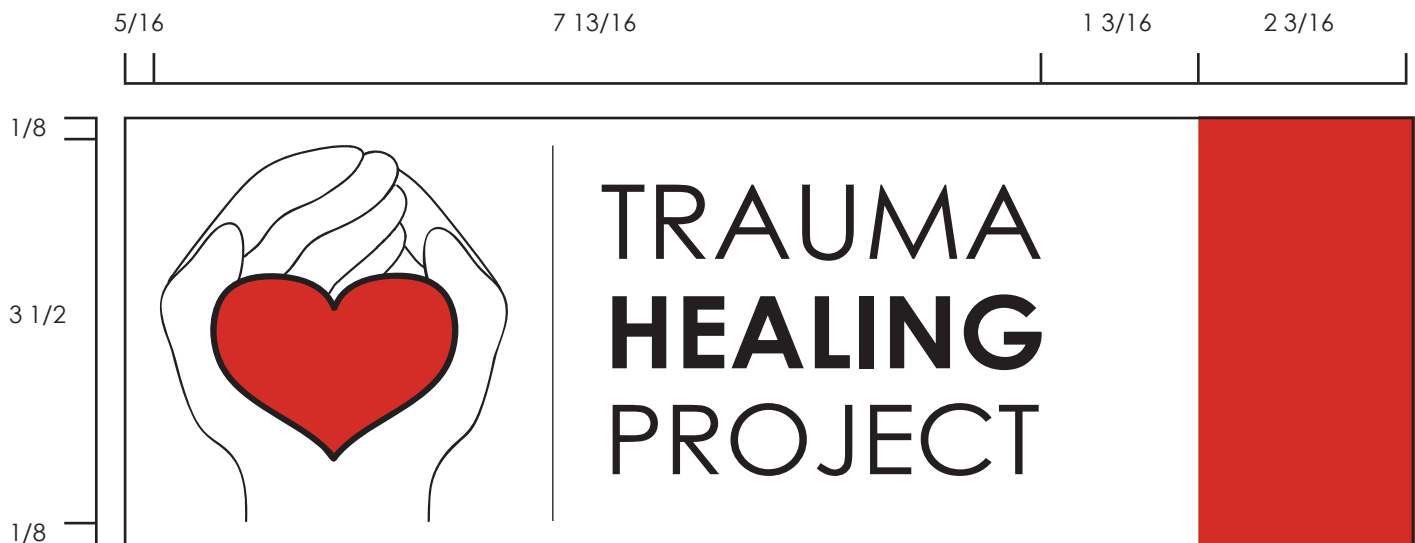
Trauma Healing Project uses a standard No. 10 envelope, which measures 4 1/4" by 9 1/2". The envelope features the signature vertical THP Red stripe on the left hand side and the Trauma Healing Project logo, and should be printed with a full bleed. The below envelope is shown at 65% and measurements are in inches. The address listed below the logo is typed in 9 point Arial font and begins at 1 1/2" down the page.



Bumper Sticker



The fourth piece of collateral is a Trauma Healing Project bumper sticker. The sticker can be purchased online or at the center, and is an excellent way to raise awareness for the organization. It is simple, featuring only the logo and a vertical THP Red strip. The bumper sticker measures 11 1/2" by 3 3/4". The version below is scaled at 60%, and all measurements shown are in inches.



Display Ad

This display ad is shown at full size and measures 3 1/2" by 4 7/8", so it is a quarter of a page. It advertises an event that happened earlier this fall, and is meant to be displayed in a newspaper, but it could also be passed out as a flyer. It has some consistency with the poster that advertises the same event. All measurements shown are in inches. The display ad should be printed with a full bleed.

3 1/2

4 7/8



Digital Storytelling Festival



TRAUMA
HEALING
PROJECT

November 17th
4:00-6:30

Wildish Theater
630 Main St.
Springfield, OR 97477

Poster



11



17

Poster



The poster shown on the previous page is displayed at 43% its actual size of 11" by 17". The event it advertises is the same as the display ad, so they share similar qualities. With this poster, I wanted to convey the act of storytelling, so I included a microphone as the focal point; however, since the stories are digital, the background of the poster is a binary version of an actual story at 15% opacity.