

THIRD PARTY BRAND GUIDELINES

WWW.SAGEHAVENSOCIETY.ORG



WELCOME

We would like to say thank you.

Without partnerships and supporters like you, Sage Haven couldn't continue to provide local housing, services, and support to self-identifying women impacted by intimate partner violence.

We appreciate you taking the time to read through our condensed brand guidelines to help us create trust through the consistent use of our brand assets.

“*If people like you, they will listen to you, but if they trust you, they'll do business with you.*” ”

Zig Ziglar, best-selling author and motivational speaker



01 LOGO USAGE

We have created versions of our logo for approved Third-party Fundraising organizers to use freely on their event marketing assets, including social media networks and websites.

These pre-approved logos clearly indicate that the fundraiser benefits our organization.

Any use of other logos requires permission and any assets you create (ads, posters, social media images) must be proofed by our communications or fundraising coordinator.





SAGE HAVEN
Event Benefiting Sage Haven Society



SAGE HAVEN
Event Benefiting Sage Haven Society

PRINT FILES

We have provided CMYK PDF versions of our colour, black and white, and reverse logos. These are suitable for printed materials and you should be able to size them down. If you need larger or higher-resolution versions please let us know.

DIGITAL PNG TRANSPARENT FILES

We have provided three transparent PNG versions of our logo; colour, black and white, and a reverse version. These are **600 x 600 pixels** and can NOT be sized up or used on print materials.

REQUESTING ASSETS

The enclosed files are the only logos approved for third-party use. Should you require different file formats, sizes, or versions of our logo, please contact us to request permission and files directly from Sage Haven Society.

fundriasing@sagehavensociety.org

02 OUR COLOURS



#181819 | 73, 67, 65, 79



#EF3A47 | 0, 92, 72, 0



#F6891F | 0, 56, 100, 0



#F9D714 | 4, 12, 98, 0



#26B571 | 76, 0, 76, 0



#1CC0DD | 68, 0, 12, 0



#1D458A | 100, 85, 15, 2



#602A7A | 77, 100, 17, 5



#0C1438 | 98, 91, 42, 59

LOGO MISUSE

DO NOT use the full logo in situations where the byline becomes too small to read easily.



NOT OKAY



OKAY

LOGO MISUSE

DO NOT

Extend the Word mark beyond the lines of the Icon mark.



NOT OKAY

ONLY use the logo versions provided that include the properly aligned and spaced Word mark and byline.



OKAY

LOGO MISUSE

DO NOT

- use the CINZEL font to create your own Word mark logo apply any sort of text style (such as bold or outlines)
- Skew or rotate the logo



OKAY



NOT OKAY

SAGE HAVEN

NOT OKAY

SAGE HAVEN

NOT OKAY

SAGE HAVEN
Understanding the Past, Building the Future

NOT OKAY

COLOUR PRIMARY ACCENT COLOUR

Primary accent and
background colour for
website and brochures.

HSV

217°

CMYK

100, 85, 15, 2

RGB

29, 69, 138

HEX

1D458A

BLUE

COLOUR SECONDARY ACCENT COLOUR

Secondary accent colour is used for hovers, accents, and shapes.

HSV
187°

CMYK
68, 0, 11, 0

RGB
28, 192, 221

HEX
1CC0DD

CYAN

03 OUR TYPEOGRAPHY

Noto Sans

Noto Serif

Noto Serif Display



If you have a moment to check out, like, or share our social profiles, we would be grateful.

- Facebook: <https://www.facebook.com/SAGEHAVENportalberni>
- Instagram: <https://www.instagram.com/sagehavenpa/>
- LinkedIn: <https://ca.linkedin.com/company/sage-have-society-port-alberni>
- X: <https://twitter.com/SageHavenPA>

Fundraising Coordinator

T: 250-724-7111

E: Fundraising@sagehavensociety.org

www.SageHavenSociety.org

3082 3rd Avenue, Port Alberni, BC, V9Y 2A5

We want to acknowledge that we work on the unceded Traditional Territories of Tseshah and Hupačasath First Nations and recognize the Tseshah and Hupačasath First Nations Peoples' Past, Present, and Future.

