

TURNING POINT
COMMUNITY SERVICES

Section 1

Brand Introduction

1.1 The Brand Idea

1.2 What We Believe

Our Mission

Our mission is to provide peace of mind for women and children in crisis. By offering resources to help our clients move beyond their current situations, we strive to create an environment where support, compassion, and hope are top priorities.

A safe stop on the way home.

Section 1.1

Mission & Tagline

We believe women and children seeking comfort during times of crisis deserve a safe place to turn to, no matter their circumstances. They deserve the opportunity to become self-sufficient, to achieve their goals, and to charter their own paths. Together, we work to overcome their obstacles, embrace their potential, and support their overall well-being.

Support: Helping women and children in need, no matter their circumstance.

Humanity: Reassuring them that they will not walk the journey alone.

Passion: Believing in what we do and looking forward to what we will become.

Section 2

Logo System

2.1 Main Logo

2.2 Logo Variations

On White

Our main logo should be used with our primary brand colors on a white background.



Knocked Out

When the primary logo is used on a dark color, the navy blue should be completely knocked out using a solid white.



Single Color

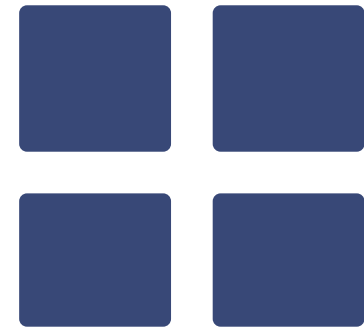
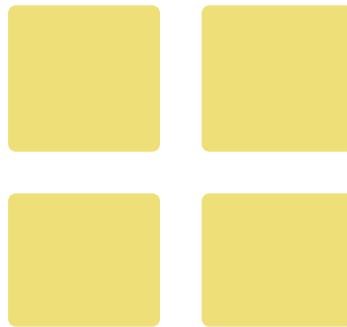
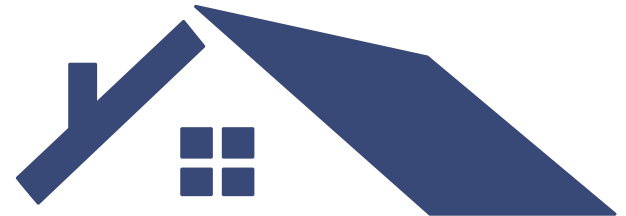
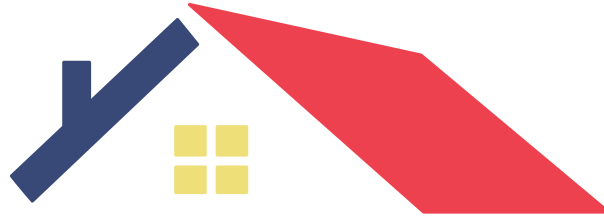
When the primary logo needs to be converted to a single color, the brand navy blue should be used.



Icon

When an icon is needed, the following variations may be used.

Only use the window icons when the area where the icon is needed is too small to accomodate the full rooftop icon.



Section 3

Color System

3.1 Primary Brand Colors

3.2 Secondary Brand Colors

Primary Colors

Our color palette is bold and impactful. The primary colors are minimal and sophisticated and should be used with a fair amount of white space.

Printing Notes

Pantone colors should be used whenever possible to maintain a consistent brand color system on all materials.

Brand Navy Blue
C=88 M=77 Y=28 K=13
R=57 G=73 B=119
#394977
PANTONE 4142 C

Brand Red
C=0 M=89 Y=66 K=0
R=239 G=67 B=80
#EF4350
PANTONE 1787 C

Brand Yellow
C=8 M=7 Y=65 K=0
R=238 G=222 B=120
#EED778
PANTONE 602 C

Section 3.1

Primary Brand Colors

Secondary Colors

These complimentary swatches can be used to pair with our Primary Brand Colors to create contrast and a rich color system.

Royal Blue
C=88 M=68 Y=0 K=0
R=23 G=92 B=191
#175CBF
PANTONE 2132 C

Dark Coral
C=9 M=78 Y=41 K=0
R=222 G=94 B=115
#DE5E73
PANTONE 709 C

Teal
C=83 M=26 Y=46 K=4
R=18 G=140 B=140
#128C8C
PANTONE 2237 C

Light Teal
C=61 M=2 Y=28 K=0
R=89 G=191 B=191
#59BFBF
PANTONE 2227 C

Orange
C=1 M=43 Y=82 K=0
R=247 G=161 B=71
#F7A147
PANTONE 4009 C

Purple
C=47 M=88 Y=16 K=1
R=148 G=66 B=133
#944285
PANTONE 7656 C

Section 4

Fonts

4.1 Typography & Fonts

Our Fonts

We use Khula ExtraBold for headlines and Khula SemiBold for subheadlines.

Headlines and subheadlines should both be formatted using traditional sentence case. In terms of color, both should always stick to the brand colors.

We use Open Sans Regular for long form body copy. It should be used on content that needs time to be consumed.

A safe stop on the way home.

Homeless, not helpless.

Long paragraphs will always read much better when using Open Sans Regular. It should be considered the default body copy used for any and all materials with extended information.

Khula ExtraBold Headlines

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

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

Khula SemiBold Subheadlines

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

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

Lato Body Copy

Long paragraphs will always read much better when using Lato Regular. It should be considered the default body copy used for any and all materials with an extended amount of information.

Section 5

Image Direction

5.1 Lifestyle Shots

5.2 Solid Overlay Treatment

Create a Lasting Impression

Our images should always be hopeful and empowering and representative of our diverse audience. We want the images to feel relatable to the real-life challenges our clients face, while also allowing them to envision themselves in a position of hope and strength.



Image Backgrounds

When using images as backgrounds for text, there must be ample dead space in the image to accommodate the text. We never want to put text over a busy part of an image. It becomes very difficult to read and doesn't give the clean design that we are trying to achieve. If the dead space is darker in color, we'll want to use white text. If the dead space is lighter in color, we'll want to use dark text. There should always be a nice contrast between the two.



Mosaic Backgrounds

The mosaic background is great for when trying to add nice pops of color to a design. When including text with the mosaic background, we'll want to incorporate white space to help make the text easy to read. We never want to put text over the colored part of the mosaic. It becomes very difficult to read and doesn't give the clean design that we are trying to achieve.



Section 6

Branded Examples



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