

THE SAFE HAVEN FOUNDATION

BRAND STANDARDS GUIDE

Version 1.0

A Bridge Between Potential and Opportunity

Prepared by 10Four Media Group

BRAND FOUNDATION

Brand Position

The Safe Haven Foundation exists to help young people discover opportunities, develop confidence, build social capital, and navigate pathways toward economic mobility and purposeful lives.

We are not a youth program.
We are not a tutoring center.
We are not a scholarship database.

We are a bridge between potential and opportunity.

Brand Essence

Purpose

To help young people see farther than their current circumstances.

Mission

To equip youth with the exposure, relationships, skills, and opportunities necessary to build meaningful and economically sustainable futures.

Vision

A world where every young person has access to the guidance, relationships, and opportunities needed to reach their full potential.

Brand Promise

No young person should have to navigate their future alone.

Brand Archetypes

Primary - The Guide

Wise, supportive, trusted, and empowering. Comparable brand energy: National Geographic, LinkedIn, TED.

Secondary — The Explorer

Curious, future,focused, growth,oriented, and opportunity,seeking.

VISUAL IDENTITY

Logo



This mark is built to communicate destination rather than charity. It already establishes the pathway, guidance, progression, safety, and opportunity that anchor the Safe Haven brand story.

Logo Meaning

The Pathway	• Economic mobility • Career navigation • Personal growth • Life progression
The Star	• Direction • Purpose • Potential • Guidance
The Arch	• Safety • Shelter

	• Protection • Haven
The Upward Shape	• Growth • Achievement • Momentum • Opportunity

The logo already tells the story: a protected pathway leading toward a brighter future. That is exactly the story the organization exists to tell.

Strategic Note for Future Evolution

Currently, the star reads slightly nautical due to its visual association with the “haven” language. Long term, consider evolving it into a more distinctive “North Star” or “Opportunity Star” motif that becomes uniquely associated with The Safe Haven Foundation. All other elements are directionally aligned with the mission and do not require revision.

Logo Usage Guidelines

- ✔ Always maintain clear space around the logo equal to the height of the star element.
- ✔ Use the full lockup (mark + wordmark) for primary applications: website header, business cards, signage.
- ✔ The mark alone may be used for favicons, social avatars, and small,format applications.
- ✕ Do not stretch, skew, recolor outside the approved palette, or rotate the logo.
- ✕ Do not place the logo on busy photography or low,contrast backgrounds without a solid ivory or white container.
- ✕ Do not recreate the wordmark in a different typeface.

VISUAL IDENTITY

Official Color System

The palette balances institutional trust (Navy), forward momentum (Emerald), and human warmth (Sand) - reinforcing the brand's position as a guide and bridge, not a charity.

	Color / Hex	Role	Primary Usage	Represents
	Deep Navy #002E6D	*Primary Brand Color*	• Headlines • Navigation • Primary buttons • Major brand moments	Trust, stability, credibility, professionalism
	Emerald Green #26A269	*Secondary Brand Color*	• Calls,to,action • Progress indicators • Youth success stories • Highlight moments	Growth, possibility, economic mobility, renewal
	Warm Sand #DCC6A0	*Accent Color*	• Dividers • Background accents • Supporting graphics	Hope, warmth, humanity
	Charcoal #222222	*Body Copy*	• All running body text	Readability, neutrality
	Ivory #FAF8F3	*Primary Background*	• Page backgrounds • Cards and containers	Clarity, calm, openness

Application Ratio

As a working guideline, compositions should lean roughly 50% Ivory/White space, 30% Navy, 15% Emerald, and 5% Sand, keeping layouts clean and giving accent colors room to signal action and progress without visual clutter.

VISUAL IDENTITY

Typography

Primary Typeface - Playfair Display

Used for headlines, quotes, and hero messaging. Creates a sense of trust, legacy, and institutional credibility.

Headline Example - Playfair Display (Bold)

A Bridge Between Potential and Opportunity

Quote Example - Playfair Display (Regular)

"No young person should have to navigate their future alone."

Secondary Typeface - Inter

Used for website body copy, navigation, buttons, and forms. Creates a sense of modernity, accessibility, and readability.

Body Copy Example - Inter (Regular)

Equip youth with the exposure, relationships, skills, and opportunities necessary to build meaningful and economically sustainable futures.

Button / UI Label Example - Inter (Bold)

EXPLORE OPPORTUNITIES

Typographic Hierarchy

- H1 / Hero - Playfair Display Bold, Navy, large scale for headline statements.
- H2 / Section - Playfair Display Bold or Semibold, Navy, used to introduce major content blocks.
- Eyebrow / Label - Inter Bold, Emerald, all caps, used above headlines for context (e.g., "THE" above "SAFE HAVEN").
- Body — Inter Regular, Charcoal, for all paragraph and UI copy.
- Captions / Fine Print , Inter Regular, smaller scale, Grey.

VISUAL LANGUAGE

Photography Style

Avoid

- ✕ Staged stock photos
- ✕ Kids smiling at camera
- ✕ Charity imagery
- ✕ Poverty marketing

Use

- ✓ Real mentorship
- ✓ Workplace exposure
- ✓ Internships
- ✓ Career exploration
- ✓ Team collaboration
- ✓ Hands,on learning
- ✓ Young people in motion

Photography should feel observational and real, capturing young people in active, forward,moving environments rather than posed, passive, or sympathy,driven scenes.

Illustration Style

Illustrations should be minimal, modern, and geometric, built from pathways, connections, nodes, networks, maps, and bridges. Every illustrative element should feel future,focused and reinforce the idea of movement toward a destination.

- — Minimal - clean line work, generous negative space
- — Modern - geometric shapes, no ornate or dated motifs
- — Conceptual vocabulary - pathways, connections, nodes, networks, maps, bridges
- — Tone - future,focused, optimistic, directional

EXPERIENCE & VOICE

Website Experience

The website should function as a platform for possibility, not a donation funnel. The experience mix should be balanced as follows:

Experience Dimension	Weight	Visual Bar
Educational	**30%**	
Opportunity Platform	**30%**	
Technology	**20%**	
Movement	**20%**	

NOT THIS	THIS
“Please donate.”	*“Here's what's possible.”*

EXPERIENCE & VOICE

Voice & Messaging

Language should reflect agency, momentum, and possibility, never deficit, charity, or rescue framing.

WE DO NOT SAY	WE SAY
Helping disadvantaged youth	**Expanding opportunity**
At,risk youth	**Building pathways**
Underprivileged kids	**Creating access**
Saving young people	**Navigating possibilities**
Giving back	**Developing future leaders**
	Connecting potential to opportunity
	Building economic mobility

Taglines

Primary: *A Bridge Between Potential and Opportunity*

Alternatives:

- Guidance. Growth. Opportunity.
- Helping Young People Find Their Path.
- Where Potential Meets Possibility.
- Building Pathways to Purpose.
- Every Future Deserves A Guide.

APPLICATIONS

Apparel Direction

Apparel should feel premium and aspirational, closer to outdoor, technology, and education brands than traditional nonprofit merchandise.

Reference Brands

- Patagonia
- Nike Foundation
- TED
- LinkedIn

Direction

- ✕ Traditional nonprofit volunteer t,shirts
- ✓ Navy polos
- ✓ Cream hoodies
- ✓ Emerald embroidery
- ✓ Minimal logo placement

Embroidered marks should default to the icon alone (pathway, star, and arch) at small scale on chest or sleeve placements. Reserve the full lockup for larger formats such as jacket backs or tote bags.

SUMMARY

Brand at a Glance

Position	A bridge between potential and opportunity
Primary Archetype	The Guide - wise, supportive, trusted, empowering
Secondary Archetype	The Explorer - curious, future,focused, growth,oriented
Primary Color	Deep Navy (#002E6D)
Secondary Color	Emerald Green (#26A269)
Accent Color	Warm Sand (#DCC6A0)
Primary Typeface	Playfair Display
Secondary Typeface	Inter
Photography	Real mentorship, exposure, and motion, never charity imagery
Tone	Opportunity,forward, never deficit, framed
Primary Tagline	A Bridge Between Potential and Opportunity

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