ENTRYWAY™

OPENING THE DOOR FOR TALENT

BRAND GUIDELINES

SPRING 2023

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OPENING THE DOOR FOR TALENT.

HOW TO USE THIS GUIDE

→

This guide serves as the cornerstone for the Entryway brand management strategy. This document contains the guidelines for usage of the corporate brand, and it is the responsibility of those who create or collaborate on branded materials to observe these guidelines. Through the consistent application and usage of the identity in all graphic applications, Entryway will continue to build a strong and identifiable brand.

TAGLINE

Opening the door for talent

PRIMARY AUDIENCES

Industry partners
Donors and philanthropists
Program participants

MISSION STATEMENT

Entryway transitions individuals and families at risk of or experiencing homelessness to economic self-sufficiency by providing career training, employment and housing opportunities in partnership with the real estate industry.

01
THE LOGO

Your logo is often the first interaction with your brand and one of the most valuable assets.
By ensuring its proper usage, you'll create consistency and connect with your audience.

PRIMARY LOGO

The primary logo is used for most collateral unless there are size or space limitations. The Entryway logo is only available in a horizontal orientation — both with and without the tagline — as well as in three color variations. Position, size, and color, along with the spatial and proportional relationships of the Entryway elements, are predetermined and should not be altered.

A. Primary Logo — without tagline
B. Primary Logo — with tagline

A.

ENTRYWAY™

B.

ENTRYWAY™
OPENING THE DOOR FOR TALENT

THE MARK

The Entryway logo mark is a condensed version of the primary logo, formed by closing off the door and added the letter "E" in the center. These elements should never be changed. Used consistently, this mark will reinforce awareness of the overall brand.

COLOR VARIATIONS

The Entryway logo is available in dark, light, and one-color variations. The logo should always have high contrast against the background it is placed on — it should be able to be seen and recognized.

A. Primary Logo — Dark
B. Primary Logo — Light
C. Primary Logo — Black
D. Primary Logo — White

INCORRECT USAGE

For best practice, do not alter or distort the logos and brand mark in any way. Any change, large or small, alters the impact and consistency of your brand and logo. Here are some common mistakes to avoid.

X Do not alter colors

X Do not rotate, tilt, or skew

X Do not use background colors with low contrast

X Do not alter spacing within the logo

X Do not add effects or shadows

X Do not add elements or text

CLEAR SPACE AND SIZING

For best practice, preserve the recommended clear space around the logo to maintain legibility. The clear space for the primary logo and logo mark is equivalent to the height of the word, "Entryway."

CITY-LEVEL VARIATIONS

A suite of location-specific logos were created for each of Entryway's program markets across the country. These city-level logo variations utilize the same colors and elements from the primary Entryway logo, and are always used in a horizontal format.

Do
- Use this logo in the promotion of local events
- Add to local social media profiles
- Add to local e-newsletters

Don't
- Use this mark in conjunction with the overall brand messaging, or when promoting organization-wide initiatives
- Compete visually with the primary Entryway logo
- Use on email signature
- Use on communications with donor or tax receipt language

ENTRYWAY™ ATLANTA

ENTRYWAY™ GREATER PHOENIX

ENTRYWAY™ NATIONAL CAPITAL REGION

ENTRYWAY™ CENTRAL FLORIDA

ENTRYWAY™ HOUSTON

ENTRYWAY™ NORTH TEXAS

ENTRYWAY™ CHARLESTON

ENTRYWAY™ NASHVILLE

ENTRYWAY™ NORTH CAROLINA

02
THE COLOR

Color can be used to express ideas, convey feelings, and generate interest. The Entryway color palette is designed to nod to the brand's origins, while also infusing light, energy, and excitement.

COLOR PALETTE

Color is a key element of a brand, and to maintain the look and feel, a consistent color palette should be used. The following palette has been selected for use in all communications for Entryway. Lighter tints of these colors are also allowed, but the Entryway logo may only be used with a 100% tint. The primary colors include a deep indigo, two shades of sky blue, a vivid lime green, as well as a few accent colors to balance and complete the palette.

Navy
CMYK 99 / 75 / 42 / 34
RGB 10 / 58 / 86
HEX #0A3A56

Atlantic
CMYK 74 / 17 / 0 / 0
RGB 2 / 165 / 222
HEX #02A5DE

Skyline
CMYK 48 / 0 / 2 / 0
RGB 118 / 208 / 241
HEX #76D0F1

Tangerine
CMYK 0 / 51 / 94 / 0
RGB 249 / 145 / 40
HEX #F99128

Clover
CMYK 31 / 13 / 88 / 0
RGB 186 / 193 / 76
HEX #BAC14C

Violet
CMYK 91 / 72 / 7 / 1
RGB 44 / 88 / 157
HEX #2C589D

Sunrise
CMYK 0 / 26 / 85 / 0
RGB 254 / 193 / 64
HEX #FEC140

NEUTRAL COLOR PALETTE

A palette of secondary neutral tones gives the Entryway brand additional flexibility without competing against the established look and feel. When used correctly, these neutrals enrich the visual identity of Entryway as a whole. These colors are complementary to our official colors but are not recognizable identifiers for our brand. Use these sparingly, such as for background areas, but be aware that not all colors will be legible on all options.

Charcoal

HEX #262524

Mist

HEX #E6E6E6

Slate

HEX #E6E6E6

03
THE TYPE

Typography is the art and technique of arranging type to make written language readable and appealing. It is important to adhere to the font choices, leading, tracking, and text arrangement specified in this document to achieve brand consistency.

HEADER TYPEFACE

Limit the use of this typeface for large primary headlines as well as text-based executions of the brand name. Do not use Brother 1816 Medium for anything other than headlines and titles.

Available to Download Here:

https://fonts.adobe.com/fonts/brother-1816#fonts-section

Web Alternative:

Trebuchet MS Bold

BROTHER 1816 MEDIUM

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxpz

1234567890

Aa

SUBHEAD TYPEFACE

Poppins Medium should be used for subheads and section headers only. In most cases, this font should be used in sentence case, although all caps is permitted. Do not use Poppins Bold for anything other than subheads, section titles, and other secondary information. Do not use any other weights of this font for subheads.

Available to Download Here:

https://fonts.google.com/specimen/Poppins

Web Alternative:

Arial Bold

POPPINS MEDIUM

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxpz

1234567890

Aa

BODY COPY TYPEFACE

Poppins Regular is used for large paragraphs of body copy and other large sections of text. The clean, sans-serif design of Poppins Regular makes it legible enough for large amounts of copy.

Available to Download Here:

https://fonts.google.com/specimen/Poppins

Web Alternative:

Arial Regular

POPPINS REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxpz

1234567890

Aa

TYPOGRAPHIC HIERARCHY

Use the recommended hierarchy for consistency and best practice legibility. Give the text and elements plenty of evenly spaced room between for a lighter layout feel. Color can be incorporated based on collateral, but take care to ensure it's always accessible to readers.

TALENT AT YOUR DOORSTEP.

Entryway provides multifamily real estate companies with a pipeline of pre-screened, trained, and ready-to-work individuals for their entry-level positions.

Lorem ipsum dolor sit amet.

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Nonestr umquam adi cus.

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Quis nostrud exercitation ullamco laboris nisi ut aliquip ex.

Header	All caps 36pt 40pt leading 25pt tracking
Subhead	Sentence case 12pt 16pt leading 25pt tracking
Body Copy	Sentence case 10pt 14pt leading No tracking
Subhead	Sentence case 12pt 16pt leading 25pt tracking
Caption	Sentence case 8pt 10pt leading No tracking

04
THE ELEMENTS

A brand is more than just colors and a logo — unique visual elements such as patterns and overlays serve as an eye-catching way to add depth and interest, while subtly reinforcing important components of your brand.

THE ENTRYWAY RECTANGLE

The rectangular door mark symbolizes an opening to new opportunities, careers, homes, talent, and more. This open shape can be used across print and digital collateral as a way to add visual interest while also reinforcing the brand identity.

The rectangle shape can be used in any of the primary brand colors, although it is recommended to choose a shade that compliments the imagery it is being paired with. The rectangle should be used to supplement imagery and should never compete visually with it. Lines should never block faces and important details — be to adjust accordingly to ensure this.

BRAND PATTERN

The Entryway brand pattern is inspired by the shapes in the logo mark, and adds an eye-catching graphic addition to images and other designs. It can be seen offset adding a personal touch to the image.

Don't
Stretch or distort the pattern or texture.
Add colors not found in the primary palette.
Use over another pattern.
Avoid combining the pattern and texture.
Compete visually with important information or visuals.
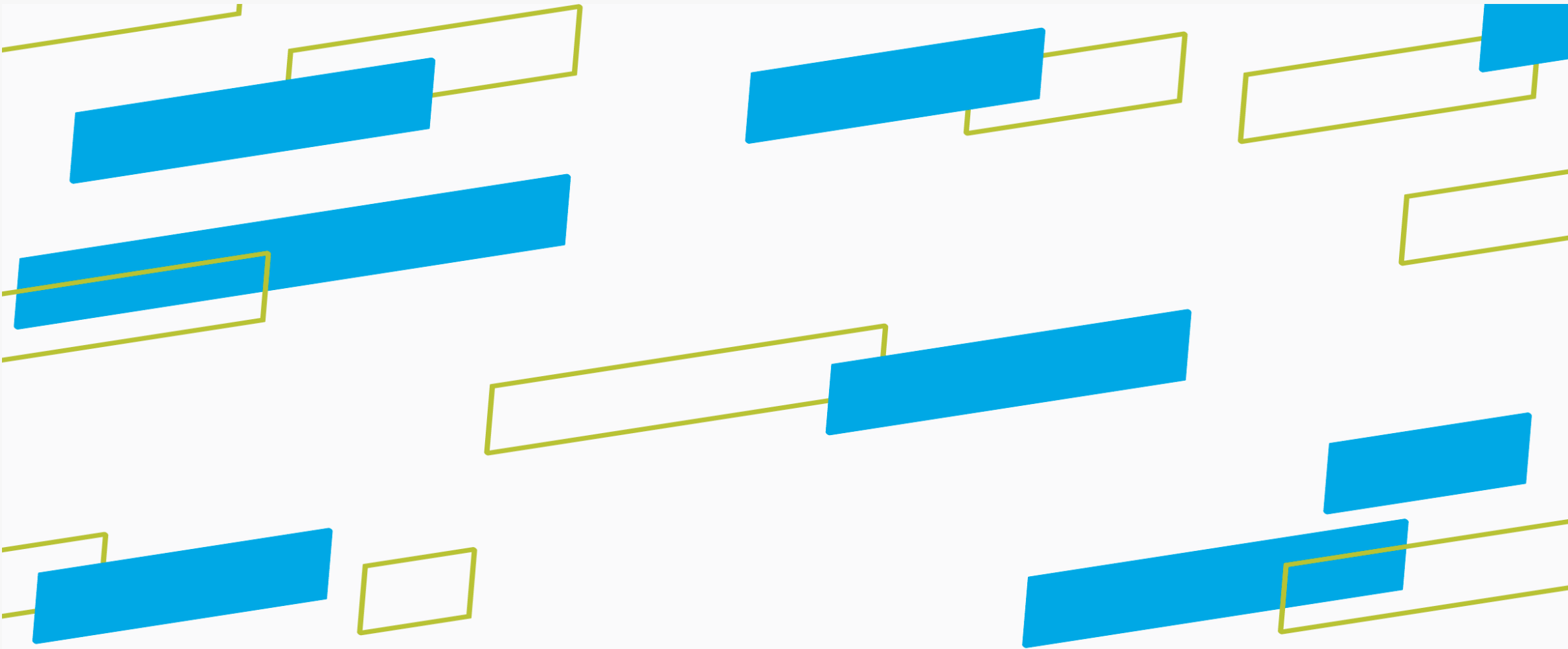
05
THE IMAGERY

Good photography helps set an expectation of the experience you provide. Not only that, it helps to reinforce your target audience by allowing viewers to picture themselves as the subject.

STOCK IMAGERY

In this section, you'll find examples of stock imagery that represent key audiences of Entryway, including staff, industry partners, donors, participants, and more. These images have been purchased for use by Entryway and should be used whenever imagery is necessary on official publications, branded collateral, social media, or promotional activities.

Do
Use bright imagery that falls within the Entryway color palette.
Represent a diverse range of ages, races, genders, and backgrounds.
Find images that convey warmth, personality, and approachability.
Ensure that images featuring poverty or low-income individuals feel respectful and dignified.

Don't
Utilize black and white imagery.
Settle for blurry or outdated imagery.
Play into forced emotion or sympathy with settings, poses, or facial expressions.

ENTRYWAY™

OPENING THE DOOR FOR TALENT

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