

RECOVERY BEYOND

BRAND GUIDELINES & LOGO USAGE

The mission of Recovery Beyond is to develop, fund, and deliver programs, services, or items that complement the efforts of established recovery programs in unconventional ways.

More information can be found online at recoverybp.org.

Last Revised: February 20, 2019



RECOVERY BEYOND LOGO

The logo adopts the bold typography of the original organization logo and incorporates the historical roots of the organization in the climbing program. As the organization moves forward, the climb, out of addiction, will be a predominant theme and the mountain provides a nod to the Climbing Out program origins. The logo also seeks to represent the climb ahead and the journey the organization and the people it touches will take as both epic and grand.



LOGO ELEMENTS

The logo is comprised of two main elements—the wordmark and mountain. The wordmark is typeset in a modern, friendly and bold serif. The mountain is emblematic of the organizations origins and the mountain we all climb to overcome significant life challenges.

LOGO VERSIONS

Full Color with Gradient



Reverse



Black



2-Color: PMS Reflex Blue C & PMS 427C



LOGO USAGE AND VERSIONS

In the interest of maintaining consistency within the Recovery Beyond brand, we have created guidelines on safe area, logo usage, color palette, typography and imagery.

LOGO SERIES

As the brand is further developed, additional lockups will be presented here for different programs and events that fall under the Recovery Beyond brand umbrella.

SAFE AREA

In order for the logo to retain its visual impact, please maintain a clear area around the logo, empty of all complex imagery and graphics. This area is defined by the height of the capital "o" within our logo.



LOGO USAGE

MISUSE AND INCORRECT USAGE

To maintain the brand, we ask that the logo be kept in its original state. These usage guidelines apply to all versions of the logo.

1. Don't alter the proportions of the mountain or wordmark. The logo as whole can change sizes, but not elements within it.
2. Don't change the colors of the mountain or wordmark. Only use approved color logos.
3. Don't manipulate the aspect ratio, stretch, or squeeze the logo.
4. Don't adapt or delete the wordmark. Custom program or event logos are available upon request.
5. Don't rotate or skew the logo. This damages the readability and integrity of the logo.
6. Don't separate the wordmark from the mountain. Use of both primary logo components is preferred. Note: There are specific cases in which leadership will approve this application of the logo. Please contact Recovery Beyond Headquarters to learn more.
7. Don't alter or change the font of the wordmark.



COLOR PALETTE

DARK BLUE

Used as the primary color for design elements. May be applied for heading labels, text, etc. Priority should be given to this color.

LIGHT BLUE

Used for graphic elements or accent color. Must be used carefully, ensuring adequate contrast and scale for type use.

LIGHT GRAY

Applied for neutral graphic elements. Must be used carefully, ensuring adequate contrast and scale for type use.

BURNT ORANGE

Used to evoke energy and a pop of color. Emphasizes important text, website buttons or calls-to-action.

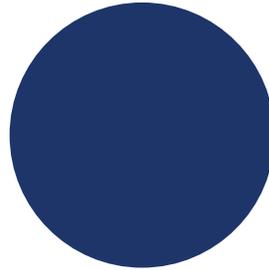
BURNT YELLOW

Used sparingly for a hint of warmer, sunny tones. Reflective of a sunrise.

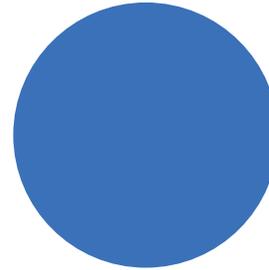
DARK GRAY

A solid and neutral color, this dark gray may be applied to graphic elements, headings, text, etc. Priority should be given to this color.

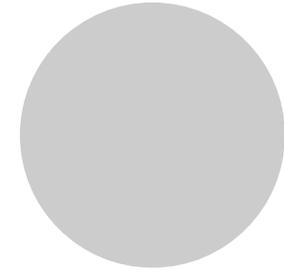
PRIMARY COLORS



PMS REFLEX BLUE C
C 100 M 89 Y 30 K 19
R 32 G 53 B 105
#203569

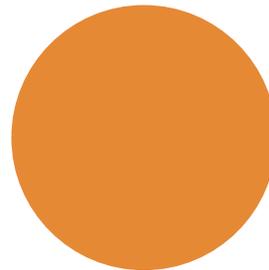


PMS 2727 C
C 79 M 55 Y 0 K 0
R 66 G 113 B 184
#4271B8

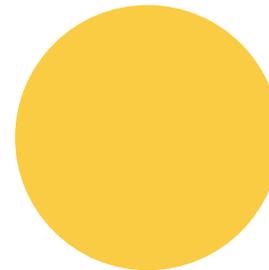


PMS 427 C
C 19 M 15 Y 15 K 0
R 205 G 204 B 205
#CDCCCD

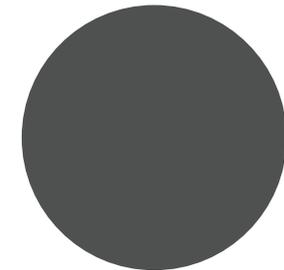
SECONDARY COLORS



PMS 158 C
C 8 M 54 Y 90 K 0
R 229 G 137 B 55
#E58937



PMS 123 C
C 2 M 19 Y 83 K 0
R 250 G 204 B 72
#FACC48



PMS 446 C
C 65 M 57 Y 56 K 35
R 79 G 80 B 80
#4F5050

GRADIENTS

LIGHT BLUE TO DARK BLUE

Used as the primary gradient for the logo type, headings, and design elements.

LIGHT TO BURNT YELLOW

Used as a photographic overlay with multiply opacity at 70%.

BURNT ORANGE TO BURNT YELLOW

Used as an accent gradient for design elements that require higher levels of attention such as call-to-action buttons.

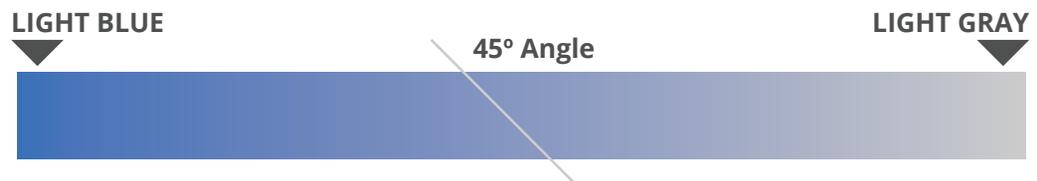
LIGHT BLUE TO LIGHT GRAY

Used as the gradient on the mountain in the logo. Also appears as an accent gradient for iconography. Used sparingly in design.

PRIMARY GRADIENT



SECONDARY GRADIENTS



TYPOGRAPHY

Brand fonts include a serif and a sans-serif—ITC Lubalin Graph, Open Sans. They are clear, legible, approachable and solid typefaces.

Each of the font families include many “weights” like light, regular, bold and italic. The fonts can be downloaded from Google Fonts at <https://fonts.google.com>.

TYPEFACE USAGE EXAMPLE

LOREM IPSUM SIT AHMET
SUBHEAD LOREM IPSUM DOLAR
SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc erat arcu, pulvinar eget consectetur vitae, porta at enim. Duis nec iaculis est, ut ullamcorper dui.

Vestibulum sem nunc, condimentum suscipit lorem non, consequat lacinia arcu. Duis iaculis nunc vel erat lobortis vulputate.

ITC LUBALIN GRAPH

Uses: Primary headlines, callouts and quotes

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 åø æ øÆ Ø

&!@# \$ % ^ & * () - = +

OPEN SANS

Uses: Subheads, small areas of text, body copy

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

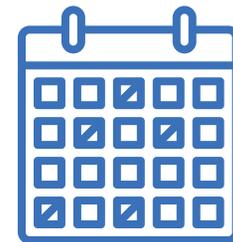
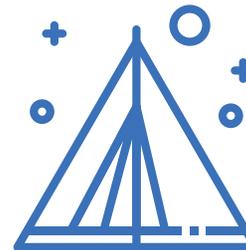
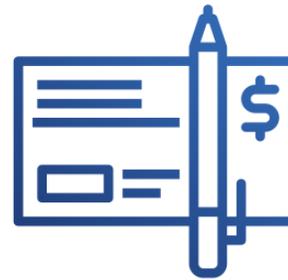
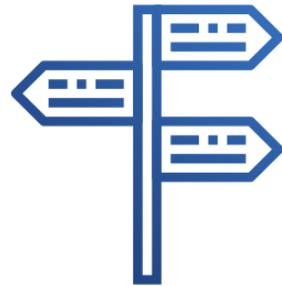
1234567890 åø æ øÆ Ø

&!@# \$ % ^ & * () - = +

ICONOGRAPHY

Recovery Beyond uses a set of icons created by Petai Jantrapoon from the Noun Project. These icons have a fun, modern design and several icon sets have the outdoorsy and activity based themes to represent the organization.

Icons can be accessed via The Noun Project: <https://thenounproject.com/zirconicusso/>



IMAGERY INSPIRATION

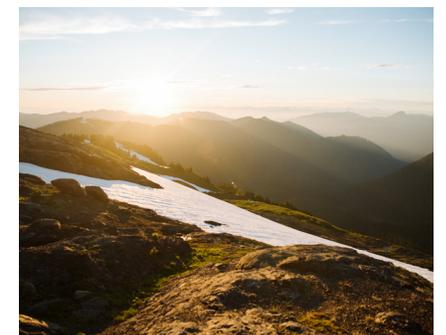
Photography is a powerful way to express the Recovery Beyond identity and is one of our most widely used assets. Photos selected for Recovery Beyond collateral should reflect our brand essence and values and support the color palette of the brand.

Evocative, authentic and relatable, brand imagery is moment-driven and community-centric. Photography should also evoke a sense of strength and security.

KEYWORDS

| | | |
|------------|-----------|-----------|
| Adventure | Open | Authentic |
| Supportive | Relatable | Outdoors |
| Healing | Natural | Uplifting |
| Community | Peaceful | |

Brand photography for Recovery Beyond is often sourced from volunteer professional photographers or purchased through stock imagery sites and is subject to copyright law. Therefore, Recovery Beyond cannot disseminate or distribute these images to 3rd Party entities because the licenses are non-transferable.



THANK YOU.

For more information, please contact the
brand team at brand@recoverybp.org.