

Second Chance



THRIFT STORE

SECOND CHANCE THRIFT STORE  
BRAND IDENTITY

GRAPHIC STANDARDS



# introduction:

## - HIGH QUALITY USED CLOTHING & ITEMS -

**Our Mission** - To be a place for the Grants Pass community to bring used merchandise, to give our customers great deals, to provide monthly income for the Gospel Rescue Mission and to give Mission residents the opportunity to learn valuable life skills.

**Our Visions** - As an organization, we strive to better the lives of the Grants Pass community. All proceeds go to support the programs and services of the Grants Pass Gospel Rescue Mission.

**Our Community** - Through our partnership with the Gospel Rescue Mission our primary purpose is to help men, women and children leave homelessness behind for good. We don't settle for simply making homelessness more comfortable. At the Grants Pass Gospel Rescue Mission, we are bound to proclaim Jesus Christ to the homeless and needy of Josephine County in a spirit of care by assisting with clothing, spiritual counseling, education, food, healthcare and shelter. We accomplish all this with an attitude of commitment.

# visual language:

## **-HOW TO USE THESE STANDARDS-**

These guidelines will help you present every aspect of the Second Chance Thrift Store brand in an appropriate manner that ultimately benefits all involved. Communicating the brand in a consistent, dynamic and engaging way helps everyone connect with the community and stand out in the marketing/visual realm.

Treat these standards with care, attention to detail, and in the spirit of building the best brand experience possible.

## **-WHY IS A BRAND IMPORTANT?-**

A brand is more than a name, a logo or a collection of products. It is also how it makes people think and feel about an organization as a whole, and it's the essence of what makes an organization unique. A strong brand tells an organization's story in a unified voice through advertising, on the web, in print, in presentations and at events. Toward this end, the Second Chance Thrift Store messaging must resonate as one.



# Second Chance Thrift Store Logo

## -THE Gospel Rescue Mission LOGO, LOGOTYPE & ICON-

The logos shown here are the ones that you will use most often.



The full color **Second Chance Thrift Store** full logo is the face of the brand. It provides a common link across all communications, and establishes instant recognition. It is one of our most valuable assets, and therefore cannot be altered under any circumstances.



The full color **Second Chance Thrift Store** full logo is the preferred branding. Like all **Second Chance Thrift Store** logos and logotypes, the **Second Chance Thrift Store** logo can also be used as a one-color logo (such as all-white or all-black). In such applications, all the letters and the icon must be the same color.

# Second Chance Thrift Store Logo

## -THE Second Chance Thrift Store LOGO, LOGOTYPE & ICON-



The color **Second Chance Thrift Store** logotype is the text version of the brand. It provides a common link with the full logo to continue brand recognition. It contains the tagline associated with the brand and therefore should not be altered under any circumstances.

The full color **Second Chance Thrift Store** logotype is the preferred branding. Like all **Second Chance Thrift Store** logos and logotypes, the **Second Chance Thrift Store** logotype can also be used as a one-color logo (such as all-white or all-black). In such applications, all the letters must be the same color.



# Second Chance Thrift Store Logo

## -THE Second Chance Thrift Store LOGO, LOGOTYPE & ICON-

The icons shown here are the ones that you will use most often.



The full color **Second Chance Thrift Store** icon is a stand-alone accent of the brand. It provides a common link with the full logo to continue brand recognition. It is directly associated with the brand and therefore cannot be altered under any circumstances.



The full color **Second Chance Thrift Store** icon is the preferred branding. Like all **Second Chance Thrift Store** logos and logotypes, the **Second Chance Thrift Store** icon can also be used as a one-color logo (such as all-white or all-black). In such applications, all the elements must be the same color.



# Second Chance Thrift Store Logo

-INCORRECT LOGO USE-



Do not use incorrect colors.



Do not substitute a font text to look like the logo.



Do not distort the logo.

These rules apply to all **Second Chance Thrift Store** logos, logotypes and icons.

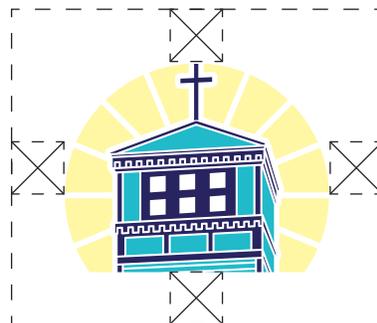


# Second Chance Thrift Store Logo

## -CLEAR SPACE-

The **Second Chance Thrift Store** logo and logotype always appears with space around it. **Second Chance Thrift Store** logo forms must always be surrounded on all four sides by a clear space of at least half the height of the letters. This is the minimum space needed between the logo and any other graphic element or type.

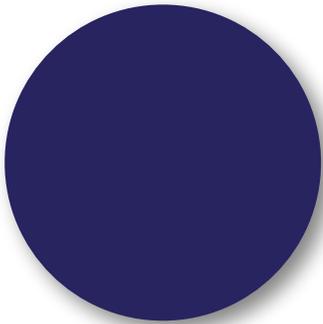
The illustration below explains the measurements of the elements that make up the **Second Chance Thrift Store** logo forms.



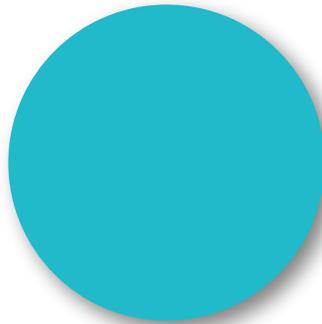
# color palette

## -LOGO COLOR USAGE-

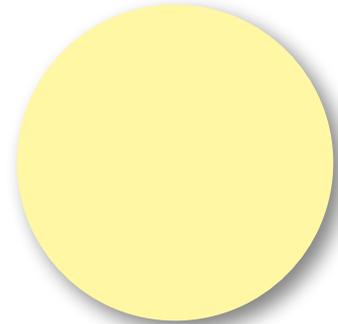
This section shows the main colors for the **Second Chance Thrift Store** logo, logotype and icon. It is very important to reference this document to achieve a standard across various mediums. Color variations will occur with different methods of printing or displays, so this should be used as a guide to achieve the closest possible uniformed color.



PANTONE 2756 C  
CMYK - 100/100/30/21  
RGB - 41/37/98  
WEB (HEX) - 282561



PANTONE 319 C  
CMYK - 71/2/21/0  
RGB - 25/185/202  
WEB (HEX) - 1BB8C9



PANTONE Yellow 0131 C  
CMYK - 0/0/45/0  
RGB - 255/248/163  
WEB (HEX) - FFF7A3



# Second Chance Thrift Store typography

## -TYPOGRAPHY-

A powerful brand tool, the right typeface reflects, and protects the integrity of the brand, while remaining flexible across different communication channels.

This suggested **Second Chance Thrift Store** typography is modern and confident.

### Secondary Typeface

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## Nexa Bold

**Nexa Bold is recommended as the primary typeface. Use it for headlines, subheads and body copy.**

### Nexa Light

Type is a powerful brand tool that can help build a consistent brand message.



Presented By:



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