

the
Hearts
Project™

Brand Book

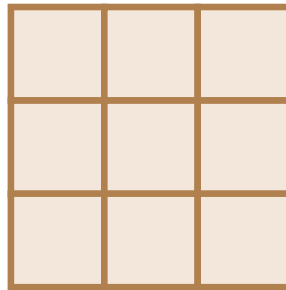
Guidelines for Creative
Consistency & Impact

REV 08.25.25

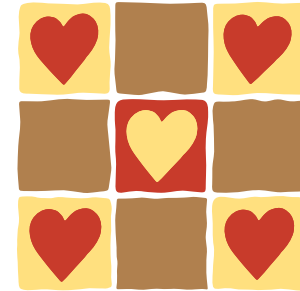
Brand Origin



The beginning of The Hearts Project was the COVID-19 Memorial where the 3x3 Frames created to hold the cut out hearts were created.



To simplify, we looked at the frame itself. It was then decided to best communicate the hand crafted aspect of Project needed the same hand crafted design. This element is kept for additional branding, but not the logo.



Both the hand cut hearts and the symbology of colors (yellow and red) used in the ribbon for COVID awareness, now with the brown of the frames the icon portion of the logo is now scalable, recognizable, and relevant.



Overview

PRIMARY VERSION



The primary version has the frame icon and stacked text for the wordmark of The Hearts Project. The brand used flat color versus gradients, so the only other version is black and white.

When on a dark background, the icon will remain the same, but the wordmark will be white.



Overview

SECONDARY VERSION
HORIZONTAL

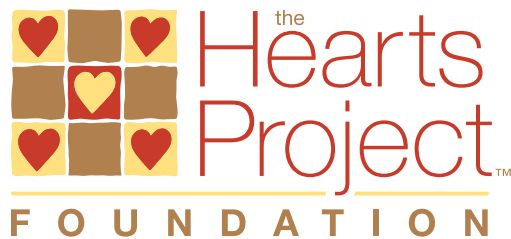


For more vertically narrow spaces, we've replaced the full frame icon with the center single heart, red background, and added a brown frame to keep the colors together. The black and white version keeps the center heart from the full logo icon, but adds the frame.



Overview

SUBBRANDS AND DIVISIONS



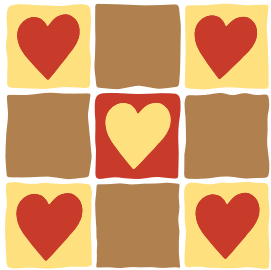
All projects, collections, and even events can use the qualifier below the primary logo using a yellow divider line that runs behind the descending 'j.'

The typeface will generally be the same size but have varying letterspacing to keep the qualifier the same width as the logo.

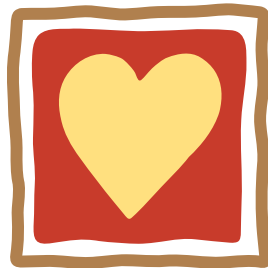
However, the horizontal version will keep the qualifier line under the wordmark only.

Overview

ICONS AND SOCIAL



PRIMARY



SECONDARY



PRIMARY
SOCIAL



SECONDARY
SOCIAL

Icons need to be recognizable. If the space and size are reasonable, you can use the grid icon. Otherwise, use the single heart and frame.

For social media icons, which are usually small, it is best to keep the brand name visible. Alternatively, the single heart will become recognizable in time.



COLORS

PRIMARY



HONOR FLAME
#C83D2A



QUITE DAWN
#FFE17F

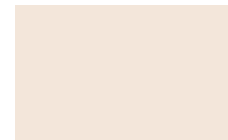


HALLOWED ASH
#B0804E

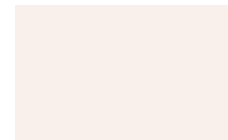
SECONDARY



SACRED GROVE
#512F15



PARCHMENT
#F2E5DA



STONE
#F7EEE8

Instead of a solid black, we use a warm black that has a brown/red tint. For backgrounds, the Parchment and Stone are a warm neutral color similar to what galleries use. If a gray is used, make sure it has a red/warm shift vs a cool/blue shift.



TYPEOGRAPHY

PRIMARY AND ALTERNATIVES

ADOBE FONT

HELVETICA NEUE

Ultra Light | Thin | Light | Regular | **Medium** | **Bold**

abcdefghijklmnopqrstuvwxyz 1234567890+-"?!\$

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Logo is Helvetica Neue Light

Brand names are BOLD UPPERCASE

Body Copy is Regular, *Italic*, and **Bold**

Alternate body copy would also be
in Regular, *Italic*, and **Bold**

GOOGLE FONTS

INTER

Extra Light | Light | Regular | **Medium** | **Bold** | **Black**

abcdefghijklmnopqrstuvwxyz 1234567890+-"?!\$

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALTERNATIVE BODY COPY TEXT

GOOGLE AND ADOBE FONTS

Merriweather

Light | Regular | **Bold** | **Black**

abcdefghijklmnopqrstuvwxyz 1234567890+-"?!\$

ABCDEFGHIJKLMNOPQRSTUVWXYZ





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