



SAFE HARBOR

ANTI-HUMAN TRAFFICKING






ABOUT US

Nestled in the heart of Coeur d'Alene, Idaho, Safe Harbor stands as a beacon of hope and renewal. As a dedicated 501(c)3 organization, we are committed to charting a course towards freedom and healing for victims of human trafficking.

 safeharborforfreedom.com

 [instagram.com/safeharborforfreedom](https://www.instagram.com/safeharborforfreedom)

 [facebook.com/safeharborforfreedom](https://www.facebook.com/safeharborforfreedom)

 208-699-6701

 safeharborforfreedom@outlook.com

OUR MISSION

Safe Harbor exists to serve victims of human trafficking by providing secure housing options, intensive therapeutic services, acute and preventative medical assistance, reintegration resources, and community awareness through education.

OUR VISION

We envision a safe atmosphere where survivors have access to crucial services which include centered personal and group therapy, educational avenues for career and financial independence, as well as stable housing where individuals can focus on rehabilitation before reintegrating back into the community.

OUR VALUES

Safe harbor believes in the inherent dignity and worth of every individual, along with their right to self-empowerment through learned skilled of self-advocacy.

DEPENDABILITY:

We rise to the occasion.

RESPECT:

We love others.

UNITY:

We come together for a single cause.



BRAND VALUES

At the heart of Safe Harbor lies a set of defining values that shape our identity, mission, and the way we connect with the world. These characteristics are not just words; they are the pillars upon which our brand stands, guiding our actions and resonating with the community we serve.

These brand values should be reflected in the work we do, the events we host, and in our online presence and print collateral.

DEPENDABILITY: WE RISE TO THE OCCASION

At Safe Harbor, dependability is the cornerstone of our operations. We understand the importance of being a reliable sanctuary for those in need. Our team is committed to consistent, unwavering support, ensuring that every step we take is a solid one. Victims and their families, along with our partners and supporters, can trust that we will rise to the occasion, no matter the challenge, providing a steadfast presence in the journey towards healing.

RESPECT: WE LOVE OTHERS

Respect is the heart of our interaction with survivors, colleagues, and the community. At Safe Harbor, 'We love others' is not just a statement; it's an action we live by. This love is shown through our deep empathy, understanding, and the honor we give to each individual's unique journey. We believe that every person deserves to be treated with dignity and kindness, and our approach is infused with this profound level of respect, fostering an environment where healing can flourish.

UNITY: WE COME TOGETHER FOR A SINGLE CAUSE

Unity is our strength. Safe Harbor is a mosaic of individuals, ideas, and strengths that come together for a single cause: to end human trafficking. We harness the power of collaboration, bringing together diverse perspectives and resources to create a formidable force against the challenges we face. Our unity is our pledge to stand as one, to support each other, and to amplify our collective voice in the fight for freedom and the restoration of those we serve.



LOGO & MARKERS

The Safe Harbor logo is a symbol of our unwavering commitment to ending human trafficking and providing a beacon of hope for its victims. It encapsulates the idea that we provide a safe harbor for victims to enter, and after they've been surrounded by trust and support, they can find their way out to a new and empowered life. As a visual representation of our brand, it's essential that our logo is used consistently and correctly across all platforms and mediums. (Note that this page displays how the logos should be displayed on a white background.)

Logo Typography:

Safe Harbor - Brandon Grotesque Office Bold
Anti Human Trafficking - Span Bold

Primary Logo



Secondary Logo



Horizontal Logo



Icon / Emblem





BRAND COLORS

Colors play a pivotal role in conveying the essence and emotions of a brand. For Safe Harbor, our chosen palette is not just a random selection of shades but a deliberate choice that resonates with our mission and values. Each color has been chosen to evoke specific feelings and associations that align with our brand's purpose.



HARBOR BLUE
HEX: #495F70
C76 / M55 / Y42 / K18
R73 / G95 / B112
PANTONE: 7545 C

Reminiscent of serene waters, symbolizes the safety and refuge that Safe Harbor aims to provide to the victims.



NAVY BLUE
HEX: #32363F
C76 / M67 / Y54 / K50
R50 / G54 / B63
PANTONE: 532 C

A color of trust, responsibility, and sincerity. It reflects the depth of our commitment to ending human trafficking.



GOLD
HEX: #CCA76A
C20 / M33 / Y67 / K1
R204 / G167 / B106
PANTONE: 7509 C

Represents the value and worth of every individual. It's a testament to the lives we aim to protect and the bright future we envision for them.



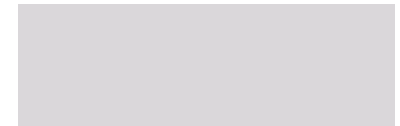
EARTH BROWN
HEX: #664B30
C46 / M61 / Y81 / K41
R102 / G75 / B48
PANTONE: 462 C

Grounded and reliable.. It signifies the foundation and stability that Safe Harbor provides to the victims.



FOG
HEX: #ACA5AA
C34 / M32 / Y27 / K0
R172 / G165 / B170
PANTONE: 436 C

Embodies transition and adaptability. Just as fog can obscure yet also signal the dawn of a new day.



MIST
HEX: #D9D7DA
C14 / M12 / Y9 / K0
R217 / G215 / B218
PANTONE: COL GREY 2 C

Being a lighter shade, conveys hope, clarity, and renewal. It stands for the early stages of healing and the gentle support.



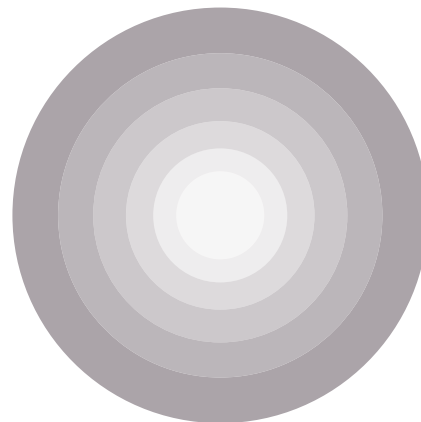
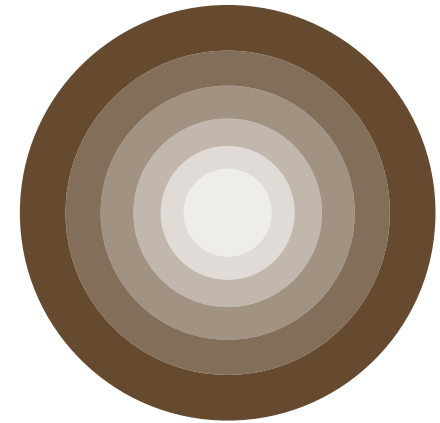
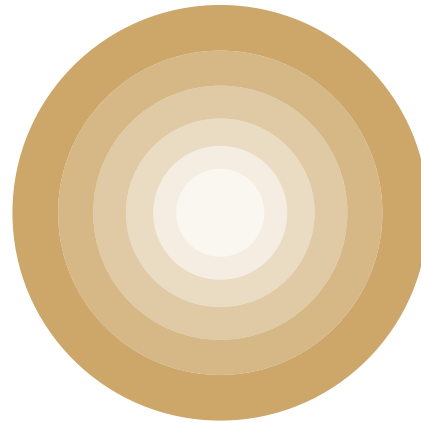
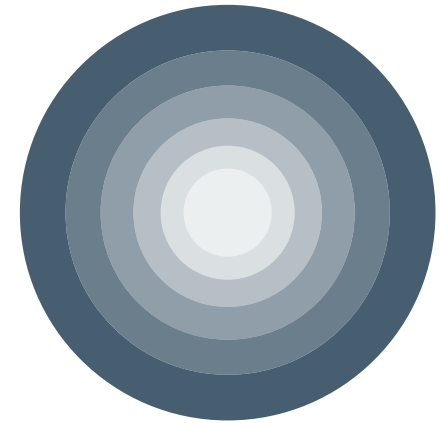
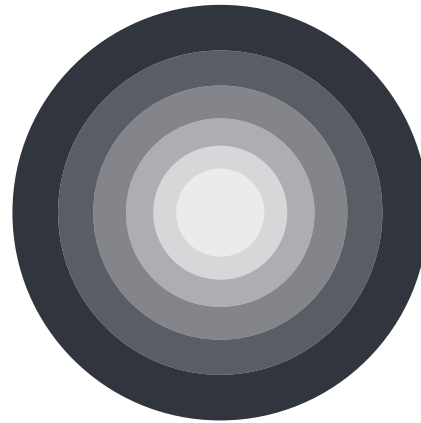
WHITE
HEX: #FFFFFF
C0 / M0 / Y0 / K0
R255 / G255 / B244

White stands for purity, hope, and renewal. In the context of Safe Harbor, it represents a clean slate, the innocence of the victims, and the fresh start they are given through the organization's support.



COLOR TINTS

Colors are dynamic, and their impact can be transformed through varying degrees of opacity. On this page, we explore the versatility of Safe Harbor's brand colors, showcasing how they evolve and interact at different tints. By understanding these subtle shifts, we can harness the full potential of our palette, ensuring that even the softest hue or the most muted shade remains true to our brand's visual identity.





TYPOGRAPHY

The Safe Harbor identity consists of two primary font families:

BRANDON GROTESQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SPAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Milkshake Script Regular
ABCDEFGHIJKLMN OPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**HEADING:
BRANDON GROTESQUE OFFICE
BOLD**

**SUB HEADING:
BRANDON GROTESQUE MEDIUM**

BODY TEXT: SPAN
Size: 11 | Leading: 15

Span Regular:

This is the primary body text for Safe Harbor. Use for paragraph text on brochures, flyers, and more.

Span Bold

This is the bold version of the primary body text for Safe Harbor. This allows for a slight variety without being drastically different, but calling attention to specific words.

Span Light Italic

This is the italic version of the primary body text for Safe Harbor. This allows for a slight variety without being drastically different, but calling attention to specific words.

Script Font: Milkshake Script Regular

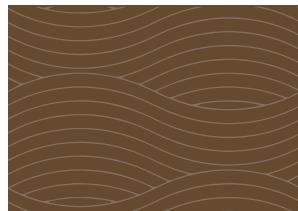
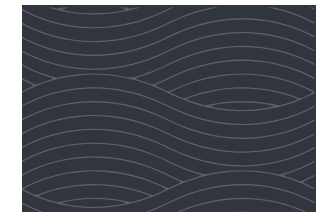
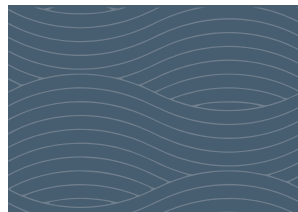
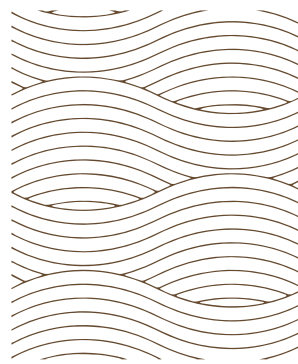
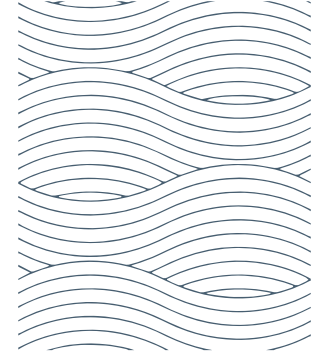
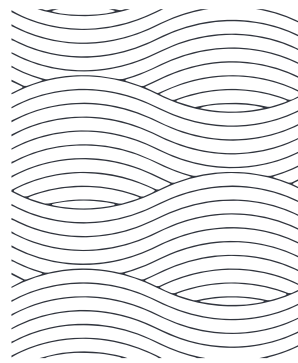
This is the script font for Safe Harbor. This should be used in small doses. Just as more of a title or accent font.



PATTERN

Our brand pattern is a soft wave that provides a sense of ease and calm. The way the waves are woven indicate a sense of movement which correlates to the journey forward that we at Safe Harbor envision for the victims we work with.

Pattern can be used in full color on white backgrounds, or using various opacity of the white or mist version over the brand colors.





LOGO COLOR BACKGROUNDS

On the Harbor Blue and Navy Blue backgrounds, multi-color logos can be used, but only used them in the exact color schemes shown here. They can also be used on white as shown on the “LOGO & MARKERS” page.

On the Gold, Earth Brown and Fog backgrounds only all white versions of the logo should be used.

On Mist backgrounds, only use the logo in all Navy.





LOGO USE

The Safe Harbor logo is not just a mark; it's a symbol of our identity and a declaration of our commitment to those we serve. It is essential that its presentation is handled with precision and care. This page is dedicated to the meticulous details of our logo's proportions and the strategic use of negative space that surrounds it. Adhering to these guidelines ensures that our logo maintains its integrity and impact, whether it stands alone or is integrated within a larger design. Here, we define the rules that safeguard our logo's clarity and effectiveness, preserving its power across all mediums.

Always leave a minimum of a 1/4" reveal around the logo. Whether that is from the edge of the paper, a photo, a graphic, etc.



The icon portion of the logo should never be smaller than 1/2" in diameter.



Do NOT change the proportions of the icon and wordmark or skew them in any way.





IMAGERY

Imagery is a powerful tool in conveying the essence and mission of Safe Harbor. The visuals we select are instrumental in connecting with our audience, evoking emotions, and reinforcing our brand's core values.

TYPE OF IMAGERY

Authentic Moments: We prioritize visuals that capture genuine moments and emotions. Whether illustrations or photographs, the essence should resonate authenticity, reflecting the real experiences and impact of our work.

Journey of Empowerment: Our imagery emphasizes the transformative journey from vulnerability to empowerment. We spotlight resilience, hope, and the positive outcomes stemming from Safe Harbor's interventions.

Tactful Representation: Given the sensitive nature of our mission, our visuals are chosen with care and respect. We steer clear of overly graphic or potentially triggering content, always upholding the dignity of victims/survivors.

Inclusive Diversity: Our visuals celebrate the diverse community we serve, representing individuals from various backgrounds, ages, and experiences, underscoring the universality of our cause.

WHY THIS IMAGERY

The visuals we incorporate are not mere decorations; they are integral to our storytelling. By aligning our imagery with Safe Harbor's brand values of safety, trust, support, empowerment, compassion, and awareness, we craft a cohesive and impactful narrative that resonates deeply with our audience.



Dependability

WE RISE TO THE OCCASSION

At Safe Harbor, dependability is the cornerstone of our operations. We understand the importance of being a reliable sanctuary for those in need. Our team is committed to consistent, unwavering support, ensuring that every step we take is a solid one. Victims and their families, along with our partners and supporters, can trust that we will rise to the occasion, no matter the challenge, providing a steadfast presence in the journey towards healing.



Respect

WE LOVE OTHERS

Respect is the heart of our interaction with survivors, colleagues, and the community. At Safe Harbor, 'We love others' is not just a statement; it's an action we live by. This love is shown through our deep empathy, understanding, and the honor we give to each individual's unique journey. We believe that every person deserves to be treated with dignity and kindness, and our approach is infused with this profound level of respect, fostering an environment where healing can flourish.

BRAND VALUE



Unity

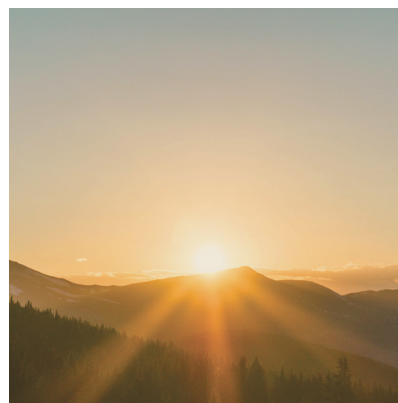
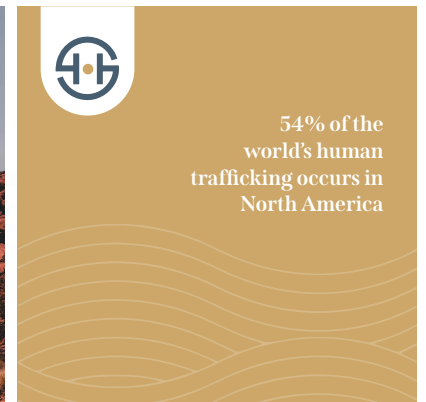
WE COME TOGETHER FOR A SINGLE CAUSE

Unity is our strength. Safe Harbor is a mosaic of individuals, ideas, and strengths that come together for a single cause: to end human trafficking. We harness the power of collaboration, bringing together diverse perspectives and resources to create a formidable force against the challenges we face. Our unity is our pledge to stand as one, to support each other, and to amplify our collective voice in the fight for freedom and the restoration of those we serve.



SOCIAL MEDIA

Social media is more than just words; it's a visual narrative that tells the story of Safe Harbor. As we paint our digital canvas, it's paramount that our visual elements – from images to color palettes – cohesively reflect our brand characteristics and mission. This page provides a representation of the visual aesthetics that define our online presence, ensuring that every post, story, and share resonates with the look and feel that is unmistakably Safe Harbor.



safeharborforfreedom.com



SAFE HARBOR

