


LA CASA DE DON PEDRO BRAND GUIDELINES



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WHO WE ARE?

MISSION STATEMENT

La Casa de Don Pedro, Inc.'s mission is to foster self-sufficiency, empowerment and neighborhood revitalization.

ABOUT US

La Casa de Don Pedro, Inc. (LCDP) was founded in 1972 by a group of local activists seeking to establish educational and charitable programs to meet the needs of Newark's Puerto Rican community.

Named in honor of **Don Pedro Albizu Campos**, LCDP has since evolved to become the largest Latinx-led organization in the state of New Jersey, serving 50,000 Newark and Essex County residents annually under three central pillars: **Early Childhood** (Prenatal, Early Head Start, Head Start, and Pre-K); **Healthy Homes** (Low Income Home Energy Assistance Program [LIHEAP], Weatherization, Lead Remediation/Abatement); and **Community Empowerment** (Women & Family Center, Immigration, Workforce Readiness, Youth Enrichment, Housing & Home Ownership Support, and Community Organizing).

For more information, please visit www.lacasanwk.org and be sure to follow @lacasanwk on all social media platforms.

ORGANIZATION'S NAME

'La Casa de Don Pedro, Inc.' is our full legal name. 'La Casa de Don Pedro' can also be used. 'LCDP' is acceptable to use as an abbreviation in a publication, letter, grant, or contract, only after our full legal name has been used. In general, "La Casa" should not be used in writing unless it is used in an informal or familiar tone such as a story or testimonial.

CORE VALUES



JUSTICE/JUSTICIA

Breaking down the barriers created by systems of oppression which seek to block equity and liberty for all people.

LOVE/AMOR

It's not *who* you love, but *how* you love. Love is the driving force that guides our mission.

SOLIDARITY/SOLIDARIDAD

We stand with ALL marginalized people. Through unity, we will achieve victory.

EXCELLENCE/EXCELENCIA

Our duty is to elevate those we serve to a level where they can flourish and reach their fullest potential.

BELONGING/PERTENENCIA

We don't just invite you in, we want you to feel at home. "*La Casa es su casa*" will always be our promise.

OUR VOICE

TONE

At La Casa de Don Pedro, Inc., our tone of voice is PASSIONATE, to reflect the importance of the work we do, as well as UNIVERSAL, that way it's digestible to those we serve.

LANGUAGE

Given how culturally-diverse our community is, it should be common practice for our marketing and published materials to be presented in both English and Spanish when possible. Other common languages spoken by our community are Portuguese, Haitian Creole, French, and Yoruba. Attempts should be made to translate our materials to these languages when applicable.

VOCABULARY

The vocabulary used should be easy to comprehend for all literacy levels as well as culturally-appropriate. Complex language is acceptable to use when attempting to educate our audience. It's also important to refrain from adding too much information to our marketing materials. Please keep all marketing materials under 200 words and utilize the use of landing pages and QR Codes instead.

WORDS WE USE

Our clients should generally be referred to as 'members' or 'our community'. In Spanish, it would be 'miembros' or 'nuestra comunidad'. Other acceptable terms include 'family', 'participants', and 'neighbors'. When referring to the participants of our Early Childhood programs, please use the terms 'children', 'students', or 'scholars'. Please refrain from using 'departments' or 'divisions' when referring to our 3 central pillars. Instead, use the name of the central pillar or 'central pillars'.

OUR LOGO

Our new official logo features our original (and current) headquarters at 75 Park Avenue with the sun "shining" in the background, our name rising from the depths, and our 'Pa'Lante' arrows taking us onward and upward. With a version in each of our five new color combinations, which represents the many cultures we serve and our new core values, there's no shortage of vibrancy and symbolism in our branding.

These logos should be used individually with their matching colors but can also be used in combination with all five logos and colors (as seen below). [Click here](#) to download all approved versions of the logo.



OUR COLORS

These are our colors which speak to our roots as well as the people we serve. Representation matters and we are nothing without our heritage.



SKY BLUE
"JUSTICE"

Hex: 32B5D4
RGB: 50 181 212
CMYK: 68, 7, 12, 0
Pantone: 631 C



PROUD RED
"LOVE"

Hex: CE2028
RGB: 206 32 40
CMYK: 13, 100, 98, 3
Pantone: 1795 C



ORIGIN BLACK
"SOLIDARITY"

Hex: 000000
RGB: 0 0 0
CMYK: 75, 68, 67, 90
Pantone: 6 C



BRILLIANT GREEN
"EXCELLENCE"

Hex: 036D3F
RGB: 3 109 63
CMYK: 89, 32, 92, 23
Pantone: 349 C



SUNRISE YELLOW
"BELONGING"

Hex: FCD116
RGB: 252 209 22
CMYK: 2, 16, 97, 0
Pantone: 116 C

USE OF COLORS

You can use each color by itself or you can use the following color combinations. Always match the colors you use in your design with the colors in the logo, as seen below. Black and/or white can also be used as supporting colors along with all color combinations.

**SKY BLUE +
PROUD RED**



**PROUD RED +
ORIGIN BLACK**



**ORIGIN BLACK +
BRILLIANT GREEN**



**BRILLIANT GREEN +
SUNSHINE YELLOW**



**SUNSHINE YELLOW
+ SKY BLUE**



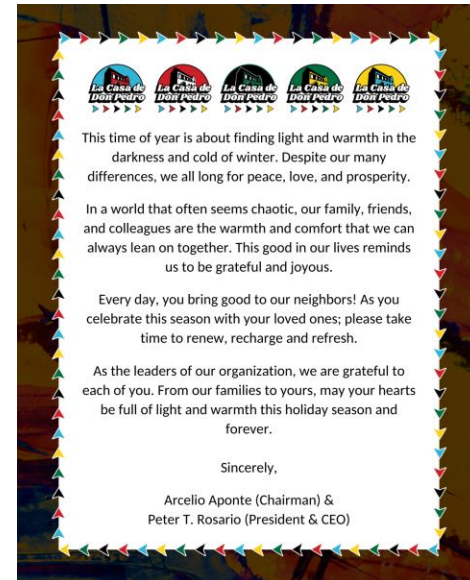
USE OF COLORS (CONTINUED)

You may also use all five colors on one design however, this should be used sparingly for items such as public statements and notices, stationery, promotional items, organizational-wide events, advertisements, etc.

When using all five colors on the same design, please adhere to the following design rules:

- You must use the combined group version of all 5 logos (click here to download).
- Color sequence must always follow this order: Blue > Red > Black > Green > Yellow.
- None of our five branded colors should be more prominent than another.

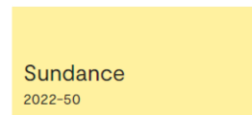
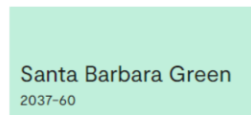
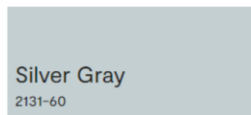
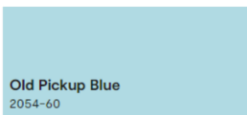
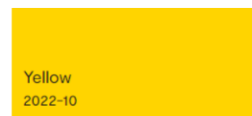
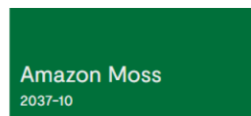
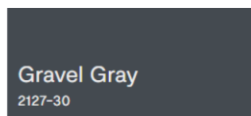
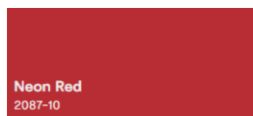
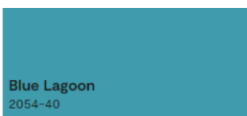
Example:



PAINT COLORS

When painting any walls or spaces at one of La Casa de Don Pedro's centers, you must choose from the following paint colors, available at Benjamin Moore. We recommend using Ricciardi Brothers in Bloomfield. Please note that you must follow the color combination guidelines (see page 8) when painting your centers.

Each room or space should follow one color combination. For example, your waiting room can have 3 walls painted blue and one accent wall painted red.



BASIC RULES FOR LOGO USE

- Do not use multiple versions of the logo on the same design unless using the group logo ([click here to download](#)).
- Whichever version of the logo you use, the rest of the design must follow the same color combination (see pgs. 8 & 9 for reference).
- Avoid placing the logo on black/dark backgrounds when possible.
- Do not change the transparency of the logo.
- Do not alter, rotate, or modify the logo.
- Do not change the color of the logo(s).
- When using the logo with other graphic elements, make sure to leave empty space around the logo (at least 30 pixels on all sides).
- To ensure the logo maintains its visual impact, the logo should be no smaller than 108 pixels x 144 pixels.
- Do not stretch or change the dimensions of the logo.
- Do not crop the logo.

EXAMPLES OF WHAT NOT TO DO

DON'T ALTER, ROTATE,
OR MODIFY THE LOGO.



DON'T STRETCH OR
CHANGE THE DIMENSIONS
OF THE LOGO.



THE LOGO SHOULD
ALWAYS BE LEGIBLE.
DO NOT SHRINK.



DO NOT USE THE LOGO
ON DARK BACKGROUNDS.



DO NOT CHANGE THE
COLOR OF THE LOGO.



DO NOT CHANGE THE
TRANSPARENCY OF THE
LOGO.



DO NOT CROP THE
LOGO.



EXAMPLES OF GOOD DESIGNS

NEED HELP PAYING YOUR UTILITY BILL?

NOW ACCEPTING APPLICATIONS!

La Casa de Don Pedro helps eligible low income households in Essex County manage the costs of home heating and energy bills with the following programs:

- Low Income Home Energy Assistance Program (LIHEAP)
- Universal Service Fund (USF)

Visit www.lacasanwk.org/home-energy-assistance to apply!

FREE PRESCHOOL

FOR CHILDREN AGES 0 TO 5!

- Developmentally appropriate curriculum!
- Before/After school Care now available!
- Highly qualified and certified teachers!
- Early Head Start, Head Start, & NAEYC-accredited programs!

NOW ENROLLING IN NEWARK!
TO SEE IF YOU QUALIFY, VISIT
TINYURL.COM/LACASAPRESCHOOL
OR SCAN QR CODE BELOW:

FREE_PREK@LACASANWK.ORG 973-483-4761 WWW.LACASANWK.ORG

AFTERSCHOOL PROGRAM

FUN ACTIVITIES | HOMEWORK ASSISTANCE | HEALTHY MEALS
TRANSPORTATION PROVIDED + MUCH MORE!

REGISTER TODAY AT
TINYURL.COM/LCDPAFTERSCHOOL
☎ 973-483-2703

OUR FONTS

The following fonts are the recommended typefaces to use in published materials. Only use one headline font and one body font per design/document.

Shrikhand:

Shrikhand is our primary typeface used for headlines in general/formal designs. Only use all caps in small instances such as charts, labels and UI navigation. The default weight to use is *Shrikhand Regular*. In cases where legibility is an issue, use *Shrikhand Bold*.

Regular
Bold
Italicized

PERMANENT MARKER:

Permanent Marker is our secondary typeface used for headlines in our more urban/informal designs. The default weight to use is *Permanent Marker Regular*. In cases where legibility is an issue, use *Permanent Marker Bold*.

REGULAR
BOLD
ITALICIZED

OUR FONTS (CONTINUED)

The following fonts are the recommended typefaces to use in published materials. Only use one headline font and one body font per design/document.

Calibri:

Calibri is our primary typeface used for body text and subtext. The default weight to use is *Calibri Light*. In cases where legibility is an issue, use *Calibri (Body)*.

When Calibri is not an option, such as on Canva, use 'Carlito'.

Light
Body
Bold
Italicized

Cambria:

Cambria is our secondary typeface used for body text and subtext, as well as for emphasis such as subheadings, captions, etc. The default weight to use is *Cambria*. In cases where legibility is an issue, use *Cambria (Headings)*.

When Cambria is not an option, such as on Canva, use 'Droid Serif'.

Cambria
Headings
Bold
Italicized

Oswald:

Oswald is our tertiary typeface used for body text and subtext, as well as for emphasis such as subheadings, captions, etc. All caps is acceptable when using in marketing materials. The default weight to use is *Oswald Light*. In cases where legibility is an issue, use *Oswald Normal*.

Light
Normal
Medium
Semi Bold
Bold

E-MAIL SIGNATURES

All e-mail signatures should be formatted as follows. Please note, only one email signature graphic is permitted.

Jose Smith
Coordinator, Family Success Center
Community Empowerment
La Casa de Don Pedro, Inc.
23 Broadway, Newark, NJ 07104
jsmith@lacasanwk.org
973-482-8312
www.lacasanwk.org

For all the latest on La Casa, be sure to follow us on:
[Instagram](#) [Facebook](#) [Twitter](#) [Flickr](#) [LinkedIn](#)

WEBSITE + SOCIAL MEDIA



WEBSITE

www.lacasanwk.org

SOCIAL MEDIA

Facebook, Instagram, Twitter, TikTok, YouTube: @lacasanwk

LinkedIn: <https://www.linkedin.com/company/lacasanwk/>

Flickr: <https://www.flickr.com/photos/lacasadedonpedro/>

Linktree: <https://linktr.ee/lacasanwk>

HASHTAGS

Always use the following hashtags when posting about La Casa de Don Pedro, Inc. on social media:

#palante #empowerandrevitalize #lacasadedonpedro

MARKETING MATERIALS + RESOURCES



ALL MARKETING MATERIALS + RESOURCES

https://lacasanj-my.sharepoint.com/:f/g/personal/ecintron_lacasanwk_org/EsApA59BCstIIlMSrq23xNABXyCWts04ENJGDCbQi40ZrA?e=VbNUlK

LOGOS

https://lacasanj-my.sharepoint.com/:f/g/personal/ecintron_lacasanwk_org/Et3o25cUYFZHgtg_xk3bDjsBG4HgG8eTg74k8AToy3P62w?e=6mycHE

GRAPHICS + FLYERS

https://lacasanj-my.sharepoint.com/:f/g/personal/ecintron_lacasanwk_org/EiGiKzhzE3pLlxBx6_bUtjYBr3E950mHV4657vx3Y1vTYQ?e=Cf1ynV

LETTERHEADS

https://lacasanj-my.sharepoint.com/:f/g/personal/ecintron_lacasanwk_org/EtO0piY7cntMrvwW_hoLeqQBzj21SBtWGoZDPLWYPs4ThQ?e=ZKH9ew

MARKETING + DESIGN REQUEST FORM (FILL OUT THIS FORM FOR ASSISTANCE WITH MARKETING)

<https://forms.office.com/r/HySPQvt4kH>