Georgia Lions Lighthouse Foundation Identity System

Georgia Lions Lighthouse Foundation has a new solid identity system—our brand. In the following pages, you will find everything you need to use this system properly, including Georgia Lions Lighthouse Foundation’s persona, brand promise, logo, color palette and more.

But before getting into the details, it’s essential to understand why a brand system is necessary.

How We Look to the World
Patients, partners and other constituents judge how well we’re managing ourselves many times every day. They may see our website. They may see and read our promotional literature. They may read a story about Georgia Lions Lighthouse Foundation. Or they may directly interact with us, e.g., a patient, Lion or volunteer. And when they visit us, they see our identity everywhere they look.

Building Confidence
Our visual image is as important as how we speak about ourselves. People place great trust in us when they come to Georgia Lions Lighthouse Foundation seeking vision and hearing services, to an event to support Georgia Lions Lighthouse Foundation, or when volunteering. Our success now and in the future depends largely upon the first impression we make and how we present the management of our business.

Our brand’s consistent, organized, and clear use in everything we say and on every item we produce tells people about our ability to take care of our mission. And, therefore, it tells them about our ability to take care of them. Consistency is paramount. We can only achieve our highest goals through the use of consistency with your help.

How to Proceed
This manual includes logos, color palettes, typefaces, and many more personalized elements. Please review it thoroughly and refer to it whenever you have questions about applying and managing the Georgia Lions Lighthouse Foundation brand.

Thank you!
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Understanding the Brand
Core Elements

Brand Promise

Georgia Lions Lighthouse Foundation brings improved sight to Georgians who need it most.

Access and Affordability

Georgia Lions Lighthouse Foundation provides access to affordable vision services.

How

Through strategic partnerships, Georgia Lions Lighthouse Foundation connects and mobilizes resources statewide to address the unmet vision needs of Georgians.

Who

The Georgia Lions Lighthouse Foundation believe all lives have value and everyone should have access to the means for good health.
Proof of the Promise

Access and Affordability

- Average patient cost exam/glasses = $25/person vs $300 retail.
- 52 Georgia Counties (30%) currently have little to no access to vision services.∗
- 1.4M are uninsured or underinsured presently in Georgia.
- 408,000 low-income Georgians do not qualify for Medicaid in Georgia and make too little to get financial help to buy private insurance at healthcare.gov. These Georgians have incomes below the poverty line (less than $12,769 a year for an individual or $21,720 a year for a family of three) and fall into the coverage gap with no affordable health insurance options.

How

- Launched the first statewide Tele-Optometry vision program to serve uninsured and underinsured adults and seniors in Georgia
- 933 eye exams conducted, and 3,391 prescription eyewear fabricated
- 382 eye surgeries provided
- 1,895 patients served via mobile services throughout the state
- 6,208 patients seen in our Clinics (Mobile Clinics, Chamblee and Grady Optical Clinics and Frame Kit Program)
- 15 Atlanta area Title 1 schools and participating YMCA camps serving young Georgians with both vision screenings and full eye exams
- 27 optometrists and ophthalmologists volunteer with Georgia Lions Lighthouse Foundation to provide services

Who

- 19.5% Georgians experiencing life below the poverty line
- Over 6,208 Georgians receive vision services annually
- 73% of Georgia Lions Lighthouse Foundation patients were over the age of 45
- 66% of Georgia Lions Lighthouse Foundation patients were Black Indigenous People of Color
- 67% of Georgia Lions Lighthouse Foundation patients identified as female
- 100% of Georgia Lions Lighthouse Foundation patients are living below the federal poverty line
- 27% of Georgia Lions Lighthouse Foundation vision patients live in an urban area
- 73% of Georgia Lions Lighthouse Foundation vision patients live in suburban or rural areas
- 200% increase in vision impairment in Georgia by 2050

∗Source: Emory Eye Center
### Georgia Lions Lighthouse Foundation Brand Voice

<table>
<thead>
<tr>
<th>Trait</th>
<th>Definition for Georgia Lions Lighthouse Foundation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OUTLOOK</strong></td>
<td></td>
</tr>
<tr>
<td>Imaginative</td>
<td>Georgia Lions Lighthouse Foundation is re-imagining vision care for Georgians.</td>
</tr>
<tr>
<td><strong>SOCIABILITY</strong></td>
<td></td>
</tr>
<tr>
<td>Inspiring</td>
<td>Georgia Lions Lighthouse Foundation inspires individuals to act on the needs of their communities.</td>
</tr>
<tr>
<td><strong>PROBLEM SOLVING</strong></td>
<td></td>
</tr>
<tr>
<td>Intentional</td>
<td>Georgia Lions Lighthouse Foundation is purpose-driven in solving critical challenges and is practical in implementation and execution.</td>
</tr>
<tr>
<td><strong>ENERGY</strong></td>
<td></td>
</tr>
<tr>
<td>Dynamic</td>
<td>Georgia Lions Lighthouse Foundation is a dynamic influence on quality vision care in communities across Georgia.</td>
</tr>
<tr>
<td><strong>STATUS</strong></td>
<td></td>
</tr>
<tr>
<td>Personal</td>
<td>Georgia Lions Lighthouse Foundation creates meaningful personal experiences.</td>
</tr>
<tr>
<td><strong>DEMANOR</strong></td>
<td></td>
</tr>
<tr>
<td>Sincere</td>
<td>Georgia Lions Lighthouse Foundation is rooted in the sincere desire to positively impact the lives of Georgians.</td>
</tr>
</tbody>
</table>
Brand Mark
Brand Mark (Logo)

Introduction

In our identity system, the primary element is the “brand mark,” or logo.

Our goal is to fix the new logo quickly in the minds of all audiences, who are bombarded with thousands of images every day, so we have our work cut out for us. Consistency is the only way to break through the clutter.

Two versions of the logo is provided. This allows for flexibility and responsiveness across multiple platforms.

All relationships among the graphic elements – colors, sizes, and position – are fixed and must not be altered in any way unless noted in the brand manual. The signature must only be reproduced from digital files provided on shared drives.
Proper Use of Name

Georgia Lions Lighthouse Foundation

When referring to Georgia Lions Lighthouse Foundation, always refer to the name in its entirety - Georgia Lions Lighthouse Foundation.

Please **DO NOT USE** the following abbreviated combinations of the brand name:

- Lighthouse Foundation
- The Lighthouse
- Georgia Lighthouse
- Lions Lighthouse
- Lions Foundation
- Georgia Lions Lighthouse
Brand Mark (Logo)

When one color is specified without screens, always use 100% black or reverse. Examples of this would be on etched glass for an award or sign.

Black Positive Version

Horizontal

Reverse Version

Horizontal

Only use reverse logo against the branded blue (PMS 293).
Logo Usage

Control Area
Do not crowd the logo or place other elements inside of the control area. The control area measurement ("x") is equal to the space between the inner and outer borders of the logo.

TIP > If you need to insert a picture into your document, like the logo, and need to scale it, you can drag a corner with your mouse and hold to the shift key to insure accuracy.

Misuse
The logo should be used according to the guidelines established in this document.

Do not:

> stretch or condense
> use outlines or drop shadows
> use insufficient contrast or busy background
### Color Palette

#### Primary Color

- **PMS**: 293C BLUE
- **RGB**: 0 61 165
- **HEX/HTML**: #003DA5
- **CMYK**: 100 76 0 9

#### Accent Color (Use Sparingly)

- **PMS**: 122C YELLOW
- **RGB**: 254 209 65
- **HEX/HTML**: #FED141
- **CMYK**: 0 9 80 0
Typography

Raleway (San Serif font)

To create communications materials with a clean and legible look, we have selected the typeface Raleway. Each weight is specified for use with specific materials.

This contemporary sans serif font family, Raleway, has been chosen as the corporate typeface for its clarity and unique character of individual characters such as a distinctive a and q with a tail.

However, the cross-platform font Arial may be used (explained on the following page).

Raleway is easily available:
Google fonts: https://fonts.google.com/specimen/Raleway
Adobe fonts: https://fonts.adobe.com/fonts/raleway

REGULAR (USE FOR CAPTIONS & REFERENCES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MEDIUM (USE FOR BODY COPY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SEMIBOLD (USE AGAINST A DARK BACKGROUND)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD (USE FOR HEADLINES & SUBHEADS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Typography (Cross-platform font)

Arial Type Family

Arial is a sans serif font. This font is a cross-platform font that is universal from a PC to a Mac and on all devices. So it is especially used for e-mail and PowerPoint presentations.

ABCDEFghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
Look & Feel
Letterhead

Specs

Prints: 2/0
colors: pms 293 blue and pms 122 yellow
size: 8.5 x 11 no bleeds

Body

Margins: Start body copy .5 in. from header and .5 above footer,.75 in. left and right.

Body Copy: 10 pt. Raleway regular

Raleway is easily available:

Google fonts:
https://fonts.google.com/specimen/Raleway

Adobe fonts:
https://fonts.adobe.com/fonts/raleway
Business Cards

Specs

Prints: 2/0
colors: pms 293 blue and pms 122 yellow
size: 3.5 x 2 with bleeds
stock: 100# C satin
Notecards

Specs

Cards:
Prints: 2/2; pms 293 blue and pms 122 yellow
size: 5.5” x 4.5” with bleeds
stock: 100# C uncoated

A6 Envelopes:
Prints: 2/0; pms 293 blue and pms 122 yellow
size: 6.5” x 4.75”
E-mail Signature

E-mail and E-Signature

E-mail Body Copy:
Please use Arial for the body copy at 14pt. in an e-mail.

Outlook e-signature
Please refer to the template titled and instructions. You may need to request e-sig to be emailed to you from nmorrison@lionslighthouse.org

If you would like to highlight something in blue use:
RGB 0 61 165 or HEX/HTML 003DA5

E-mail
To:

E-mail Signature

here are the instructions:

STEPS:
1. Copy (Ctrl +C) e-mail sig from this email. Make sure everything is selected by clicking on upper left corner of e-signature -- you’ll know this has been done as everything will be highlighted in gray
2. Click on settings icon and type in esig and click on email signature
3. Click + to create new esig and be sure to name it
4. Paste (Ctrl +V) the signature you copied into signature box.
5. Customize your information - TIP: be sure put your cursor in the text line and type over name so formatting remains the same
6. Save your e-signature.
7. Once your e-sig is saved make sure you update your settings -- i.e. SET DEFAULT SIGNATURES
8. To add it to your email, click on the 3 dots in the same row as send and insert your e-signature.
E-Blasts

E-blasts

E-blast Headlines:
18 pt. Arial bold

E-blast Body Copy:
15pt. Arial

Colors:
Corporate Blue:
RGB 0 61 165
or
HEX/HTML 003DA5
DO: use for buttons, links, backgrounds
DO NOT: put yellow text on blue

Corporate Yellow:
RGB 254 209 65
or
HEX/HTML FED141
DO: use for dividers, accents
DO NOT: put white text on yellow or as text
Three Ways to Share the Mission

Volunteer
- Recycle Center
- Clinic support
- Event support

Give
- White Cane General Fund

Partner
- Vision screenings
- Mobile clinic support
- Exams and glasses

Vision Services
- Vision screenings – schools
- VSP certificates – when out of clinic service areas
- Low-cost prescription glasses – made in-house for anyone, Frame kit
- No charge surgeries – cataract, glaucoma, diabetic retinopathy
- Eligibility

Goal: Increase Access to Comprehensive Vision Care in Georgia

Near Term Objectives –
- Pilot optical laboratory in partner Hospital or FQHC to provide an anchor point and complimentary service

Medium Term Objectives –
- Right-size Atlanta based admin and clinic offices to provide higher-quality care equal or better to for profit entities

Long Term Objectives –
- Create more capacity to fabricate glasses across the state and beyond

FROM
- Providing 333 hearing aids annually

TO
- Providing 1,041 eye exams and 4,324 pairs of glasses

Vision Services
- Vision screenings – schools
- VSP certificates – when out of clinic service areas
- Low-cost prescription glasses – made in-house for anyone, Frame kit
- No charge surgeries – cataract, glaucoma, diabetic retinopathy
- Eligibility

PowerPoint Presentation

PowerPoint

Headlines:
- 44 pt. Arial bold in corporate blue

Subheads:
- 28 pt. Arial bold in corporate blue

Body Copy:
- 20 pt. Arial black

Colors:
- Corporate Blue:
  - RGB 0 61 165
  - HEX/HTML 003DA5
  - DO: use for buttons, links, backgrounds
  - DO NOT: put yellow text on blue

- Corporate Yellow:
  - RGB 254 209 65
  - HEX/HTML FED141
  - DO: use for dividers, accents
  - DO: use for backgrounds but with white boxes for text
  - DO NOT: put white text on yellow or use as text
Trifold Brochure

Print applications are important communication tools. Information should always be presented in a clear and concise manner. The look and feel is simple but hopeful. Use the brochure design as a guide when setting type, color palettes, and imagery for promotional materials.

Vision Services

Tele-Optometry Vision Exam Program
Georgia Lions Lighthouse Foundation launched the first-ever statewide tele-optometry exam program in April 2022. This program is focused on one goal – serving patients who need us most where they live. By leveraging cutting-edge technology, we will better coordinate services in areas of the state with no access to vision services.

Vision Clinics & Optics
In addition to our tele-optometry program, we offer free eye exams and low-cost glasses in two metro Atlanta clinics located in Chamblee and at Grady Memorial Hospital, and through our traditional statewide mobile clinic program. In partnership with licensed optometrists and ophthalmologists, we provide fully dilated eye exams and high-quality eyeglasses produced in our optical lab.

Vision Surgery
Georgia Lions Lighthouse Foundation partners with ophthalmologists and surgery centers across the state to facilitate sight-saving surgical procedures, including treatment for glaucoma, cataracts, and diabetes-related vision impairment.

Ways you can help bring sight to Georgians who need it most:

Be a clinical volunteer or help us recruit clinical volunteers. The services we provide are made possible through our network of volunteer doctors and healthcare professionals across Georgia. Tell ophthalmologists and optometrists you know about Georgia Lions Lighthouse Foundation services and encourage them to partner with us in their communities.

Recycle. In addition to eyeglasses, we accept readers, sunglasses, hearing aids and cell phones. Recycled eyeglasses are shipped overseas with medical mission groups and money earned from selling recycled items goes directly to Georgia Lions Lighthouse Foundation services. You can also volunteer individually or as a group by sorting donations, washing eyeglasses or reading prescriptions in the Recycling Center.

Refer a person or an organization. People need our services, but many do not realize help is available. Refer people in your community, local schools and senior homes to Georgia Lions Lighthouse Foundation.

Donate. 92% of every dollar donated goes directly to providing vision services. Your financial contributions and gifts help bring improved sight to Georgians who need it most.
Transforming Vision Care in Georgia

When it comes to vision care for Georgia, we are confronted with significant challenges. The bottom line is that vision care providers are unequally distributed among the state. Changes in our demographics, including the aging population and increased youth living in poverty specifically, create dilemmas for providers and patients.

The recent launch of Georgia’s first-ever statewide tele-optometry exam program for uninsured and underinsured patients is one way we are combating these challenges. This program is focused on one goal – serving patients who need us most where they live. By leveraging cutting-edge technology, Georgia Lions Lighthouse Foundation will better coordinate services in areas of the state with no access to vision services.

Georgia Lions Lighthouse Foundation Tele-Optometry Services and How It Works:

1. **TELE-OPTOMETRY EYE EXAM CLINICS**
   Clinics will be scheduled at Federally Qualified Health Centers and other select charity clinics throughout Georgia. Each clinic will require a minimum of 15 patients.

2. **EYE EXAM**
   Each patient will receive a comprehensive eye examination by a licensed optometrist.

3. **GLASSES**
   Low-cost glasses will be fabricated in our own optical lab and provided to patients.

**DID YOU KNOW:**
52 Georgia counties have no vision services. Tele-optometry is helping us change this.

To learn more, please visit lionslighthouse.org, email lkenney@lionslighthouse.org, or call 404.325.3630.

Optometrists, non-profit health and human services organizations and caseworkers can contact the Georgia Lions Lighthouse Foundation Chief Program Officer at lmiller@lionslighthouse.org.

Apply for Services
If you or someone you know needs services apply at lionslighthouse.org/services/
Flyer / Ad

GEORGIA LIONS Lighthouse Foundation

at Grady Memorial Hospital

LOCATION
3rd Floor Room # 3J017
30 Jesse Hill Jr. Drive SE
Atlanta, GA 30303

PHONE
404-655-3712

HOURS
Monday-Thursday: 10am-4pm
Friday: 1pm-3pm (employees only)

ITEMS NEEDED
Valid ID
Valid Prescription

PAYMENTS ACCEPTED
Cash
Credit/Debit
Wellcare Visa Card
HSA/FSA
Insurance not accepted

Glasses start at $15

SAVE THE DATES

WHEN
Saturday, August 6, 2022
WHAT
Georgia Lions Lighthouse Foundation OPEN HOUSE
- Tour the Chamblee Clinic at 5582 Peachtree Road, Chamblee, GA
- Meet new Board of Directors
- See the Unveiling of the Bricks in the Tom and Mildred Bingham Memorial Garden
- Enjoy a cook out lunch
- Get a pair of glasses by donation (must have current prescription)
- Meet the staff and more

WHEN
Monday, October 17, 2022
WHAT
Evening in the End Zone
- Evening in the End Zone is an annual event dedicated to honoring the legacy of great athletes, coaches and administrators who have gone from the Peach Bowl to continue to make a strong, positive difference within those communities in need.
- This year, we are celebrating the University of Georgia Championship Legacy by honoring the University of Georgia Football Coaches and the Athletic Directors from 1980 and 2021 including Coach Vince Dooley, Coach Kirby Smart and Athletic Director Josh Brooks.

LOCATION
Chick-fil-A College Football Hall of Fame

CONTACT
Mary Beth King
mking@lionslighthouse.org • 5582 Peachtree Road • Atlanta, GA 30341

Brick orders must be in by June 30, 2022. For more info contact Fran Scherler at fscherler@lionslighthouse.org

Georgia Lions Lighthouse Foundation brings improved sight to Georgians who need it most.

lionslighthouse.org • @glighthouse
Imagery

Photography

In subject and style, photography used for Georgia Lions Lighthouse Foundation identity should demonstrate the tone of our brand:

- Imaginative
- Inspiring
- Intentional
- Dynamic
- Personal
- Sincere

Parallel to the brand identity, the photography will be relational, simple and conversational. The visual technique in this style is bright, natural lighting.

The overall idea is to bring the relational aspect of the brand to the photography. The subjects appear to react to a thoughtful conversation, is active and demonstrates healthy living.

Avoid jarring color combinations, dark lighting and overly literal images. Do not use images clipped out of a white background or outlining photos.

Please follow these guidelines when choosing stock photography images for any Georgia Lions Lighthouse Foundation materials.
Merchandise

When selecting merchandise/ad specialty items, white is the preferred product color. Blue, if a close match to 293 blue can be used.

Use the website lionslighthouse.org and/or @lionslighthouse if room allows for horizontal logo and budget allows separated by a yellow line (PMS 122). Logos with yellow line and website and social handle provided in merchandise folder.

Sometimes, the full logo is too small to use, so the logo type version of the logo is permissible to use (provided in logo folder as one line or 2 lines depending on size).

Always provide the vendor an .eps file for clarity and sharpness and request proofs.

Logo options as type only and with the yellow line below logo is located in the merchandise logos folder.
Design Elements

Several additional elements may be used to add interest and life to any Georgia Lions Lighthouse Foundation design. All elements should help reinforce the brand and remain true to the standards outlined in this document. Use the branded blue or yellow for graphic elements. Screens of can also be used.

Circles, Lines and Arrows

- **Circles with yellow outlines can be used to emphasize pull-out text or an image.**

- **Use arrows to draw attention to a fact in a list. The greater sign in bold can be used as well.**

- **Use a yellow line to emphasize a headline or above the website.**

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**Icon Set**

- Eye
- Hand
- Phone
- Checkmark
- Glasses
- Image
- Give
- Quote
- Map
- Group
- Heart
FILE GUIDELINES

Logo Files
When is it appropriate to use Pantone, CMYK, or RGB?
Pantone color codes are used when printing offset which only
require those colors (i.e., business cards), or can be given to a
printer for matching purposes. Always refer to an official Pantone
swatch book for accurate color representation. Pantone codes
allow for exact color reproduction, whereas CMYK and RGB
may have slight variances from different printers and different
screens.
CMYK is used when doing a 4-color print (i.e., a brochure that
includes photography), or for digital printers (quick turn-around,
low-volume printers).
Use RGB files for digital applications, such as a website or e-mail
newsletter. Make sure to use RGB versions of these files. A CMYK
JPG may not display colors properly on screen. You have been
provided an RGB JPG and PNG file.

What is a vector file?
Vector files (usually EPS or AI formats) are resolution-
independent, and used for print applications. If a designer or
printer requests a logo file for a print piece or give-away, usually
they want the vector file. It allows unlimited scalability and
adjustment of layout and color if necessary.
On the other hand, raster files (like JPG, GIF, PNG, etc.) cannot
be scaled without losing resolution quality. Raster files are
appropriate for screen/web applications because of their
smaller file size.

Common applications and the file types to use:
> Printing business cards: Pantone, EPS
> Printing a brochure with photography: CMYK, EPS
> Creating an e-mail newsletter: RGB, JPG
> Layering the logo on top of another graphic on a web
page: RGB, Transparent PNG

DEFINITIONS

> CMYK: (Cyan, Magenta, Yellow, Black) - Referred to as
process color or four color, it is used in most color printing.
> RGB: (Red, Green, Blue) - This is the representation of color
for display of images in electronic systems such as TVs and
computers.
> Pantone Matching System (PMS): A proprietary color space
used primarily in printing. Pantone color guides allows
designers to “color match” specific colors regardless of
printing equipment.
> EPS: A vector graphics file format that contains a geometric
description which can be rendered smoothly at any desired
display size. Can be re-edited.
> AI: A vector graphics format developed by Adobe Systems.
Similar usage to vector EPS files.
> PDF: A multi-platform file format that captures document
text, fonts, images, and even formatting of documents from
a variety of applications. You can e-mail a PDF document to
your friend and it will look the same way on his screen as it
looks on yours, even if he has a Mac and you have a PC. Since
PDFs contain color-accurate information, they should also
print the same way they look on your screen.
> JPG: A compressed raster image format primarily used for
on-screen display. Cannot scale up arbitrarily without loss of
quality or be re-edited.
> GIF: A raster image format that is limited to 256 colors.
Suitable for storing graphics with few colors, such as simple
diagrams and shapes. Cannot scale up arbitrarily without loss
of quality or be re-edited.
> PNG: Created as a successor to GIF. Supports 16 million
colors, and excels for images with large, uniformly
colored areas. PNG allows for the display of transparent
backgrounds. It is a raster format that cannot scale up
arbitrarily without loss of quality or be re-edited.