



Little Light House

Version 1.1

Brand *Guide*



How to Use **Little Light House Branding Guidelines**

These guidelines contain recommendations for the various ways you can use the Little Light House name, logos, and language in your materials.

We've included some examples of work so you can see how it comes together as well as links to assets you can download and use.



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Identity

06 Mission & Core Values

07 Name

08 Vision

OUR MISSION

“To glorify God by improving the quality of life for children with special needs, their families, and their communities.”

CORE VALUES

All children are loved and valued at the Little Light House. Our students were created by God and are loved by Him. In all we do, we aim to glorify God by providing quality, expert solutions to help our students receive the help they deserve.

Faith is our foundation. We have faith that God has equipped everyone at Little Light House to impact our families and students positively.

Innovation is what sets us apart. We aim to continually improve all facets to help grow into an international authority on Early Intervention Special Needs education.

Excellence is in anything and everything that we do.

Teamwork makes the dream work, literally. There are endless possibilities when our teachers, associates, therapists, and staff work together to change our students' lives.

The Name

We want Little Light House to be a household name. We are clarifying the name to make sure no one confuses us with other organizations. Follow these rules to make sure we are all consistent with the name usage.

✓ **Little Light House**

Never capitalize 'The'

✗ **The Little Light House**

Never combine
'Lighthouse'

✗ **Little Lighthouse**

Never lowercase all

✗ **little light house**

Never uppercase all

✗ **LITTLE LIGHT HOUSE**

Never broken into two
lines or hyphenated

✗ **Little
Light House** **Little Light-
House**

VISION STATEMENT

The vision of the Little Light House (LLH) is to be an internationally recognized authority on the early childhood education of children with special needs, thereby having the ability to positively impact their lives and the lives of those around them on a global scale.



Design

10 Logo Use **16** Colors **18** Typography **21** Photography

Logo

The LLH logo consists of two elements; ***the badge*** and ***the wordmark***. It is an instantly recognizable element and should be represented consistently throughout all marketing efforts.

To maximize design there are options on how to use the logo shown further in this guide.



Badge

Little Light House

Wordmark



Download Logos



Little Light House

The Lockup

The lockup is the full LLH logo where both the Badge and Wordmark come together to create a distinctive and recognizable symbol.



The Badge

The badge is used as a standalone brand element, as well as part of the logo. By doing this it creates a strong brand symbol.



Little Light House

Secondary Lockup

The secondary logo can be used anywhere as long as it fits the design better than the main lockup.

Logo

Location Lockup

When needing to specify which location you are, include a location tag to the bottom right of the logo, as shown here. Specific font size, color, and typeface can be found on the “Typeface” page.



Little Light House
TULSA, OKLAHOMA



Little Light House
CENTRAL MISSISSIPPI



Little Light House
CENTRAL KENTUCKY



Little Light House
TULSA, OKLAHOMA

Logo

Do Not's

Never manipulate the logo badge or lockup in anyway that differs from the correct ways show on the previous spread.

DO NOT

- tilt
- stack the lettering
- squish or squeeze
- add a dropshadow
- outline the text
- make either part too small
- use a low res file



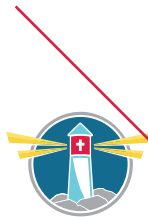
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Logo

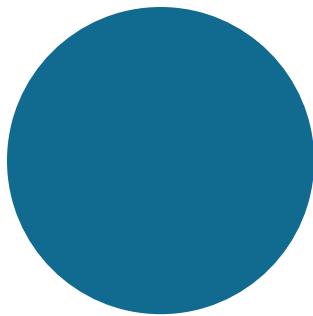
Spacing

Always give the logo breathing space. Do not cramp it up against other text or other graphics.

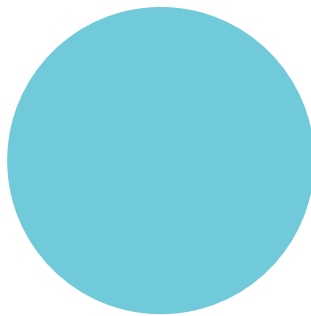


Color

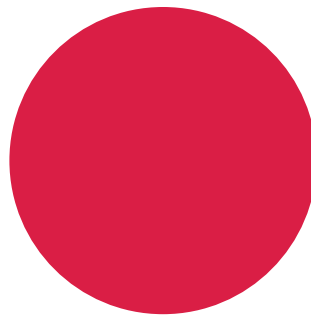
Our brand color palette is meant to connect our marketing communications in order to enhance familiarity and visual recognition. We used muted primary colors to reference our original color palette but create a more inviting color scheme.



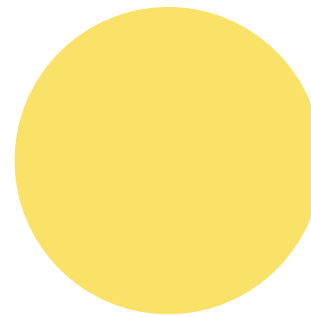
HEX **#006c90**
RGB **3/108/144**
CMYK **90/48/25/10**
PMS **7700 C**



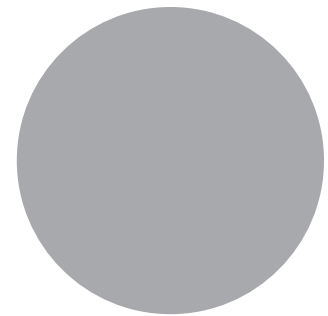
HEX **#74c8d9**
RGB **114/201/219**
CMYK **51/2/13/0**
PMS **636 C**



HEX **#da1f46**
RGB **218/31/70**
CMYK **10/100/72/0**
PMS **193 C**



HEX **#fce169**
RGB **252/225/105**
CMYK **2/8/71/0**
PMS **7406 C**



HEX **#a7a9ac**
RGB **167/169/172**
CMYK **0/0/0/40**
PMS **429 C**



[Download Adobe Swatches](#)

Color Combos



Little Light House



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Typeface

Our typography consists of one typeface, Source Sans Variable.

Source Sans Variable

We chose this font because it is clean, professional, and flexible. As you can see to the right, we have laid out how to use the font for specific scenarios. Try to not venture outside of these guides so that all your materials look similar and people can easily read what you are giving to them.

Fall-back Font

If it is not possible to use our primary font, you can replace it by using Source Sans Pro, but if you are having issues with the primary font please contact LLH Tulsa.

Little Light House

Logo Font - Source Sans Variable Bol / Source Sans Pro Bold

Foundation, Helping Kids Be Kids

Secondary Logo Font - Source Sans Variable Semi-Bold Italic

TULSA, OKLAHOMA

Location Logo Font - Source Sans Variable Regular / 140 Kerning

Source Sans Variable Bold

Heading

Source Sans Variable Semi-Bold Italic

Sub-Heading

Source Sans Variable Regular

Paragraph

 [Download Typeface](#)

Usage

Line Heights & Rules for Paragraphs

Always follow a line-height of 135% for paragraphs.

12pt font = 16pt Line-Height

It's also important to keep your paragraph short, sweet, and readable. Separate your sentences in groups of 2-4 so readers do not become overwhelmed by a block of text.



Uptates eosam etur, ea sendus accaborerum inum dollor modio. Berendi derspero venda sed mod quibus dolenie ntinti iust ant alis et volupta temperspe experum ratibus plitiam quunture, tecus et molores re laut moluptat ventur?

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Usage

Text Lockups

These are examples of how to use the typeface to contrast headings, subheadings, and paragraph text.

Adding contrast between these things makes it easier for the reader to read the content and for you to show what is important.

Most importantly, give your text space to breathe, do not squeeze everything close together. Don't be afraid to delete unnecessary words, adjectives & adverbs, to make text shorter to fit a space.

Loren Ipsum

Dolor sit amet consectetur

Uptates eosam etur, ea sendus accaborerum inum dollor modio. Berendi derspero venda sed mod quibus dolenie ntinti iust ant alis et volupta temperspe experum ratibus plitiam quunture, tecus et molores re laut moluptat ventur?

Dolor

Loren Ipsum

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Loren Ipsum

DOLOR SIT AMET CONSECTETUR

Uptes eosam etur, ea sendus accaborerum inum dollor modio. Berendi derspero venda sed mod quibus dolenie ntinti iust ant alis et volupta temperspe experum ratibus plitiam quunture, tecus et molores re laut moluptat ventur?

Imagery

An image is worth a thousand words.

Images used for marketing materials should always show the subject in a positive light.

Always maintain a human element to the photo rather than a “beauty shot”. Majority of photos used should show smiles, fun, and excitement.

Do not be afraid to post photos of children not smiling. While we want to portray our students in a positive life, we have to show real life, and real life with a special needs child isn’t all smiles.

Taking the time to shoot and edit premium imagery is a win not just for yourself, but for Little Light House as a whole.

Editing Tips

Use bright imagery

Bring out primary colors

(Red, Blue, & Yellow)

Clean up food, spit, or messes on children

Ensure no distracting or unflattering items in the background.



Video

Little Light House Tulsa has been blessed by the support of a professional film company called Retrospec Films.

While you can use any of these videos, ensure they are broad and do not apply directly to Tulsa.

Video is a powerful format that can inform and inspire. Be sure that every video created is entertaining, informative, or inspirational.

You don't need expensive equipment to create informative videos. Find videos you like and see the style of shots, how they talk, etc.





Voice

24 Language & Copy

27 Social Media

Language & Copy

Tone of Voice

Fun

We hope to convey how fun it can be to have a child with special needs and how much fun our students have. We know there are hard times but there are so many fun times too.

Thoughtful

We care about our students, families, donors, staff, and our community and we want our tone to show that.

Knowledgeable

We are one of the leading institutions for children with special needs and we know that! With 50 years of experience under our belt, we want people to know they can trust us.

Relatable

We don't want to show the unachievable. We want people to trust us and be able to relate to the families we are helping.

Fun

Thoughtful

Relatable

Knowledgeable

Copy

Rules and Guidelines

1. Be friendly

We are inviting people to join a community so talk to them as if they were your friend. No insider language allowed.

2. Be clear, not cute.

Don't overcomplicate a sentence by trying to be cute and entertaining. Be clear and get to the point with facts and Call to Actions.

3. Be positive

While we do need to discuss sad and maybe tragic topics, we need to remain positive in the overarching theme. Never refer to LLH in a negative language. Our audience should never read something from us and feel defeated.

4. Inspire

Inspire our audience to believe that they alone can make a difference. Our audience should feel hopeful and excited to support LLH and help make a difference.

5. No clutter

Remove every word that serves no function: Every long word that can be a short word, "assistance" (help), "numerous" (many), "attempt" (try), every adverb that carries the same meaning that's already in the verb, ("smile happily"), ("tall skyscraper").

Copy

Rules and Guidelines

6. Punctuation

Don't be afraid to use short sentences. Make sure all sentences are under control from beginning to end so that the reader knows where he/she is at every step of the way. Don't use exclamation points too often unless you are trying to achieve a certain effect and don't use multiple to end a sentence. (!!!!)

7. Contractions

Use contractions. It comes off more personable and fits more comfortably into what you're writing.

8. Avoid overstatements

It's like being trapped in a room with dad who can't stop telling jokes. Don't overstate. The more you overstate, the less the reader is interested and the less they will believe you.

9. People are a who

Remember people should always be referred to with "who" not "that". As in, "There are thousands of special needs children in the world *who* don't receive therapy."

10. Avoid talking about yourself

Donors don't want to hear about how great Little Light House is, they want to help children with special needs and their families. They want to know how to support them, not Little Light House.

Social Media

Tips & Tricks

Keep it short and simple, clear over cute.

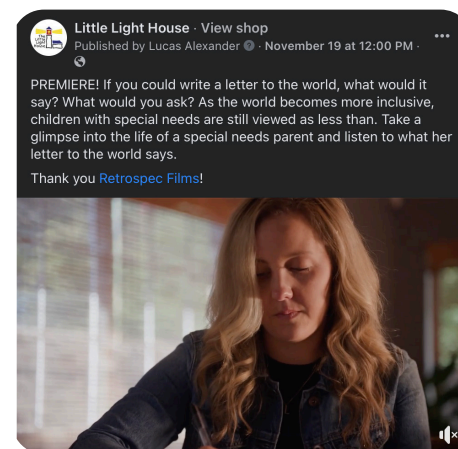
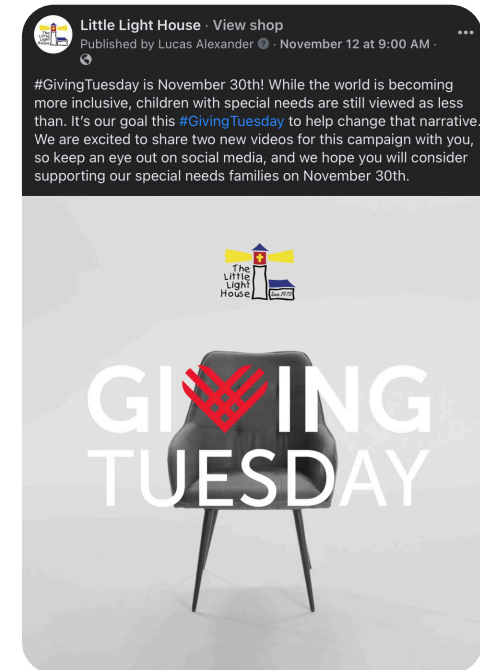
Try to use a vertical image because it takes up more property on someone's screen rather than a horizontal image.

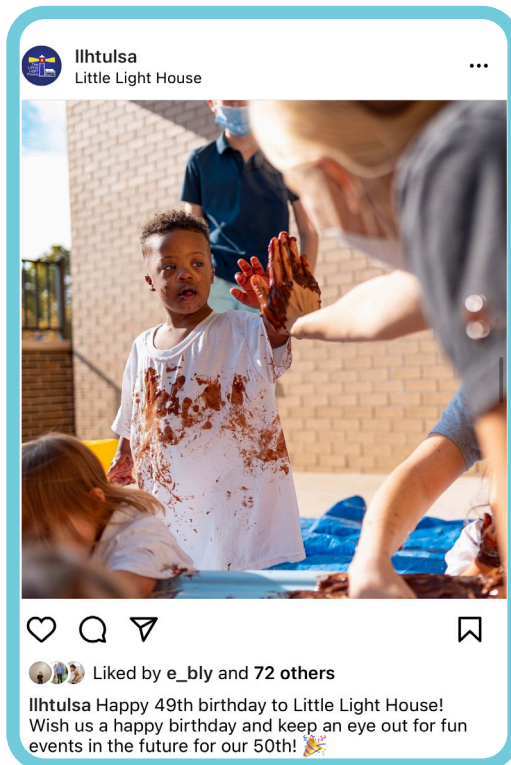
You can use emoji's but don't over do it.

Avoid using links in the caption of a Facebook post. It won't get around as much because of the FB algorithm.

Links don't work on Instagram posts. Instead, create a Linktr.ee account and mention "link in bio" in caption.

Don't over think captions.





Matthew 5:16

11 In the same way, *let your light shine before others*, that they may see your good deeds and glorify your Father in Heaven.



Little Light House

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