



BRAND STYLE AND LANGUAGE GUIDE

2024

CONTACT LIST

For 50 years, New Life Family Services has been serving Minnesota families as one of the most comprehensive, faith-based non-profit organizations of its kind. We are committed to providing professional, life-affirming care through no-cost pregnancy, parenting, and post-abortion services, as well as licensed adoption services.

At New Life Family Services, we believe each person should have the ability to receive physical, emotional, and spiritual support as they face pregnancy-related situations and circumstances.

We walk beside each client offering them love and support to make informed and educated decisions in their time of crisis and need. It is through this care that we are seeing God change hearts, save lives, build families, and restore hope.

OUR PROGRAMS



New Life Family Services is licensed to provide full and limited adoption services for both birth parents and adoptive families.

NewLifeAdoptionsMN.org



First Care provides free pregnancy testing, counseling, ultrasounds, STD testing, parenting support, and more through four locations.

FirstCareMN.org



Conquerors offers one-on-one mentoring and group sessions designed to deal with the pain and difficulties common to those who have had abortions.

ConquerorsAfterAbortion.org

GENERAL NEW LIFE

WEBSITE: www.NLFS.org

EMAIL: info@NLFS.org

PHONE NUMBER: (612) 866-7715

MAILING ADDRESS: 1515 E 66th St, Richfield, MN 55423

CHURCH PARTNERS

WEBSITE: www.NLFS.org/churchpartners/

EMAIL: churches@NLFS.org

VOLUNTEERS

WEBSITE: www.NLFS.org/volunteer/

EMAIL: volunteer@NLFS.org

CONNECT WITH US ON SOCIAL MEDIA

facebook.com/NewLifeFamilyServices

[@_NewLifeFamilyServices_](https://www.instagram.com/_NewLifeFamilyServices_)

vimeo.com/NewLifeFamilyServices

OUR FOUNDATION

It is important to keep our mission, vision, and values in mind whenever you create content of any kind for New Life.

MISSION

To honor the sanctity of human life by assisting clients with life-affirming decisions with the love and compassion of Christ

VISION

To one day reach all abortion-minded and abortion-vulnerable individuals throughout Minnesota with comprehensive pregnancy-related services and the message of the Gospel of Jesus Christ

VALUES

We believe that God is the author of life and has a plan for each life, therefore, we do not provide or refer for abortions.

We seek to empower our clients in their decision-making process by offering information about all pregnancy related options. This includes medically accurate information about abortion, a realistic and thorough examination of parenting and adoption, and access to ultrasound.

We are committed to offering support to those facing unplanned pregnancy or struggling with a past abortion experience without judgments or condemnation.

We are committed to assisting our clients in choosing between adoption and parenting without bias toward either option.

BOILER PARAGRAPH

For 50 years, New Life Family Services has been serving Minnesota families as one of the most comprehensive, faith-based non-profit organizations of its kind. We are committed to providing professional, life-affirming care through no-cost pregnancy, parenting, and post-abortion services, as well as licensed adoption services.

SAMPLE VERBAL PARAGRAPH

New Life Family Services is a faith-based, life-affirming non-profit. Our heart at New Life is to come alongside those who are facing unplanned pregnancies or other difficult situations and care for them with no-cost professional pregnancy, parenting, and post-abortion services, as well as licensed adoption services

TERMS GLOSSARY

As an organization, we follow the below guidelines when talking about our services. We encourage you to use this glossary as well when you are representing New Life.

ADOPTION LANGUAGE GLOSSARY

DO USE	DO NOT USE/AVOID
Place for adoption; make an adoption plan	Give up, give away, put up for adoption
Birth child/parent	Real child/parent
Decided to parent	Keeping the baby
Child was adopted	Child is adopted
Adoption Day	Gotcha Day
Joining the family	Coming home
Intentional, genuine, and specific positive descriptors of the child	Vague or generic descriptors, such as “cute,” that would imply a child is only adoptable based on looks, etc.

MARKETING LANGUAGE GLOSSARY

GENERALLY USE	GENERALLY AVOID
No-cost services	Free services
First Care center	Office or location

ABORTION/PREGNANCY LANGUAGE GLOSSARY

DO USE	DO NOT USE/AVOID
Terminate or end the pregnancy	Words like “kill” and “murder”
Define abortion per the MDH materials, but only in appropriate situations	Graphic language or unnecessary descriptions of abortion procedures
Unplanned or unexpected pregnancy	Unwanted, unintended pregnancy
Terms that don’t place judgment on the woman for her situation or assign her identity to her pregnancy or abortion	Teen mom, your abortion, post-abortive women, pregnant out of wedlock
Empathetic language that communicates your understanding that every abortion decision and situation is uniquely difficult	Language that assumes the abortion decision was made easily or flippantly

NEW LIFE COLOR PALETTE

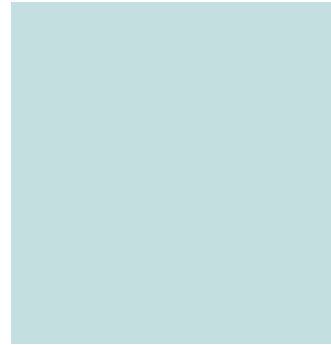
Care should be taken to choose the right color mode when producing marketing materials. Use CMYK in all 4-color print applications, and reserve use of PMS versions for Pantone printing. Uncoated substrates are preferred for most applications. See below for CMYK, RGB, Hex, and PMS color codes.



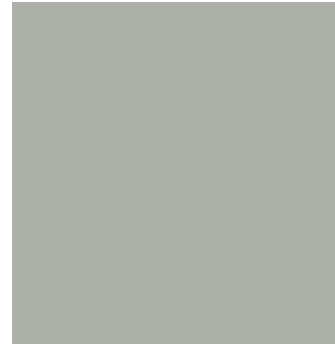
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HEX: #001c40
PMS 539C



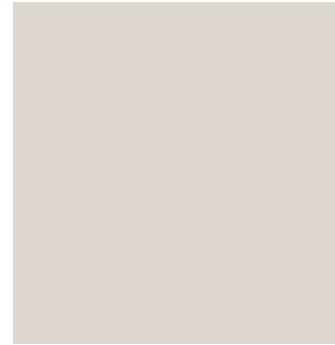
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HEX: #e19717
PMS 131C



CMYK = 22, 3, 11, 0
RGB = 171, 208, 220
HEX: #abd0dc
PMS 5513C



CMYK = 31, 23, 29, 3
RGB = 173, 175, 168
HEX: #adafa8
PMS 414C



CMYK = 0, 3, 6, 14
RGB = 222, 215, 208
HEX: #ded7d0
PMS Warm Gray 1

FONTS

The New Life Family Services brand tool set also includes a variety of fonts that have been selected to work well together and support desired messaging. For examples of usage, this Brand Manual can serve as a guide for publication design. If display fonts are used to support themes or events, it is still recommended to incorporate brand fonts to “ground” the design in branded elements.

DISPLAY/HEADLINES/BODY

Proxima Nova

The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY

Garamond

The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

WEB FONTS

Verdana

The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Garamond

The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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LOGO

The New Life Family Services logo has horizontal and vertical versions to be used primarily in full color. There are also black and white options that may work as a secondary option, depending on the application.

LOGO SPACING GUIDELINES

When placing the logo in different applications, it is important to maintain certain visual standards to ensure the logo is readable. The elements of the logo itself can easily inform decisions about spacing and placement. As seen below, the full logo should maintain clearance space equal to the letter “n” around all edges whenever possible, between the logo and other graphic elements.

Primary



n | = spacing

Secondary



n | = spacing

FIRST CARE COLOR PALETTE



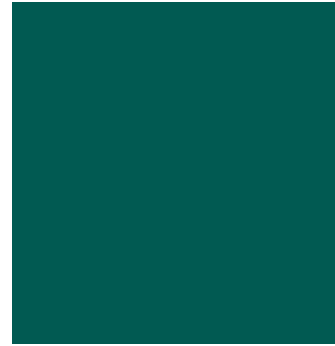
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RGB = 21, 97, 115
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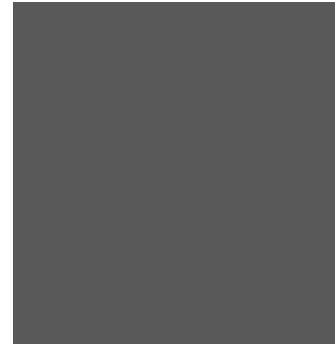
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RGB = 196, 223, 224
HEX: #c4dfe0



CMYK = 84, 24, 56, 5
RGB = 6, 141, 127
HEX: #068d7f



CMYK = 91, 43, 65, 32
RGB = 0, 90, 82
HEX: #005a52



CMYK = 63, 55, 54, 28
RGB = 90, 90, 90
HEX: #5a5a5a

FIRST CARE FONTS

Tw Cen MT

The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times New Roman

The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FIRST CARE LOGO

Primary



FIRST CARE



FIRST CARE

Secondary

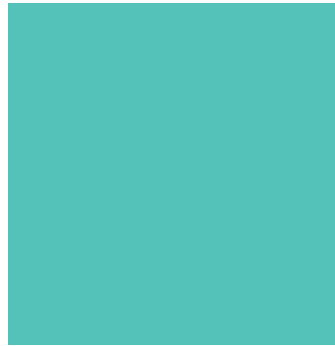


FIRST CARE



FIRST CARE

NEW LIFE ADOPTIONS COLOR PALETTE



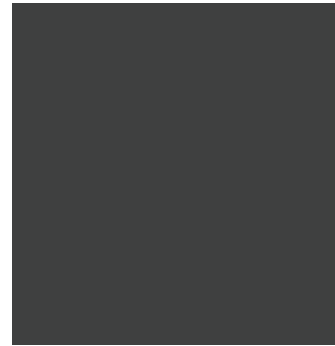
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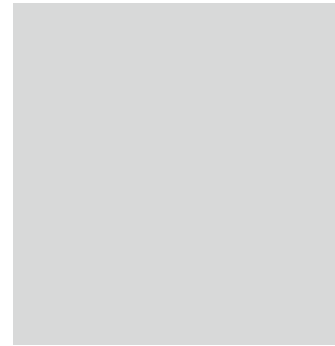
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HEX: #ff8a66



CMYK = 0, 27, 100, 0
RGB = 255, 189, 5
HEX: #ffbe05



CMYK = 0, 0, 0, 75
RGB = 63, 63, 63
HEX: #404040



CMYK = 14, 10, 11, 0
RGB = 217, 217, 217
HEX: #d9dad9

NEW LIFE ADOPTIONS FONTS

Filson Pro

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Proxima Nova

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1234567890

NEW LIFE ADOPTIONS LOGO

Primary



Secondary



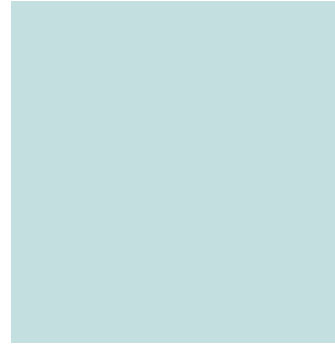
CONQUERORS COLOR PALETTE



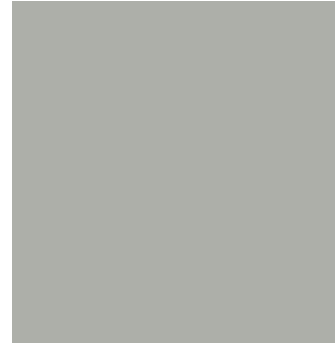
CMYK = 100, 0, 43, 83
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HEX: #001c40



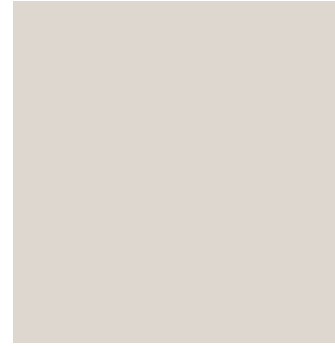
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CONQUERORS LOGO

Primary



Secondary

