

# *The Belief Center*

CASE STUDY &  
BRAND BOOK

BRANDING BY GOOLS  
thatgoals.com



# THE BRIEF

## PROJECT

Identity re-brand

## GOALS

- Simple (cheaper/easier to apply than the current identity)
- Meaningful (utilizes/combines the equity of two current logos)
- Patriotic (makes use of red, white, and blue color palette)
- Genuine (spirited, yet can stand in more corporate spheres)

## DELIVERABLES

- one-color white, one-color black, and full color logos
- .ai, .eps, .png, .jpg file formats
- any associated font files
- brand guidelines / brand book
- secondary logo system for educational classes

## CLIENT STATEMENTS

- “helping them stand up in their fire and live with it”
- “teaching people to find value in themselves”
- “everything we do is free”
- “from prisons to pulpits and everywhere in between”

## CLIENT BACKGROUND

The Belief Center, Inc. operates as a public charitable 501(c)(3) non-profit, and is a mental health resource for those needing help getting back on their feet for a variety of reasons. Serving everyone including veterans, the incarcerated, and recovering addicts, their mission is to teach individuals how to find value in themselves and to stand together as a community of people rather than staying in their struggles as individuals. In their own words, “We are NOT an emergency rescue. We’re just a stopgap on the road to a better life through education, training, & awareness. Forever a family, never a crutch.” As a non-denominational ministry, they genuinely mean that all are welcome.

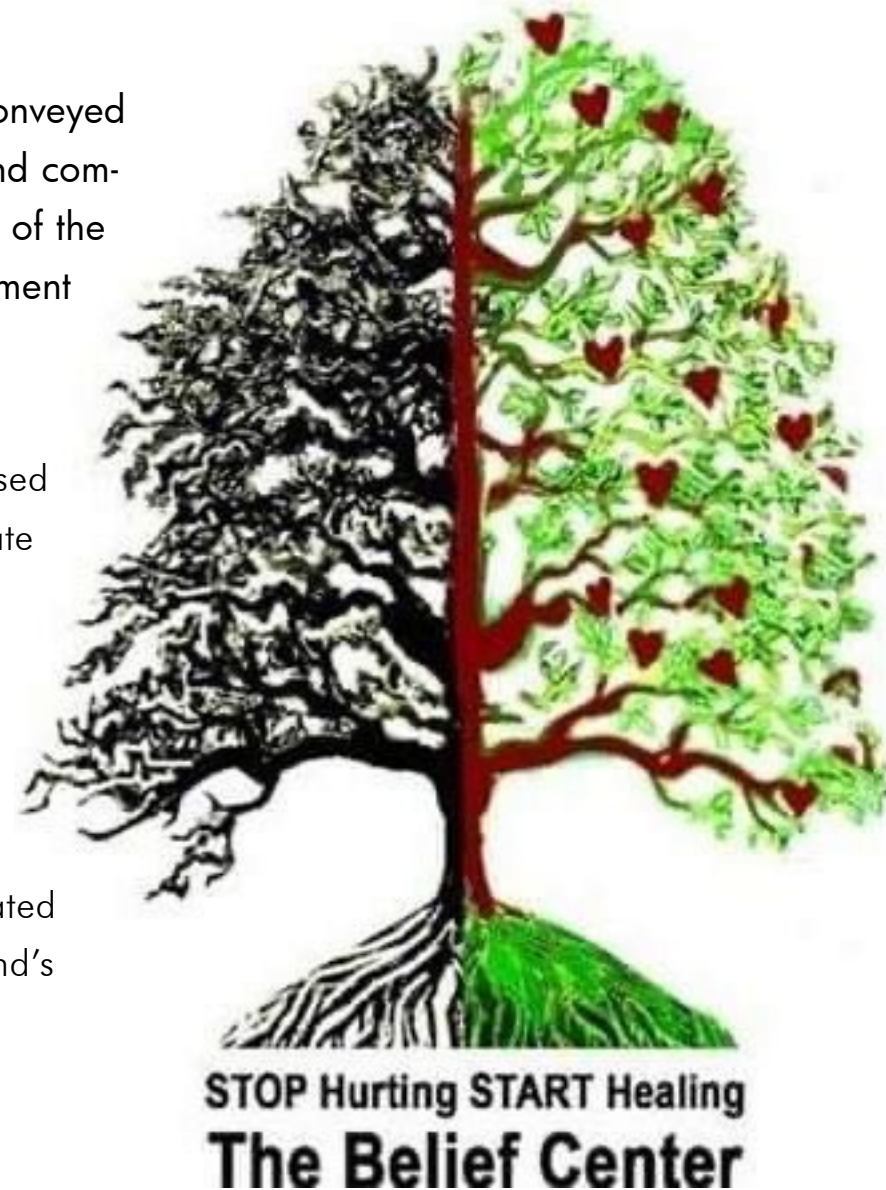
## EXISTING BRANDING

The Belief Center had existing branding in the form of a primary logo known as the “Healing Tree”, a course-specific logo “Hearts for Heroes”, as well as the tagline “STOP Hurting START Healing”.

### Healing Tree

While this mark accurately conveyed the nature of their services and communicated the heart and soul of the center, the areas for improvement were as follows:

- Complexity — this pixel-based raster logo contained intricate visual information that does not always translate well to necessary applications.
- Color — this 7 color mark was expensive and complicated to produce, limiting the brand’s potential for growth.



### Hearts for Heroes

Although this mark had gained more traction than the Healing Tree, and while it resonated well with an important segment of the target audience, the areas for improvement were as follows:

- Message — this logo spoke to the work done with vets and first responders, but it did not communicate the full diversity of those that the center can help.
- Specificity — although appropriately conveying freedom, its strict patriotism risked alienating less hero-identifying groups who are also in need of the center.



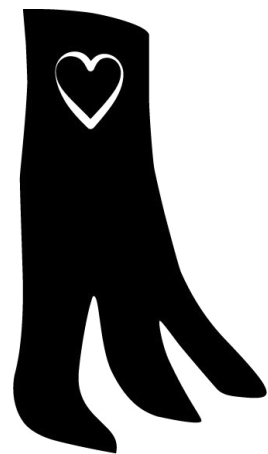
# THE PRIMARY IDENTITY

## FORM

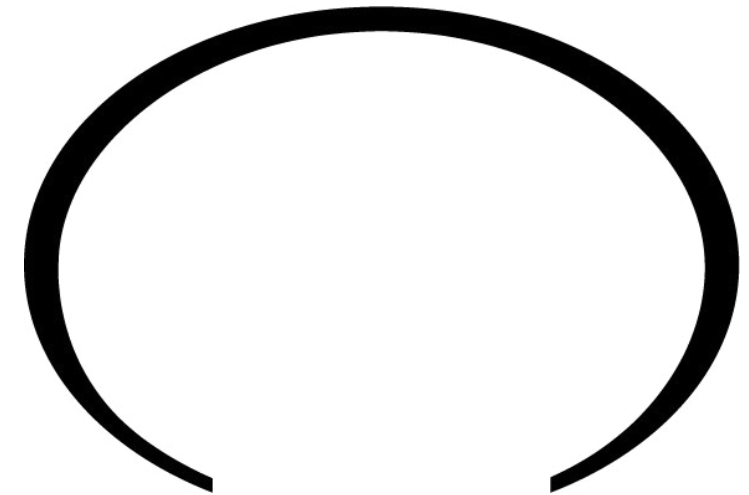
- **Separated** — represents two individuals trying to stand independently of each other
- **Sharp** — represents a harshness found in struggling
- **Upward** — rendered to resemble flames: a symbol of crisis



- **Unified** — made up of smaller paths joining to form a whole
- **Organic** — curves communicate smoothness and ease
- **Warm** — iconic heart pictogram universally symbolizes love



- **Contained** — evokes a sense of boundary and safety
- **Open** — keeps 'containment' from feeling like 'confinement'
- **Downward** — represents being held, embraced, or sheltered

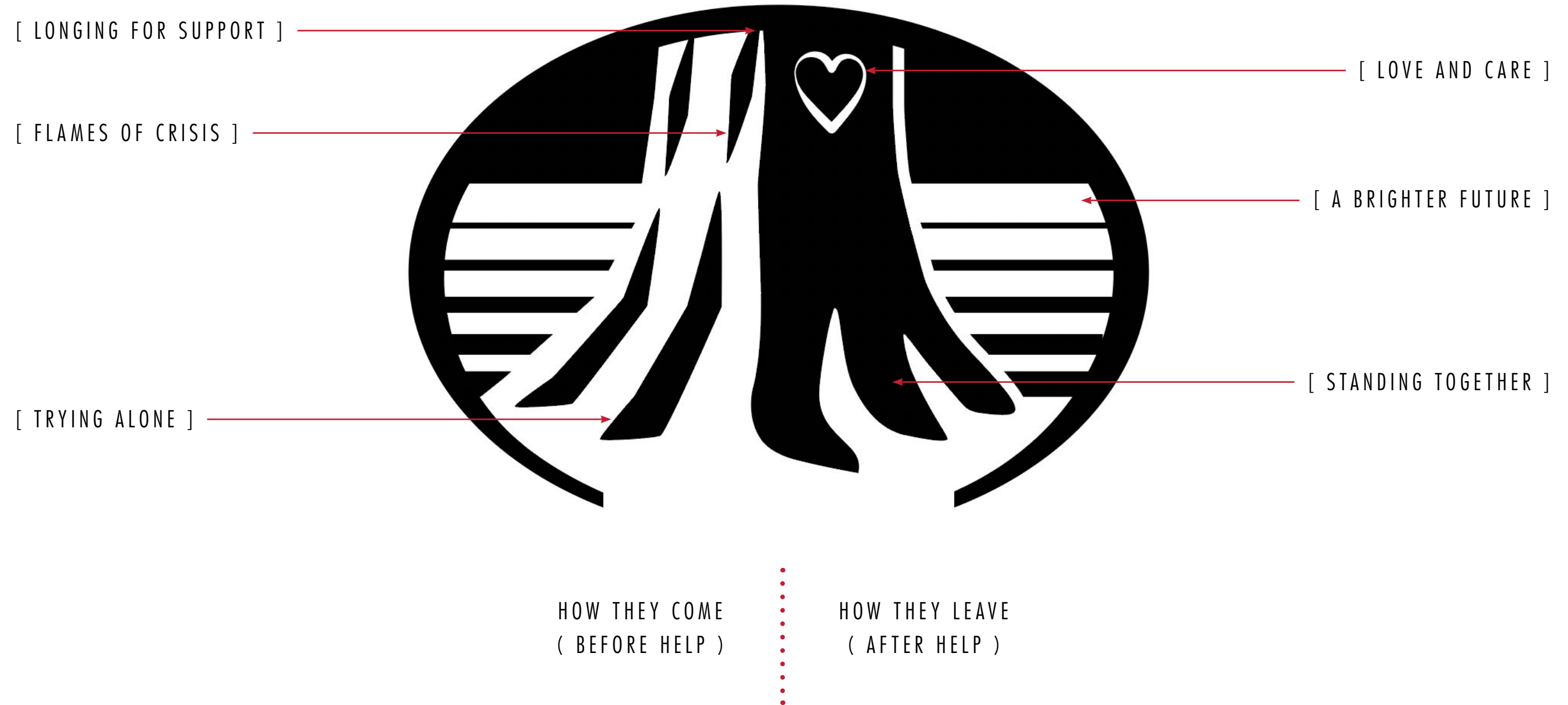


- **Straight** — represents dependability, certainty, and faith
- **Receding** — implies the horizon, symbolic of one's future
- **Progressing** — lighter towards the horizon: symbolizes a bright future



# MARK

The *new* Healing Tree:



## TYPOGRAPHY

- **Established** — thick weight and serifs communicate 'trustworthy'
- **Human** — true italic implements axis and curves informed by human handwriting
- **Active** — italic also conveys dynamic movement / action

- **Objective** — geometric sans serif reads as impartial / fact
- **Clean** — allows for the clear communication of the message
- **Calm** — open spacing lets the characters and words breathe

# *The Belief Center*

[ VOLLKORN SEMIBOLD ITALIC ]

## **STOP HURTING — START HEALING**

[ NEXA XBOLD ]



LOGO



# ***The Belief Center***

**STOP HURTING — START HEALING**

## COLOR

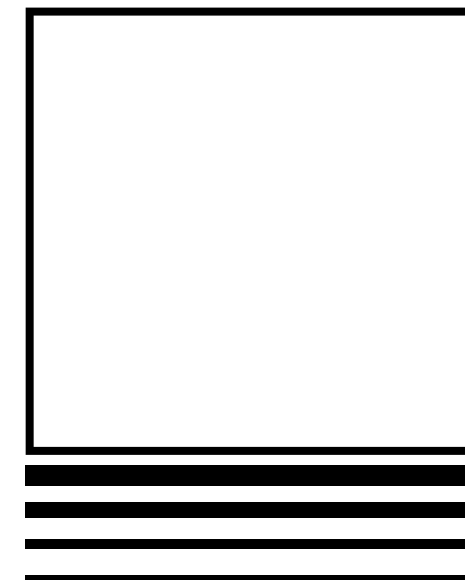
A color palette comprised of red, white, and blue was used to communicate strength and reflect the center's attention to veterans, first responders, and any other heroic demographics.



PANTONE: PMS 288 C  
RGB: 0 / 45 / 114  
CMYK: 100 / 61 / 0 / 45  
HEX: #002D72



PANTONE: PMS 200 C  
RGB: 186 / 12 / 47  
CMYK: 0 / 94 / 75 / 27  
HEX: #BA0C2F



WHITE  
RGB: 255 / 255 / 255  
CMYK: 0 / 0 / 0 / 0  
HEX: #FFFFFF

FULL COLOR LOGO

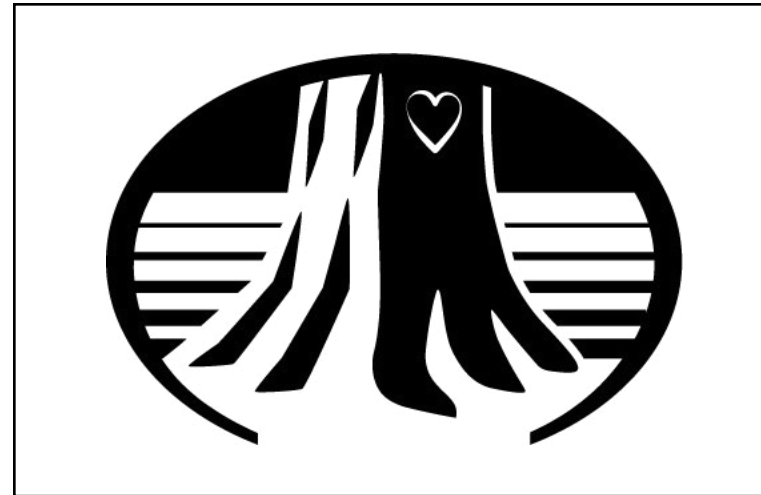


***The Belief Center***

**STOP HURTING — START HEALING**

## MARK USAGE

- **White Backgrounds** — the mark should only exist on a white background as its single color black, or full color version.
- **Navy Backgrounds** — the mark should only exist on a navy background as its single color white version.
- **Red Backgrounds** — the mark should only exist on a red background as its single color white version.
- **Black Backgrounds** — the mark should only exist on a black background as its secondary full color version.



## LOGO USAGE

- **White Backgrounds** — the logo should only exist on a white background as its single color black, or full color version.
- **Navy Backgrounds** — the logo should only exist on a navy background as its single color white version.
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# THE SECONDARY IDENTITY

## TAGLINE

The 'Tagline' can become an alternate mark in the brand's visual identity.

- **Clear** — tells any audience what the brand is all about
- **Expressive** — articulates both the wishes the center has for all, as well as what they are here to actually provide
- **Supplemental** — can be selectively applied when a nuanced increase in visual branding is required

**STOP  
HURTING**  
—  
**START  
HEALING**



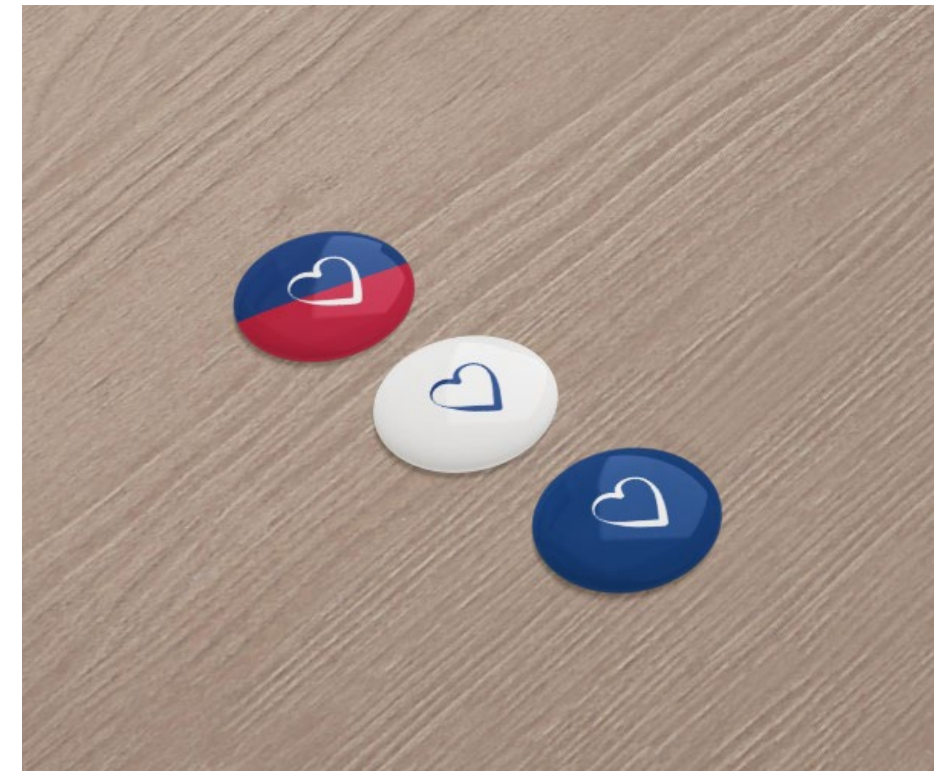
*The Tagline in this form is only to be used independently of the mark, logo, or the wordmark that contains the horizontal tagline. It should be accompanied by the Carved Heart wherever possible.*



## THE CARVED HEART

The 'Carved Heart' can become an alternate mark in the brand's visual identity where a warmer, lighter touch is called for.

- **Warm** — iconic heart pictogram universally symbolizes love
- **Human** — varying line weight and rounded vertices convey a charming imperfection
- **Supplemental** — can be selectively applied when a nuanced touch is needed



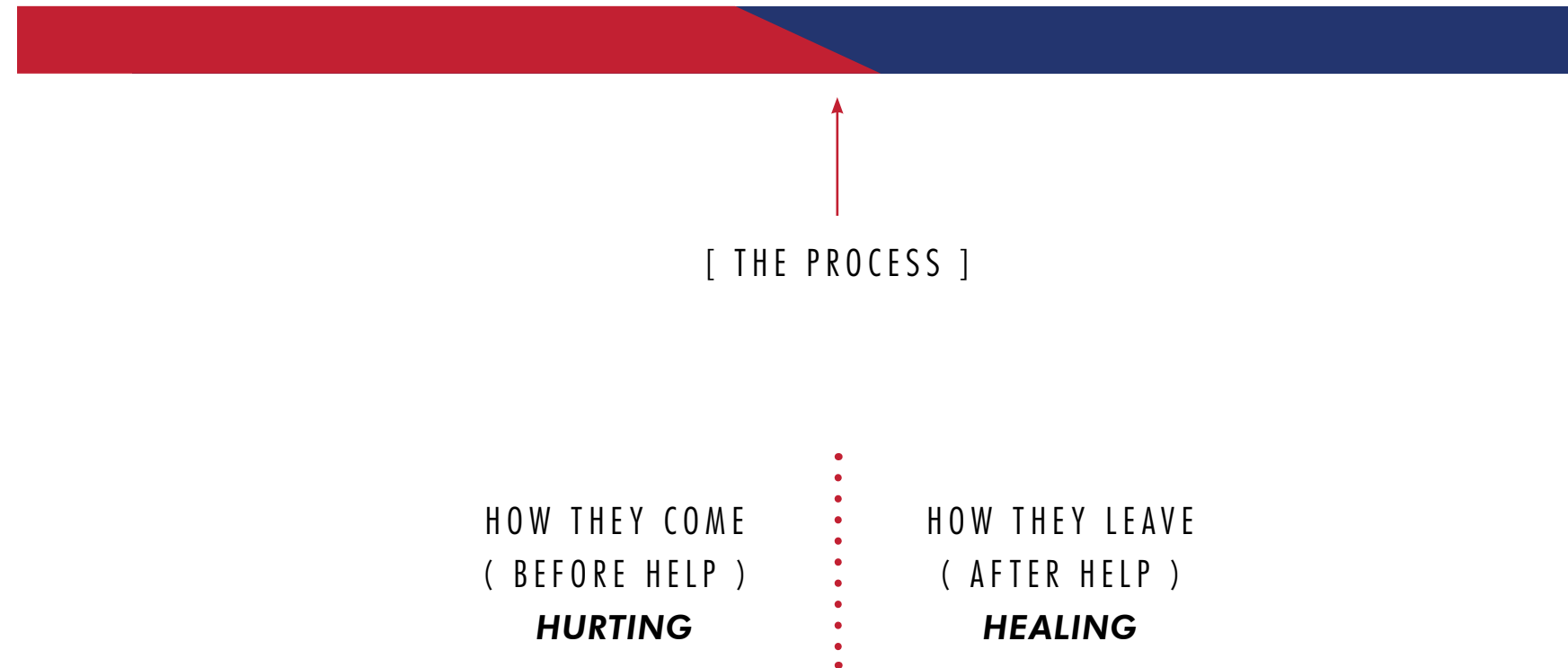
*The Carved Heart should only be used independently of the primary mark, logo, or the wordmark that contains the horizontal tagline. It should never exist in one-color red.*



## THE DASH

The 'Dash' at larger scales can become an alternate ornamentation applied in the brand's visual identity.

- **Illustrative** — visually changes from hurting to healing (red/blue)
- **Identifiable** — conceptually supports and communicates the brand's tagline
- **Expandable** — can be applied selectively to any application requiring a nuanced increase in visual branding
- **Encapsulating** — communicates the nature of the brand's services, mission, ethos, and values in a single, comprehensive visual

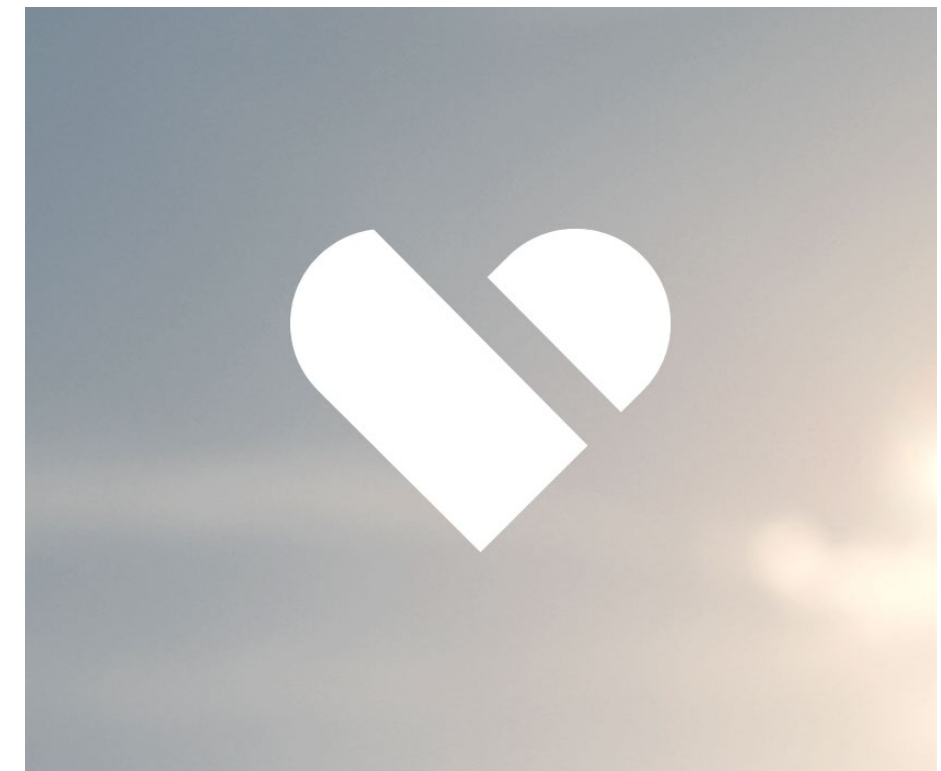


*The Dash should only be applied as a full bleed element placed at the edge of a physical good, or at the bounds of a digital layout, where three sides extend past the bounds and are cropped.*

## HEART SKILLS CONNECT

The 'Heart Skills Connect' mark works as one of a system of logos for use specific to the classes offered.

- **Loving** — iconic heart pictogram universally symbolizes love
- **Bandaged** — the white stripe separating the red and blue resembles a bandage, meant to imply addressing a wound
- **Healing** — the larger red area (past pain) and smaller blue area (beginnings of healing) form the sequence 'hurt' to 'heal' when read from left to right

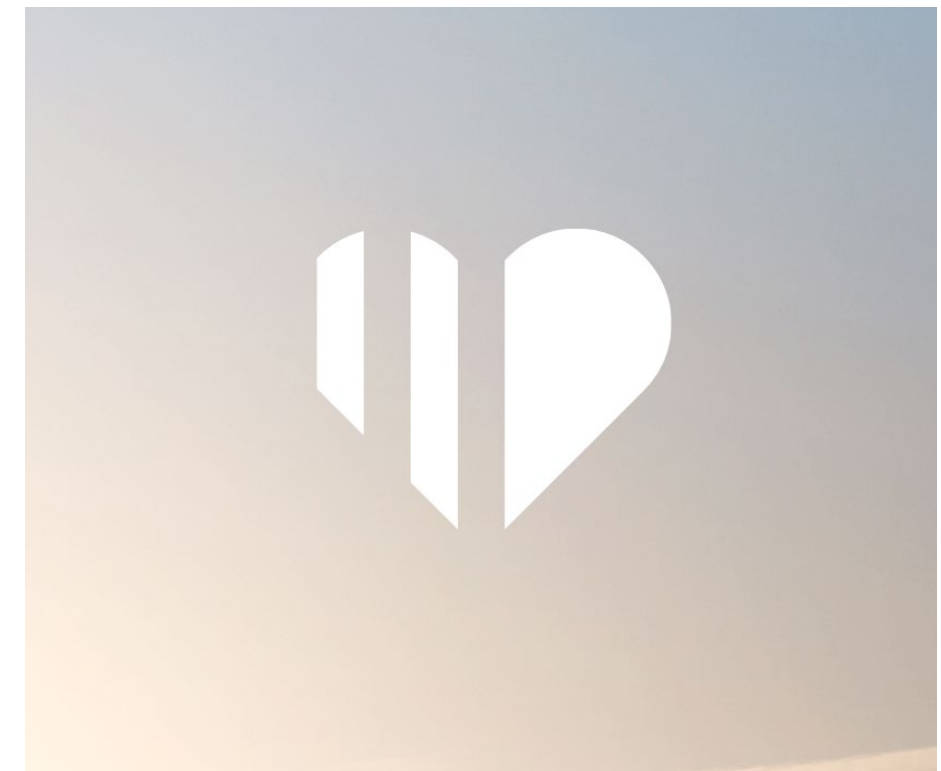


*The Heart Skills Connect mark should always be accompanied by a "Heart Skills Connect" qualifying headline or other copy indicator. It should never exist in a single color except for in white over photography, red, or navy backgrounds.*

## PRISON MINISTRY

The 'Prison Ministry' mark works as one of a system of logos for use specific to the classes offered.

- **Patriotic** — red and blue with white stripes resemble the American flag, showing support for our veteran and civilian prisoners
- **Incarcerated** — the same white gaps that serve as the prison bars form the stripes of the American flag
- **Healing** — three lines about going from hurt to heal through the gaps and bars

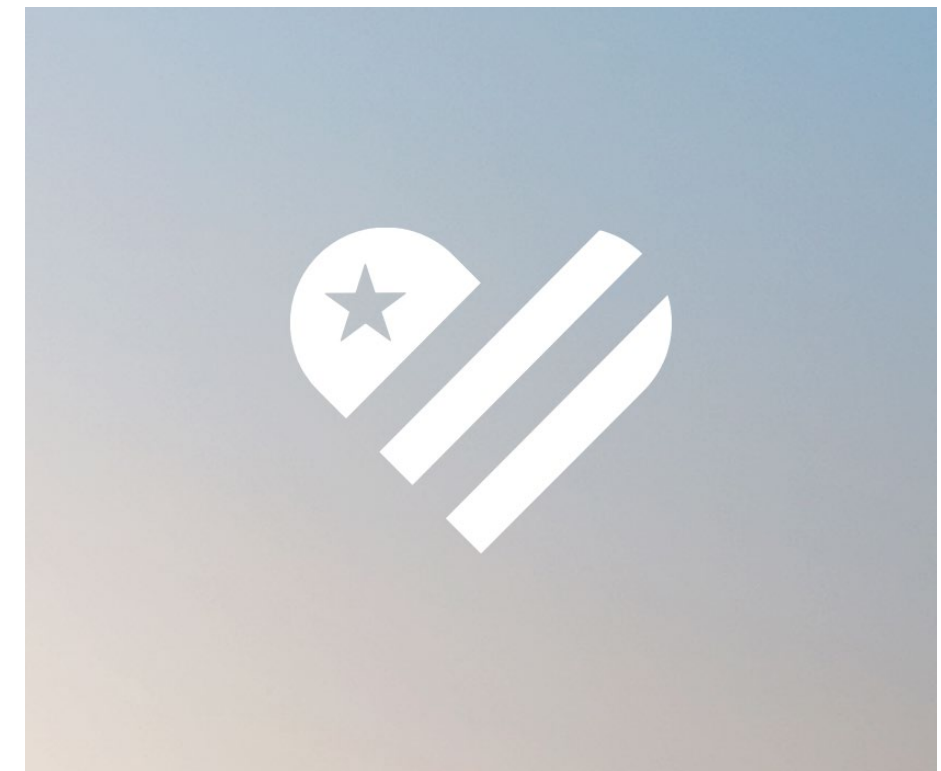
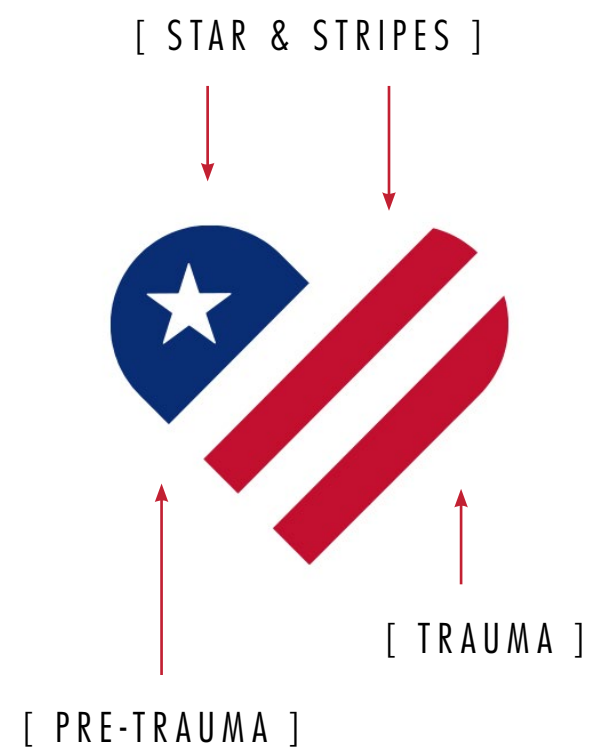


*The Prison Ministry mark should always be accompanied by a "Prison Ministry" qualifying headline or other copy indicator. It should never exist in a single color except for in white over photography, red, or navy backgrounds.*

## HEARTS FOR HEROES

The 'Hearts for Heroes' mark works as one of a system of logos for use specific to the classes offered.

- **Loving** — iconic heart pictogram universally symbolizes love
- **Patriotic** — three lines about the stars and stripes and veteran / first responder connection
- **Healing** — three lines about why the red comes after the blue in this one - conceptual / meaningful / powerful



*The Hearts for Heroes mark should be accompanied by a "Hearts for Heroes" qualifying headline or other copy indicator wherever possible. It should never exist in a single color except for in white over photography, red, or navy backgrounds.*

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