BEHIND THE LOGO

A symbol of the hope in crisis, the leaf in the logo bears the cross of Christ. Though used in several variations, the logo indicates the mission of Austin Disaster Relief Network as a source of help, healing, and hope.

ADRN.org
MISSION

To glorify Christ by equipping, empowering, and mobilizing a network of churches to respond to the physical, emotional and spiritual needs of those affected by disaster.

Luke 10:25-37, Ephesians 4:12-16

VISION

An active, empowered network of prepared churches, bringing hope into crisis through the transforming power of Jesus Christ to every life and community we serve.

Revelation 19:7
DO

- Correct proportions
- Minimum clear space is roughly one “A”
- Smallest size is 0.75” W
- Use the correct colors
- Include tagline
- Tagline must be at least 5 pt or greater

- Tagline two-line alternate
- Reverse logo uses all white text

DON’T

Do not stretch or alter proportions
Do not add a border without margins
Do not shrink to illegible size
Do not vary the colors
Do not change the fonts
Do not use JPG, PNG, GIF logo on dark background

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TYPE

HEADERS // Helvetica Neue Family, Condensed

HELVETICA NEUE CONDENSED
HELVETICA NEUE BOLD CONDENSED
HELVETICA NEUE BLACK CONDENSED

PRIMARY BODY TEXT // Din, 12pt.

Din Regular
Din Regular Italic

SECONDARY BODY TEXT // Cambria Family, 12pt.

Caslon Regular
Caslon Italic
Caslon Bold
Caslon Bold Italic

COLORS

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Behind the Logo

The Hope Prayer Room is a Worship and Prayer room that serves the Greater Austin area. Iconic elements include fire to represent spiritual activation and a dove to represent the Holy Spirit, which combine to evoke the power behind continued corporate prayer.

HOPEPrayerRoom.org
Vertical and horizontal orientations allow the logo to be used in a variety of locations and mediums, including web, print, screen, video, etc. On a dark background, the logo should either have a white tab behind it or be represented by one of the alternate colorways. Note the duo and tri-tone versions.
Hope Family Thrift Store was created to help provide support for disaster survivors and families, as well as provide gently used quality merchandise at affordable prices to individuals and families in our community. Hope Thrift Store’s logo reflects its parent organization (ADRN), with orange as a symbol of a brighter tomorrow.

HopeFamilyThrift.org
TYPE

HEADERS // DIN Family

DIN BOLD

PRIMARY BODY TEXT // Caslon Family

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Caslon Italic
Caslon Bold
CaslonBold Italic

SECONDARY BODY TEXT // DIN

Din Bold

COLORS

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