



The Icon

When it came to creating a new icon, we really wanted to honor our history. Much like our original icon, this new design consists of figures within a house. These are elements that we wanted to carry forward into the new design as they represent what we do as an organization. Unlike the original icon, our new design features two universal and joyous figures reaching up and out – both supporting the roof and reaching for the opportunities beyond. The overall message and feeling behind this icon is one of hope, change and potential, which we think better reflects the current and future goals of *Always Home*.



Color

The color palette for our new brand was directly inspired by some of the colors seen in our original *MASH* logo. Refreshed versions of our dominant blue/violet color (Pantone Violet C), as well as the vibrant lighter blue color (Pantone 2925 C) now makeup our core brand palette. These two colors are bright and contrasting in value, which gives the logo both energy and visibility. The use of these colors together is a very modern take on traditional colors that not only speak to the history of the brand, but also values like trust, dependability, and honesty.

Always Home | PREVENTING FAMILY HOMELESSNESS

Formerly Mystic Area Shelter & Hospitality Inc.

Name (Wordmark)

The decision to change our name and logo was rooted in the need to better express who we are and what we do as an organization. *MASH (Mystic Area Shelter & Hospitality)*, with its emphasis on shelter, no longer fit our mission which has evolved to focus on the prevention of family homelessness. We believe that our new name, *Always Home*, is one that can grow with us as we grow as an organization. Not only are we helping families create lasting housing stability, but we offer many different **ways** to achieve it.

Font: Foco

The new font that we are using is a very clean and contemporary yet classic sans-serif font called *Foco*. Its rounded edges are friendly and mimic the shapes occurring within our new icon, creating a seamless, beautiful logo.

Sub Tagline

To help transition to our new name and logo, we wanted to include this sub tagline that identifies us as: *Formerly Mystic Area Shelter & Hospitality Inc.*

Tagline

When it came to our tagline, we felt strongly that a shortened version of our mission: *Preventing Family Homelessness, One Family at a Time*, very clearly defined who we are and what we do as an organization.

**NEW NAME.
SAME VISION.**