

## Steve Rummler HOPE Network (SRHN) Logos

### Primary



### Logomark



### About Our Logo

Steve Rummler’s life is represented through our logo. Steve was a passionate musician, so the drumstick ribbon honors this important piece of his life.

The color purple represents both chronic pain and overdose awareness. Steve’s struggle with substance use disorder (SUD) stemmed from his yearslong battle to manage his chronic pain.

The drumsticks are crossed and broken to represent the dilemma a person faces when living with both chronic pain and SUD, as well as the dilemma care providers face when treating these individuals.

## Color Requirements

### Primary



#5B176B

C M Y K  
15, 79, 0, 58

PANTONE  
(PMS): 260



#F57B29

C M Y K  
0, 50, 83, 4

PANTONE  
(PMS): 158

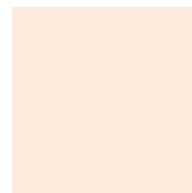
### Secondary/Accent



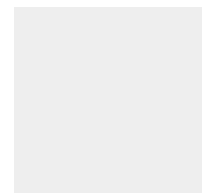
#A05EB5



#E9DAED



#FFEADC



#EEEEEE

## Logo Usage



### Margins and Spacing

Ensure there is adequate space between the logo and surrounding elements.

For the primary logo, the clear space around it should be greater than or equal to the size of the "H" in HOPE.



### Single Color Use

We do permit the use of single color variations of our logo, in black or white only.

Usage of a single color variation should be in the interest of higher contrast to maximize visual accessibility.



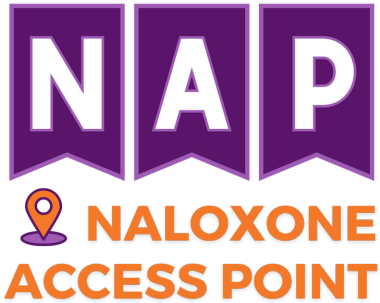
## Fonts

Fonts Used in Branded Materials:

**Montserrat Classic**  
**Montserrat Classic Bold**  
Montserrat

### Naloxone Access Point (NAP) Logos

#### Primary



#### About the Logo

Our Naloxone Access Point (NAP) Program was launched in 2020 to improve statewide naloxone accessibility and reduce stigma by normalizing naloxone as a widespread public health tool.

One of the key innovations of the program is a statewide map which features all of our access points with important location information.

#### Abbreviated



Our NAP logo features flags and a map pin, two key symbols which represent regionality, community, public identity, and shared purpose. This program is only possible through the collaboration of our wonderful partners, with whom we share a mission to prevent overdose death and strengthen our community safety nets.

### Color Requirements



#5B176B

C M Y K

15, 79, 0, 58

PANTONE  
(PMS): 260



#F57B29

C M Y K

0, 50, 83, 4

PANTONE  
(PMS): 158



#A05EB5

C M Y K

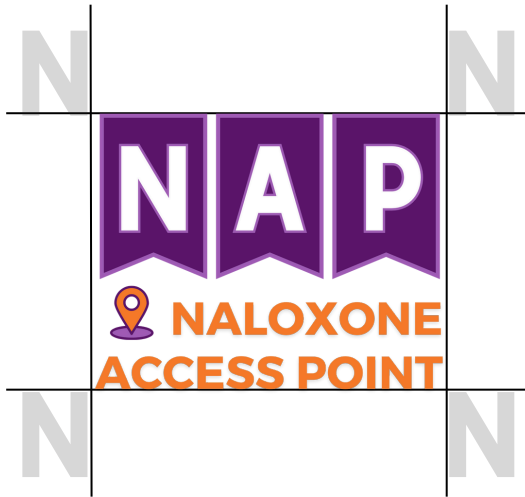
11, 48, 0, 29

PANTONE  
(PMS): 2583

#### About the Colors

As a mainstay of our Overdose Prevention program, the NAP logo shares our brand color story.

# Logo Usage



## Margins and Spacing

Ensure there is adequate space between the logo and surrounding elements.

For the primary logo, the clear space around it should be greater than or equal to the size of the “N” in NAP.

## Single Color Use

Our NAP logo may be used in single color variation in its abbreviated version only. We do not permit the use of single color variations of the primary NAP logo.

Single color usage may be in black or white only. Use of a single color variation should be in the interest of higher contrast to maximize visual accessibility.



## Promotional Guidelines

We encourage our partners to actively promote their involvement in the NAP program. We do require that any promotion includes a reference to the Steve Rummier HOPE Network, either by including our primary logo, our name, or a link to our website.

This helps us facilitate seamless communication and support for those seeking additional information regarding program participation, kit requests, or inquiries about other NAP locations.

# Logo Misuse

These guidelines apply to all versions of the SRHN and NAP logos.



Do not crop the logo.



Do not recreate the logo.



Do not distort the logo.



Do not use different colors.



Do not rotate or change the orientation of the logo.



Do not apply any shadows or special effects.



Do not use old versions of the logo.



## For Questions or Assistance

Please contact [communications@rummlerhope.org](mailto:communications@rummlerhope.org)

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