

Keene Serenity Center
Visual Identity Directions

03/5/2019

We envision a world where
recovery from addiction is thoroughly
understood and embraced.

Keene Serenity Center

The Serenity Center is a membership organization and a separate entity that is neither affiliated with nor financed by any recovery program or other organization. We recognize that there are many paths to successful recovery from addictions, and we welcome people on all paths to recovery and their families. Our center provides a safe haven to initiate and maintain long-term recovery through peer to peer support meetings and fellowship.

Mission

To build a community that embraces recovery through education and social supports in a safe environment.

Serenity

The state of being calm, peaceful, and untroubled.
from Latin *serenitas*, from *serenus* 'clear, fair'

Selected Key Words

serenity	center
recovery	pathways
community	motivation
fellowship	addiction
assistance	stabilizing
education	outreach
rebuilding	refuge
embrace	safe haven
social	

A photograph of a two-story red brick building. The building features several tall, narrow, white-framed windows, some of which are arched at the top. A dark green, semi-circular awning is mounted over the entrance, which consists of three white-framed glass doors. The number '34' is displayed in white on the awning. The building is set on a concrete sidewalk with a patch of green grass in the foreground.

34

Keene Serenity Center has a new home.

Keene Serenity Center **is** a new home.

Keene Serenity Center is a haven.
— a place of safety or refuge

Where we are now.

Current Logo



40 Carpenter Street, Keene, NH

Not Secure | www.keeneserenitycenter.org

Paused

[HOME](#) [ABOUT US](#) [SERVICES](#) [RECOVERY MEETINGS](#) [RESOURCES](#) [FACILITY](#) [NEWS](#) [EVENTS](#)

KEENE



603-283-5015

SERENITY CENTER

40 Carpenter Street, Keene, NH 03431 Phone: (603) 283-5015



- RALPH WALDO EMERSON
"The only person you are destined to become is the person you decide to be."

How can you help? [DONATE NOW](#)

A PEER-TO-PEER RECOVERY COMMUNITY

We envision a world where recovery from addiction is thoroughly understood and embraced

About Us

To learn more about Keene Serenity Center, please click here to download our "Hand-in-Hand Recovery" brochure. WHO WE ARE The Serenity Center is a membership organization and a separate entity that is neither affiliated with nor financed by any recovery program or other organization. We recognize that there are many paths to successful recovery from [...]



Donate

Treatment programs are only the first step in the process of recovery. Learning to cope with the daily challenges of employment, stable housing,

[LEARN MORE](#)

Events

<< Mar 2019 >> Sun Mon Tue Wed Thu Fri Sat 24
Sunday Serenity Group (AA) Big Book Step Study (AA) 25 26 27 28 1 2 3 Sunday Serenity Group (AA) Big Book Step Study (AA) 4 5 6 7 8 9 10
Sunday Serenity Group (AA) Big Book Step Study (AA) 11 12 13 14 15 16 17 Sunday Serenity Group (AA) Big [...]

[LEARN MORE](#)

Recovery Organization Logos



Providing hope, conquering addiction, healing families.

THE HANSEN FOUNDATION INC.

Client Supplied Sketch



Symbolism

strength
wisdom
protection



tree

happiness
abundance
simplicity



flower

transformation
resurrection
joy



butterfly

peace
hope
renewal



dove

protection
simplicity
community



sparrow

Symbols related to Serenity



tree



flower



butterfly



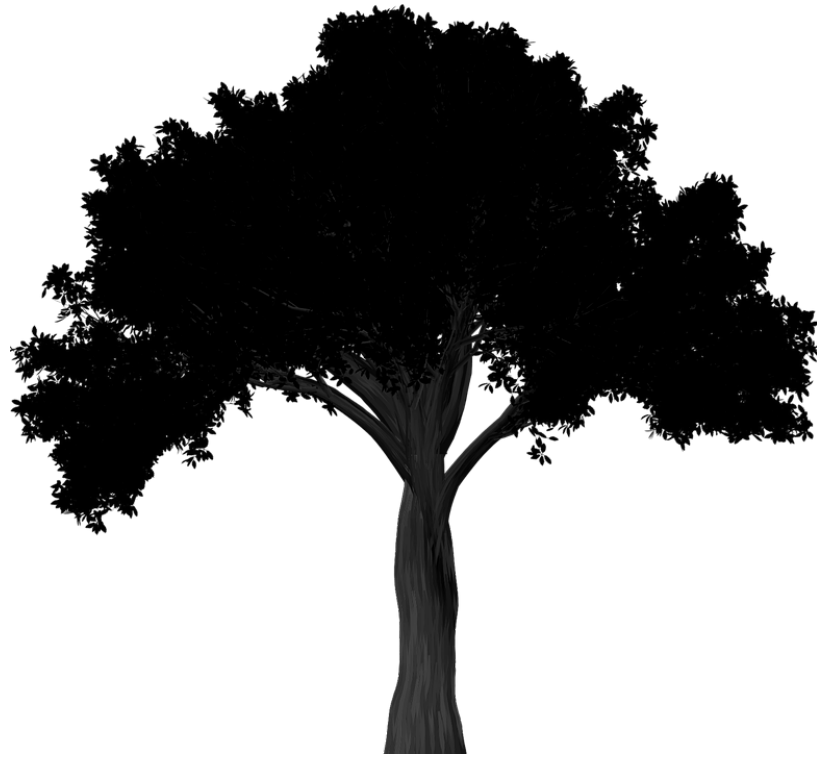
dove



sparrow



Keene has been known as
the 'Elm City' due to the great Elm trees
that once graced its streets.



They are all dead now,
but the symbol endures.



Elm Leaves



Elm Leaves





idealized



variations



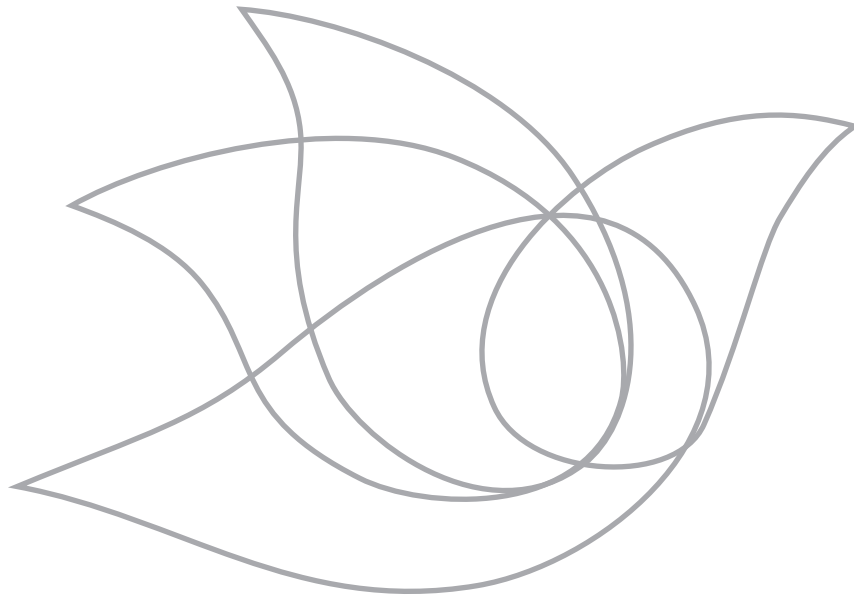
butterfly



flower



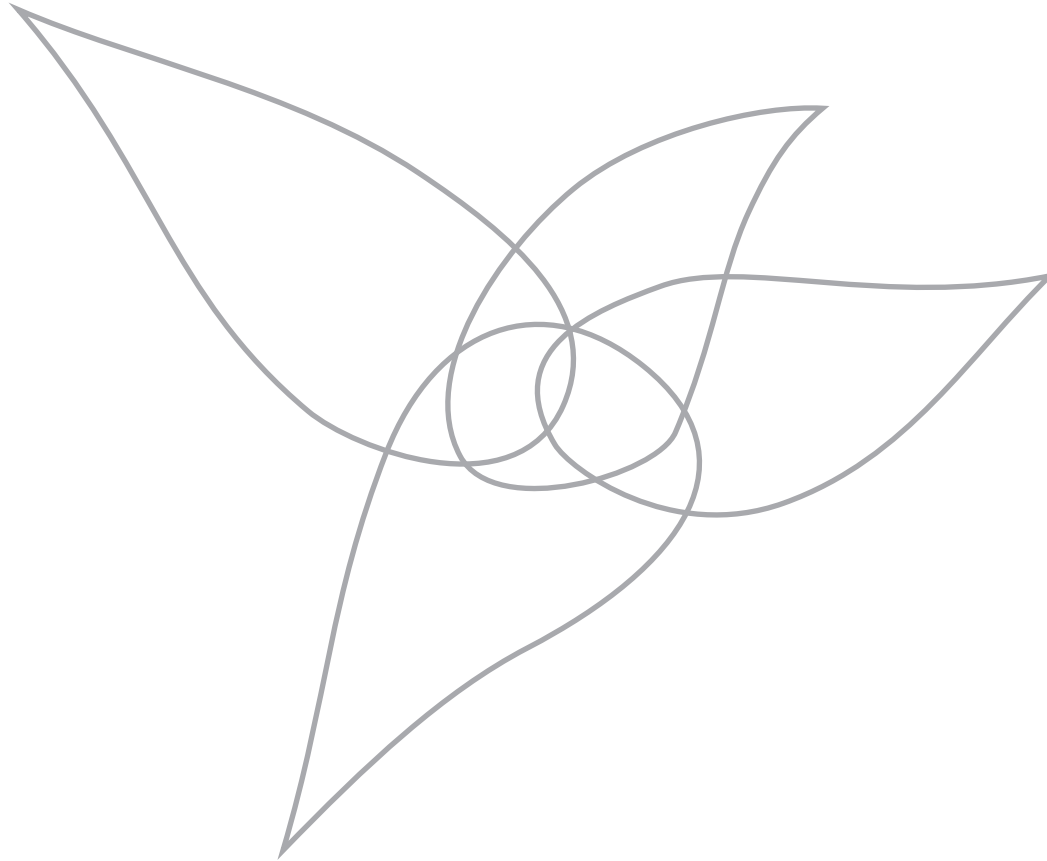
dove



dove



sparrow



sparrow

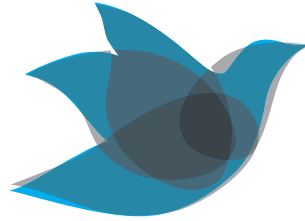
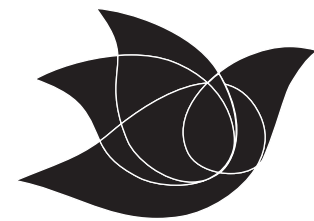
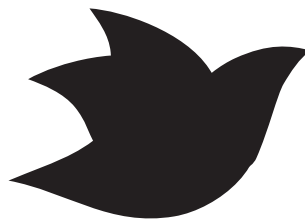
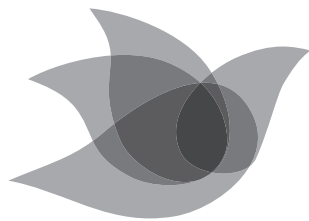


dancing person





Color Exploration



Form Study



leaves

butterfly

flower

person

doves

parrow

Typography

Serenity Center

Supplied Typeface: URW Antiqua

Serenity Center

Galliard

Serenity Center

Franklin Gothic Demi

Serenity Center

Scala Sans

Serenity Center

ITC Souvenir

Type Explorations

Serenity Center

Suggested Typeface: ITC Souvenir

ITC Souvenir

Souvenir is a serif typeface designed in 1914 by Morris Fuller Benton for American Type Founders. It was loosely based on Schelter-Antiqua and Schelter-Kursiv, a 1905 Art Nouveau type issued by the J.G. Schelter & Giesecke foundry in Leipzig.



**Keene
Serenity
Center**

**Keene
Serenity
Recovery
Community**

What's in a name?

Logo Designs

Logo A



Logo B



Logo C

keene 
Serenity
Center

keene 
Serenity
recovery community

Color Logo Designs

Color Logo A



Color Logo B



Color Logo C



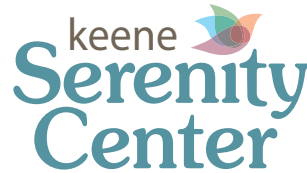


Keene Serenity Recovery Community
compared



Keene Serenity Center
compared

In context with other Serenity Center Logos



In context with regional recovery center logos



Phoenix House
Rising Above Addiction



Brattleboro Retreat
MENTAL HEALTH AND ADDICTION CARE



Mural Concept



Collaboration!

Participants would be provided a shape and location that they could paint individually. These individual elements would be composed into an expressive and whimsical mural.

That's all folks!