Healthy Families America Graphic Standards Manual

a program of
Prevent Child Abuse America

healthy families america®

Dear Friends of Healthy Families America

We are very pleased to introduce you to the Graphic Standards Manual for Healthy Families America® (HFA).

The development of the new logo (or "brand identity") for Healthy Families America has been an important step in our continuing efforts to build a strong network of voluntary home visitation programs across this country.

While branding strategies have been commonplace in the corporate sector for many years, it is only recently that nonprofit organizations have adopted these strategies to support their own work. Prevent Child Abuse America (PCA America)—the parent organization of Healthy Families America—employed these strategies in the development of our own brand identity in 1999.

The language and procedures required as part of a branding strategy are still foreign to many of us. And we recognize that the limitations we all face with regard to time, energy and resources make it more difficult to implement a branding strategy than it might be in a for-profit setting.

We also understand that the flexibility of the Healthy Families America model has resulted in a wide and diverse range of programs. In developing the standards described in this manual, we have attempted to respect the diversity of the programs that comprise the HFA network, while providing options for use of the brand identity. The resulting guidelines have many different layers (e.g., affiliated versus credentialed site), but we hope the organization of this manual is such that everyone in the Healthy Families America network can identify the standards applicable to their own needs.

We believe that the extent to which we all embrace and adhere to the standards described in this document will directly and proportionately effect the public awareness and understanding of the families we serve, the public officials we educate, and the funders whose financial support we require. In the end, a strong, recognizable brand identity for Healthy Families America will benefit everyone associated with it.

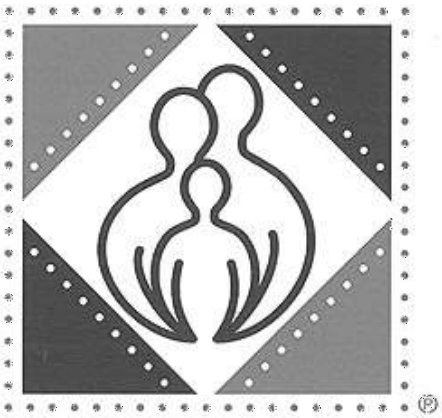
Thank you for your support of Healthy Families America.

A. Sidney Johnson III
President and CEO
Prevent Child Abuse America

Barbara Rawn
Director of Programs
Prevent Child Abuse America

Program logo

The new HFA brand identity subtly evokes the image of a quilt to reinforce our belief that HFA is only one component of an effective continuum, or quilt, of programs and services that must be available at the community level. The quilt also represents an enduring connection to the American family and recognizes its important place in the lives and histories of our communities.

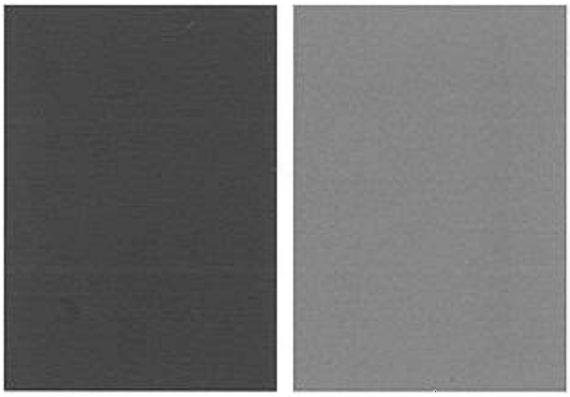


Program colors

The logo colors are blue PMS 286 and green PMS 625 (Pantone Matching System). Program name and nomenclature type print blue PMS 286. See examples that follow in the Applications section (pages 4-5).

When print limitations allow the use of only one color, you may print in either blue PMS 286, green PMS 625 or black.

The program logo and the program signature reverse to white in a dark background.



Program signature

The signature combines the logo with the program name or the state/site name. The program type font is Ad Lib (in blue PMS 286).

The signature can also be used with the phrase "a program of Prevent Child Abuse America", which is typeset in Franklin Gothic Book Italic.

For guidelines to adapt the program signature, please see the Licensing section (pages 7-11) referring to your program type.

a program of Prevent Child Abuse America

200 South Michigan Avenue
17th Floor
Chicago, Illinois 60604.2404

312.663.3520 tel
312.939.8962 fax

mailbox@healthyfamiliesamerica.org
www.healthyfamiliesamerica.org

Date

Name of Addressee
Title of Addressee
Company Name
Street Address
City/State/Zip Code

Name of Addressee:

The purpose of this letter is to establish a uniform typing format within Prevent Child Abuse America and the Healthy Families America Network.

The preferred type font for letters of communication is a serif font, for example, Times New Roman. The type size minimum is 10 point.

The date for the standard letter begins 10 picas, 3 points from the top edge of the paper and aligns flush left vertically with the Healthy Families America signature.

One double space should precede and follow the salutation line. The letter margins should be set to allow for 36 picas of typing. Typing should be flush left, rag right, without indentations. One double space should be left between paragraphs, and four double spaces allowed for the signature.

Sincerely,

John T. Doe

JTD:ek

Examples are shown at actual size. All measurements are indicated in picas and points (1p1). 1 pica = .167 inch.

When print limitations allow the use of only one color, you may print in either blue PMS 286, green PMS 625 or black.

No. 10 envelope

The No. 10 envelope is 9 1/2" x 4 1/8". The stock is Neenah Classic Crest Writing, Classic Natural White.

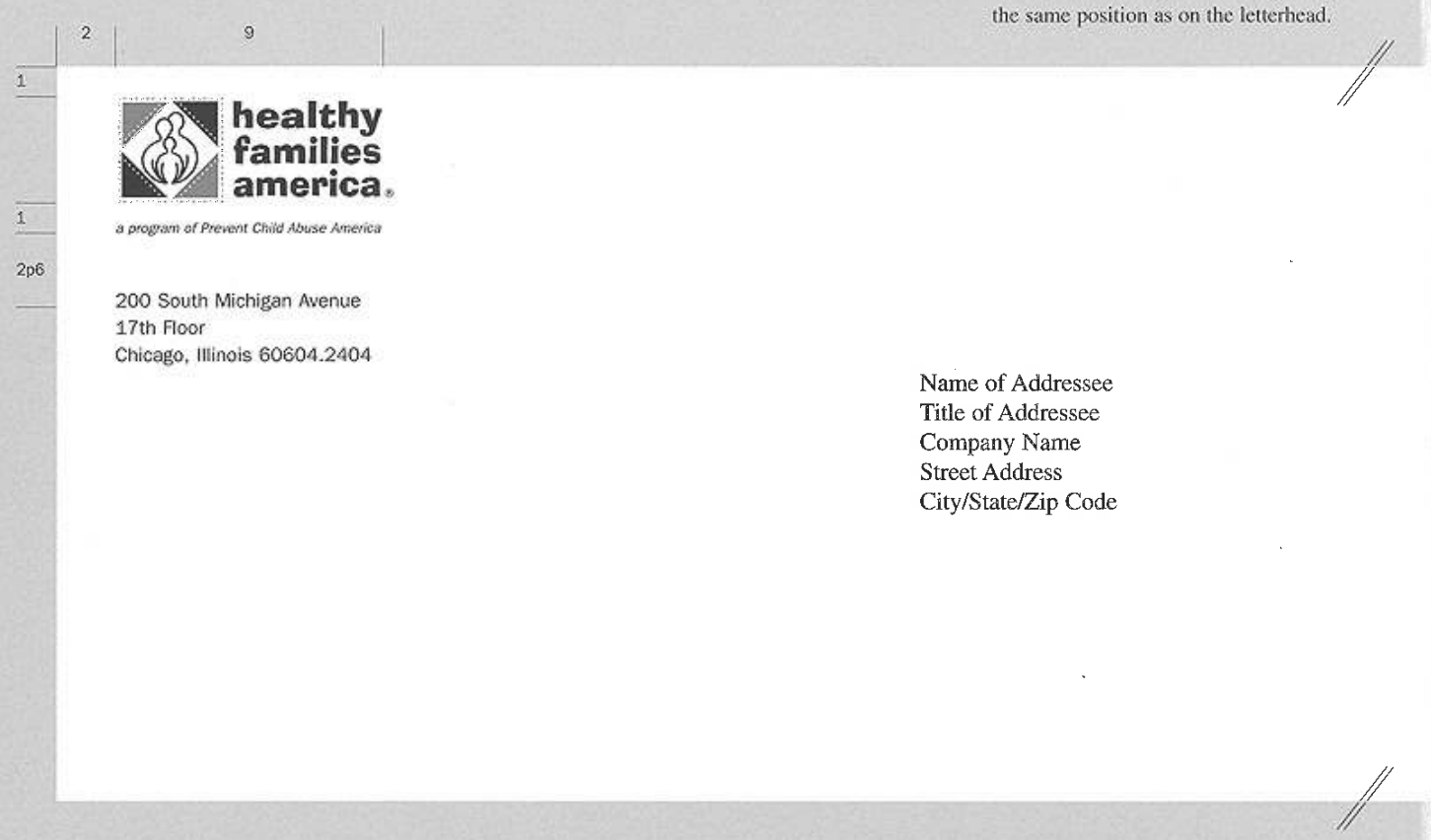
The HFA signature is 9 picas wide. Typeset "a program of Prevent Child Abuse America" in 5 3/4 point Franklin Gothic Book Italic. Typeset address in 8 point on 11 point Franklin Gothic Book. All type is blue PMS 286.

▶ Standard letterhead

The size of the letterhead is 8 1/2" x 11". The stock is Neenah Classic Crest Writing, 24 lb., Classic Natural White.

The HFA signature is 9 picas wide. Typeset "a program of Prevent Child Abuse America" in 5 3/4 point Franklin Gothic Book Italic. Typeset address in 8 point on 11 point Franklin Gothic Book. Sections of the address are separated by 6 points additional leading. All type prints in blue.

A second sheet prints the logo only in the same position as on the letterhead.



Business card

The size of the business card is 2" x 3 1/2". The stock is Neenah Classic Crest Cover, 80 lb., Classic Natural White.

The HFA signature is 9 picas wide. Typeset "a program of Prevent Child Abuse America" in 5 3/4 point Franklin Gothic Book Italic. Typeset address in 7 1/2 point on 10 point Franklin Gothic Book. Sections of the address are separated by 6 points additional leading. All type is blue PMS 286.

icensing definitions

tate System

n infrastructure of representatives from multiple disciplines who work collaboratively on a statewide level › support families through the provision of home visitation services as defined in the *Framework for 'ealthy Families America State Systems Development.*

PAGE 8

lulti-Site System

collaboration of affiliated or credentialed HFA sites within a defined geographic area that is managed y a central administering body or organization.

PAGE 9

redentialed Site

site that has been credentialed successfully either as a single site or as part of a multi-site credentialing process.

PAGE 10

ffiliated Site

site that has applied for and received verification of provisional affiliation with Healthy Families America, ut has not yet been credentialed.

PAGE 11

hapter licensing rights for using the Healthy Families America logo

ll PCA America state chapters that have signed chartering and licensing agreements with Prevent Child Abuse America have the right › use the Healthy Families America logo as outlined in this manual.

Ise of the Prevent Child Abuse America logo

he Prevent Child Abuse America logo is licensed exclusively to chartered Prevent Child Abuse America chapters and may not be used y Healthy Families America sites or state systems, unless the site or state system is either a chartered chapter of PCA America or a ecognized affiliated council of a chartered PCA America chapter. In the case of a recognized affiliated council, the PCA America logo ay only be used if a licensing agreement has been signed between the council and its PCA America state chapter. In other cases, se of the PCA America logo is prohibited. Instead, sites should use the brand identity outlined in this manual if wishing to link to ealthy Families America or Prevent Child Abuse America.

State System

An infrastructure of representatives from multiple disciplines who work collaboratively on a statewide level to support families through the provision of home visitation services as defined in the *Framework for Healthy Families America State Systems Development.*

Use of the HFA brand identity

The State System has three options:
1) It has the right to **adapt the HFA brand identity** to reflect its state name (figure A).

2) A State System may choose to **develop or maintain its own brand identity**. In such cases, the State System will be given the right to link itself to the HFA program (figure B).

3) The State System can **link to PCA America** by using the phrase "a state system of Healthy Families America, a program of Prevent Child Abuse America" (figure C).

Figure A—adapt the HFA brand identity

healthy families california.

Figure B—develop or maintain its own brand identity

HEALTHY FAMILIES FLORIDA

a state system of healthy families america.

Figure C—link to PCA America

healthy families california.

a state system of Healthy Families America
a program of Prevent Child Abuse America

HEALTHY FAMILIES FLORIDA

a state system of healthy families america.

a program of Prevent Child Abuse America

Terms of usage

The State System is allowed to adapt and/or use the HFA brand identity as long as the following conditions remain true:

- The State System continues to meet our definition of a State System.
- The State System collaborates with PCA America in terms of data and information collection related to their home visitation program.
- The State System complies with our graphic standards regarding use of the HFA brand identity.
- All fees and charges are current.

ulti-Site System **A collaboration of affiliated or credentialed HFA sites within a defined geographic area that is managed by a central administering body or organization.**

se of the HFA and identity

The central administration of an HFA Multi-Site System has four options:
1) It has the right to **adapt the HFA brand identity** to identify its geographic location, except that the state name may not be used in any way (to avoid confusion with an HFA State System). Thus, the central administering organization may use the name "Healthy Families Chicago" or "Healthy Families Cook and DuPage Counties" but not use the name "Healthy Families Northern Illinois" (figure A).
2) The organization may also **use the affiliate brand identity** in conjunction with its own brand identity (figure B).
3) The HFA brand identity may be used alone or in conjunction with a previously existing brand identity developed by the organization. In addition, the Multi-Site System has the option to **link to PCA America** by using the phrase "an affiliate of Healthy Families America, a program of Prevent Child Abuse America" (figure C).
4) A site in a Multi-Site System may qualify to use the **credentialed stamp** as described on page 9 (figure D).

Figure A—adapt the HFA brand identity

healthy families chicago.

healthy families cook and dupage counties.

Figure B—use the affiliate brand identity

an affiliate of healthy families america.

Figure C—link to PCA America

healthy families polk.

an affiliate of Healthy Families America, a program of Prevent Child Abuse America

Figure D—credentialed stamp

families ◆ healthy ◆ america ◆ MULTI-SITE CREDENTIAL ◆

rms of usage

The Multi-Site System is allowed to adapt and/or use the HFA brand identity as long as the following conditions remain true:

- The system maintains multi-site credentialed status with Healthy Families America.
- The system collaborates with PCA America in terms of data and information collection related to their home visitation program.
- The system does not use its state name in its brand identity.
- The system complies with our graphic standards regarding use of the HFA brand identity.
- All fees and charges are current.

In addition, a site that was credentialed as part of a multi-site credentialing process must remain formally affiliated with the central administration of that Multi-Site System to be considered a "Credentialed Site." If the site disassociates itself from the Multi-Site System, the site loses its affiliation with HFA and, therefore, its right to use the HFA license.

Credentialed Site **A site that has been credentialed successfully either as a single site or as part of a multi-site credentialing process.**

Use of the HFA brand identity

The Credentialed Site has four options:
1) It has the right to **adapt the HFA brand identity** to reflect its site location by replacing the word "america" with the site name (city or county) (figure A).
2) It has the right to use the **HFA credentialed stamp** in addition to its brand identity (figure B).
3) It has the **right to link** to, either, the HFA national initiative by adding the phrase "an affiliate of" above the HFA signature or State System-adapted signature, or to PCA America by adding the phrase "an affiliate of Healthy Families America, a program of Prevent Child Abuse America" below the State System-adapted signature (figure C).
4) It has the right to use the HFA signature (and appropriate phrases) as a **secondary logo** with its previously-existing logo (figure D).

Figure A—adapt the HFA brand identity

healthy families polk.

healthy families waukesha county.

Figure B—use the HFA credentialed stamp

healthy families america CREDENTIAL

healthy families america MULTI-SITE CREDENTIAL

Figure C—link to the HFA national initiative

an affiliate of healthy families california.

—or link to PCA America

healthy families polk.

an affiliate of Healthy Families America, a program of Prevent Child Abuse America

Figure D—as a secondary logo

Polk County Healthy Families

an affiliate of healthy families america

Terms of usage

The Credentialed Site is allowed to adapt and/or use the HFA brand identity as long as the following conditions remain true:

- The site maintains credentialed status with Healthy Families America, either as a single site or as part of a multi-site system.
- The site remains committed to HFA's Critical Elements as a major component of their program offerings.
- The site collaborates with PCA America in terms of data and information collection related to their home visitation program.
- The site complies with our graphic standards regarding use of the HFA brand identity.
- All fees and charges are current.

In addition, a site that was credentialed as part of a multi-site credentialing process must remain formally affiliated with the central administration of that Multi-Site System to be considered a "Credentialed Site." If the site disassociates itself from the Multi-Site System, the site loses its affiliation with HFA and, therefore, its right to use the HFA license.

ffiliated Site **A site that has applied for and received verification of provisional affiliation with Healthy Families America, but has not yet been credentialed.**

se of the HFA
and identity

An Affiliated Site uses the HFA signature (which cannot be changed or adapted) in either of two ways:
1) The HFA signature can be the **primary logo** of the Affiliated Site (figure A).
2) The HFA signature can be used as a small **secondary logo** in conjunction with the Affiliated Site's previously-existing logo (figure B).

For both options, the mandatory phrase "an affiliate of" must be placed above the HFA logo signature.

In addition, the Affiliated Site can link itself to PCA America. The PCA America link is indicated by placing the phrase "a program of Prevent Child Abuse America" below the HFA signature.

Figure A—primary logo

Figure B—secondary logo

rms of usage

The affiliated, but not yet credentialed site, is allowed to use the HFA brand identity as long as the following conditions remain true:

- The site continues to be formally affiliated with Healthy Families America.
- The site remains committed to HFA's Critical Elements as a major component of their program offerings.
- The site is proceeding toward—or currently is in the process of applying for—credentialed status, as outlined in the "Single Site Application for Affiliation."
- The site collaborates with PCA America in terms of data and information collection related to their home visitation program.
- The site complies with our graphic standards regarding use of the HFA brand identity.
- All fees and charges are current.

Signature typography

HFA signature

The HFA signature has two elements: 1) the HFA logo with a dotted border around it, and 2) the typeset name.

The name can be positioned to the right of the symbol or below the symbol.

A register mark is placed at the end of the last line of type.

healthy
families
america®

healthy
families
america®

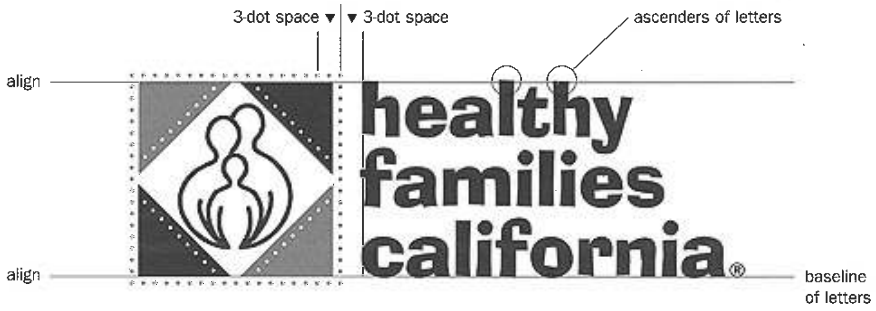
Adapting the signature

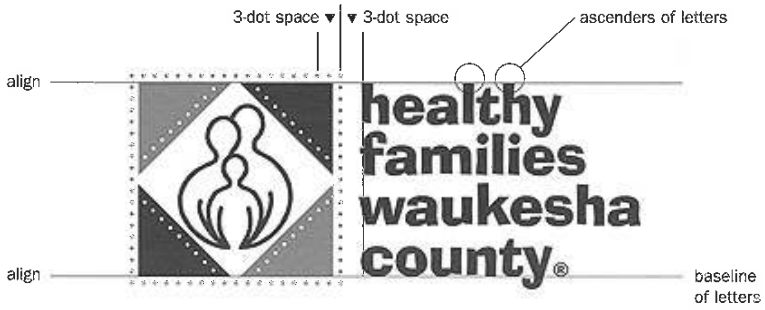
The name is typeset in Ad Lib with the following:

1) lower-case letters, no initial caps
2) tight letterspacing (-3 tracking)
3) tight leading (eg. 15 point Ad Lib type on 14 point leading).

The name is set on three or four lines. The ascenders of letters in the first line of type aligns to the top of the symbol. The baseline of letters in the last line aligns to the bottom of the symbol.

The space between the HFA logo with dotted border and the name is 3 dots (i.e., the distance between three dots in the dotted border).





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healthy
families
america®

healthy
families
america®

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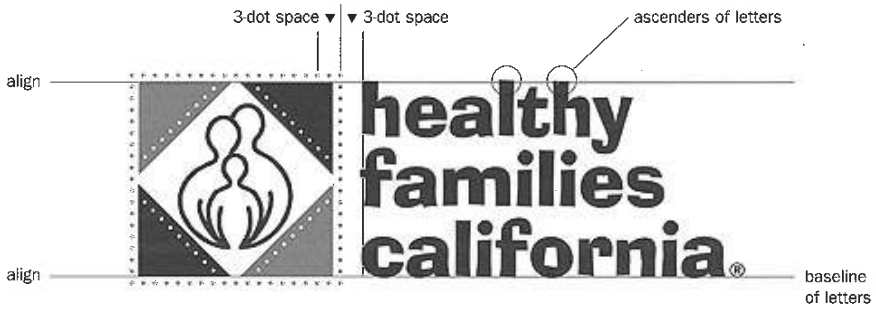
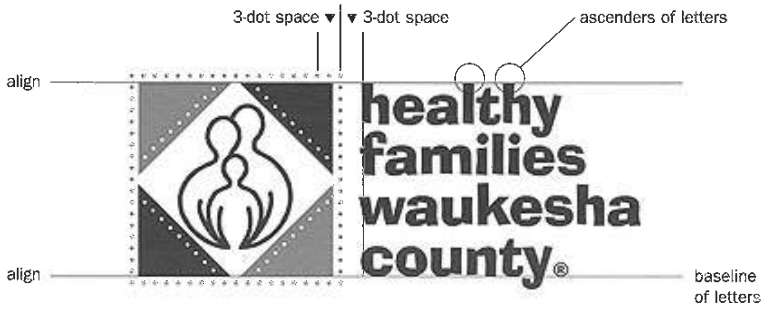
3) tight leading (eg. 15 point Ad Lib type on 14 point leading).

The name is set on three or four lines. The ascenders of letters in the first line of type aligns to the top of the symbol. The baseline of letters in the last line aligns to the bottom of the symbol.

The space between the HFA logo with dotted border and the name is 3 dots (i.e., the distance between three dots in the dotted border).





rogram name typography

'he program name is typeset in .d Lib using all lower case.

For the Healthy Families .merica signature, the name is ush justified left and right.

Some programs may input their ame in place of "America" (see ages 8-11). The name is set in all ›wer-case letters and with no ›breviations. It is typeset flush :ft, but not justified right. See the ignature Typography section ›ages 12-14) for specifying logo-›-name applications.

healthy
families
america

healthy
families
california

healthy
families
america

healthy
families
california

healthy
families
america

healthy
families
california

ogo proportion guide

/herever the logo appears the roportions must remain constant. 'se the grid guidelines for large :productions.

hrase above

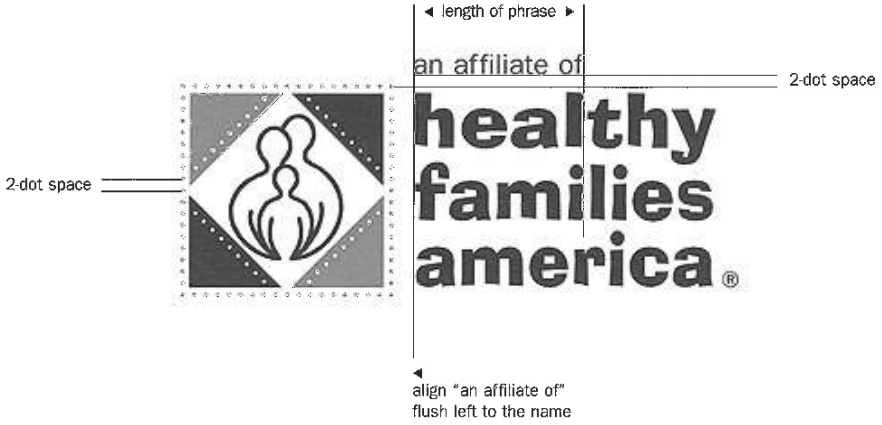
he phrase "an affiliate of" is placed bove the HFA signature for use by an ffiliate Site.

The phrase is typeset in Franklin lothic Book with the following:
) lower-case letters
) normal letterspacing (0 tracking)

The length of the phrase equals the idth of the first four letters "f-a-m-i" ı the word "families" on the second ne.

The space between the phrase and ıe HFA signature is a 2-dot space (i.e., ıe distance between 2 dots in the dot- d border).

The phrase aligns flush left with ıe name.



hrases below

hrases such as "a program of Prevent hild Abuse America" are placed nder the HFA signature.

The phrases are typeset in Franklin lothic Book Italic with the following:
) lower-case letters
) tight letterspacing (-2.5 tracking)
) 2-point leading

The phrases align flush left to the otted border, and do not extend eyond the word "families" on the econd line.

The space from the HFA signature capital letters in the phrases below a 5-dot space (i.e., the distance etween five dots in the border).

Secondary-size signature

The HFA signature can be used small as a secondary signature when a State System or Credentialed Site chooses to develop or maintain its own brand identity and link to Healthy Families America.

The *mandatory* phrase "a state system of" or "an affiliate of" is typeset in Franklin Gothic Book and placed above the HFA signature. The type aligns flush left to the dotted border.

If the State System or site also chooses to link to Prevent Child Abuse America, the phrase "a program of Prevent Child Abuse America" is placed below the HFA signature. It is typeset in Franklin Gothic Book Italic on three lines that do not exceed the width of the HFA signature. The type aligns flush left to the dotted border.

These examples of the HFA secondary-size signature are shown at the minimum size of 3.5 picas wide (not including the register mark).

Credentialed stamp

The HFA credentialed stamp can be used large or small. The minimum width is 2.25 picas wide.

minimum size

Brand usage

ext references

ncluded below are guidelines for referring to HFA or PCA America in written text such as news releases, brochures, articles or internet web sites.

Text referencing Healthy Families America and Prevent Child Abuse America

/hen linking a program to Healthy Families America, text should read: "Healthy Families America®, a program of Prevent Child Abuse America".

Healthy Families America boilerplate text

A program of Prevent Child Abuse America, Healthy Families America® was launched in 1992 in partnership with Ronald McDonald ouse Charities and with continued support from the Freddie Mac Foundation. Healthy Families America is a voluntary home visitation program ocusing on three equally important goals: to promote parent-child interaction, to encourage child health and development, and to prevent child buse and neglect. The program serves more than 50,000 families at over 400 sites across the United States and Canada."

Prevent Child Abuse America boilerplate text

Prevent Child Abuse America is the leading organization working at the national, state, and local levels to prevent the abuse and neglect of our ation's children. Headquartered in Chicago, Prevent Child Abuse America has chapters in approximately 40 states and the District of Columbia, nd is supported by private and corporate donors. The organization is widely known for its public awareness, education, prevention programs, dvocacy and research."

Using the secondary-size signature

As described on page 8 and 10, respectively, a State System or Credentialed Site may choose to develop or maintain its own brand identity and link to Healthy Families America by using the HFA signature as a secondary signature on printed materials.

The *mandatory* phrase "a state system of" or "an affiliate of" is placed above the HFA logo signature. The optional phrase "a program of Prevent Child Abuse America" is placed below the HFA signature.

On the letterhead and the business card, the HFA secondary-sized signature is used at its minimum size (3.5 picas wide).

When print limitations allow the use of only one color, you may print in either blue PMS 286, green PMS 625 or black.

These examples are for signature placement only, not for the creative direction of work you produce.

HEALTHY FAMILIES FLORIDA

Healthy Families Florida

123 South Orchard Avenue
4th Floor
Orlando, Florida 12345.6789

123.456.7890 *tel*
123.456.7891 *fax*
www.healthyfamiliesflorida.org

Healthy Families Florida

123 South Orchard Avenue
4th Floor
Orlando, Florida 12345.6789
123.456.7890 *tel*
123.456.7891 *fax*
www.healthyfamiliesflorida.org
djohns@healthyfamiliesflorida.org

Denise Johns
Director of Programs

HEALTHY FAMILIES FLORIDA

a state system of
healthy families america®

a program of Prevent Child Abuse America

a state system of
healthy families america®

a program of Prevent Child Abuse America

sing the credentialed stamp

s described on page 10, a Credentialed ite may choose to use the Healthy amilies America credentialed stamp. n the business card, the HFA creden- aled stamp is used at the minimum ze (2.25 picas wide).

When print limitations allow the se of only one color, you may print in ther blue PMS 286, green PMS 625 black.

These fictitious examples are for gnature placement only, not for the eative direction of work you produce.

Healthy Families Polk

123 North Main Street
Elkhart, Indiana 12345.6789

123.456.7890 *tel*
123.456.7891 *fax*
www.healthyfamiliespolk.org

Healthy Families Polk

123 North Main Street
Elkhart, Indiana 12345.6789
123.456.7890 *tel*
123.456.7891 *fax*
www.healthyfamiliespolk.org
mwilson@healthyfamiliespolk.org

Mary L. Wilson
Director of Programs

Signature

healthy families america®

healthy families america®

healthy families america®

healthy families america®

letterhead size
9 picas wide

healthy families america®

minimum size
3.5 picas wide

Secondary-size signatures

a state system of
healthy families america®
a program of Prevent Child Abuse America

a state system of
healthy families america®
a program of Prevent Child Abuse America

an affiliate of
healthy families america®
a program of Prevent Child Abuse America

an affiliate of
healthy families america®
a program of Prevent Child Abuse America

minimum size
3.5 picas wide

Credentialed stamps

healthy ◆ families ◆ america ◆ CREDENTIAL ◆ ®

healthy ◆ families ◆ america ◆ MULTI-SITE CREDENTIAL ◆ ®

minimum size
2.25 picas wide

minimum size
2.25 picas wide

1 pica = .167 inch