Center for Human Services

Brand Guidelines

CENTER FOR
HUMAN SERVICES
Life Beyond Limitations

chs-mo.org

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About this Guide

The purpose of this manual is to establish guidelines that will help define the cohesive look of CHS's marketing communications, standardize the brand's identity, and promote consistency across all visual marketing communications and across all media channels, print and digital.

The components of the brand are outlined in these guidelines, and include for example: proper use of the Center for Human Services logo, brand mark, and colors, available branded materials and templates, as well as instructions for consistency in usage of typography and photography.

Quality and consistency are important to the look and personality of a brand's identity, and so following these guidelines will be essential to the ongoing brand-building of CHS. Design elements outlined in this guide are available to ensure consistency, and while there may need to be exceptions in the design of a piece from time to time, this should be rare, and we should never go against the guidelines described in this manual.

Specific questions regarding the look of the CHS brand, and use of the branding elements described in this manual can be directed to Marissa Ivie, Marketing & Communications Manager at mivie@chs-mo.org or by phone at 660.826.4401 ext. 366

About Center for Human Services

Center for Human Services is a non-profit organization that helps people of all ages across Missouri. Our primary services help individuals develop their skills to overcome physical, mental and financial challenges.

Mission

Our mission is to provide exceptional services and support for Missouri citizens with intellectual and developmental disabilities since 1955. Our original mission included establishment of programs and services that change the way the community defines and views people with disabilities.

We believe that everyone deserves to live a "Life Beyond Limitations," so we create opportunities to make that possible for thousands of individuals throughout Missouri.

Values

- We are leaders in excellence
- We are steadfast in our commitment to solutions
- We respect all differences, similarities and disabilities
- We advocate autonomy

How do you help people overcome challenges?

We do this by providing resources and services for child care and education, jobs, therapy, housing, counseling and socialization.

This also helps them live, work, learn, connect and thrive beyond limitations.

The Logo

The Center for Human Services logo is the most important representation of the brand. To ensure a unified brand, the appearance and usage of the logo should be used on all literature and abide by the following standards.

CENTER FOR ②
HUMAN SERVICES
Life Beyond Limitations

①
③

Logo Elements

The Center for Human Services logo consists of three main elements:

① The logo mark of three stacked hands in a crescent shape;

② The word mark "Center for Human Services";

③ And the tagline "Life Beyond Limitations"

The elements of the logo mark are grounded in the characteristics and meanings outlined below.

Stacked Hands:

- Warm, friendly and welcoming
- Shows support, care and teamwork
- Symbolizes the multiple service lines
- Provides meaning to "human services"
- Represents the diversity of clients and staff

Cresent Shape:

- Shows inclusion and unity
- Symbolizes the circle of life
- Serves as an abstract "C" for the "Center"
- Open circle supports "Life Beyond Limitations"

Fonts

The font used for "CENTER FOR" is Filson Soft Medium in all caps.

The font used for "HUMAN SERVICES" is Filson Pro Heavy in all caps.

FILSON SOFT MEDIUM

FILSON PRO HEAVY

The font used for "Life Beyond Limitations" is Asap Italic in title case with a tracking of 100.

Asap Italic

Sizing

The logo may be enlarged or reduced as needed, but it must maintain the same aspect ratio.
DO NOT DISTORT OR CHANGE THE PROPORTIONS OF THE LOGO.

To ensure the clarity of the brand is retained on all printed literature, the logo should never be used too small for the writing to not be easily read. The recommended smallest size is 1.5" wide.

The Logo

Clearspace

The area immediately around the logo must be clear of all other elements to protect its integrity and readability. An equal distance to the height of the letter "H" in "HUMAN" surrounding the logo is the ideal clear space. Please refer to the diagram shown to the right. The height of the letter "H" (at whatever size the logo is used) is "X". Keep other elements at least "X" distance from the top, bottom and sides of the logo.

Note: There is one exception to this rule; text that may include a cobrand, address and/or website URL placed close to the logo.

Colors

The logo should appear in color (PMS or CMYK) whenever possible. The brand colors and values are specified below. Where the color logo would not be easily read, it may appear as full black or full navy on white or other light backgrounds or reversed on brand approved color backgrounds.

These standards are to be followed closely.
NO OTHER COLORS OR SUBSTITUTE COLORS MAY BE USED.

PMS 289
CMYK: 98/85/45/51
RGB: 12, 35, 64
HEX: #0C2340

PMS 314
CMYK: 100/33/27/2
RGB: 0, 127, 163
HEX: #007FA3

PMS 369
CMYK: 68/0/100/0
RGB: 100, 167, 11
HEX: #64A70B

Full Black

Full Navy

Reversed

The Logo

Logo Misuse

The Center for Human Services logo should not be altered, modified or recreated in any way. This includes changing the colors and/or changing the logo's proportions. These and other examples of incorrect usage of the logo are shown on this page and would be considered misuse and are not allowed.

- DO NOT tilt or flip
- DO NOT squish of stretch
- DO NOT change color
- DO NOT use a background that compromises legibility

- DO NOT apply a stroke or other effect
- DO NOT reposition elements
- DO NOT recreate or typeset logos with alternate typefaces

Logo File Formats & Usage

EPS
Encapsulated Post Script

USE: FOR PRINT (300 DPI)

An EPS is a vector format designed for printing to PostScript printers and image setters. It is considered the best choice of graphics format for high resolution printing of illustrations. EPS files are created and edited in illustration programs.

Vector graphics are a scalable, resolution-independent format composed of individual objects or shapes. Vector images can be resized easily without loss of quality making them an ideal format for initial logo designs and illustrations to be used in multiple sizes.

Best for use on printed items such as: fliers, postcards, posters, large signs, door decals, banners, promotional materials and merchandise and much more.

JPG
Joint Photographic Experts Group

USE: FOR PRINT (300 DPI)
USE: FOR WEB & DIGITAL (72 DPI)

JPGs are one of the most popular image file formats and compress an image, significantly reducing the size of the file. For example, digital cameras or smart phones use this as a primary file format.

The JPG is considered 'lossy'—which means that when the data is compressed, unnecessary information is deleted from the file permanently, making it ideal for sharing and storing.

JPGs do not support transparency, therefore any JPG logo format that includes white or light-colors in the font or design elements would not show up as it would be on a white background. Because of this, only logos that include solid and darker colors are saved in this format.

High resolution (300 dpi) JPGs that are included in the logo "Print" folders can be used for printing on fliers, postcards, posters, brochures and other materials when a transparent background is not needed.

Low resolution (72 dpi) JPGs included in the logo "Web" folders are a good choice for web and digital use when a transparent background is not needed. Their low file sizes are ideal for optimizing website loading times.

PNG
Portable Network Graphics

USE: FOR WEB & DIGITAL (72 DPI)

A PNG file is ideal for web and digital art. It tends to have a larger file size than a JPG but it also preserves hard edges and can handle a high amount of colors while keeping the load time fast enough for use online. It also supports transparency, which means it can be can be saved with a transparent background and allows you to place your image on top of another image or color without an outlining white box. Best use for a PNG file is online and in digital formats where a transparent background is required, e.g. PowerPoint, programmatic advertising, digital billboards, websites, video, etc.

Logo File
Color Modes & Usage

CMYK
Cyan, Magenta, Yellow, Black

USE: FOR PRINT

CMYK stands for Cyan, Magenta, Yellow and Black (also known as process color or four color). CMYK refers to the four ink plates used in some color printing. CMYK files are for any project that will be physically printed such as business cards, brochure, posters, etc. that are not for screen use.

PMS
Pantone Matching System

USE: FOR OFFSET PRINT

Pantone is a standardize system for color and is the truest representation of color intent in graphic arts. Unlike CMYK, a pantone or spot color, is a single color created from a precise mixture of inks. Their color accuracy is superior to CMYK but can become costly using more than three colors.

RGB
Red, Green, Blue

USE: FOR WEB & DIGITAL

RGB is the color mode for digital displays. These files are used for digital purposes such a web graphics and photos. Printing RGB files can result in blurry images with inaccurate colors. Use CMYK or Pantone (PMS) files for printing purposes.

Typefaces

Filson Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Filson Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Filson Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Filson Pro Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Filson Pro Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Filson Pro Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Publication Stylesheet

HEADLINE/TITLE

Filson Pro Bold

Font: Filson Pro Bold

Color: PMS 369 or PMS 289

Recommended Size: 24pt over 28pt leading

Cover headlines and titles are often left justified, with some instances center aligned.

INTRODUCTORY/PULLQUOTE

Filson Pro Book Italic

Font: Filson Pro Book Italic

Color: Black 100% or one of the brand colors

Recommended Size: 14pt over 18pt leading

SUBHEAD LEVEL 1

Filson Pro Bold

Font: Filson Pro Bold

Color: PMS 314

Recommended Size: 14pt over 16pt leading; space after: .0325"

SUBHEAD LEVEL 2

Filson Pro Bold

Font: Filson Pro Bold

Color: PMS 289

Recommended Size: 12pt over 14pt leading; space after: .0325"

SUBHEAD LEVEL 3

Filson Pro Bold

Font: Filson Pro Bold

Color: PMS 369

Recommended Size: 11pt over 13pt leading; space after: .0325"

BODY

Calibri Regular

Font: Calibri Regular

Color: 100% Black

Recommended Size: 11pt over 14pt leading; space after paragraph .0625"

BULLETED/NUMBERED LISTS

- Bullet list
- Bullet list
- Bullet list

Font: Calibri Regular

Color: 100% Black text with bullet PMS 369 or PMS 314

Recommended Size: 11pt over 14pt leading; space after bullet .0625"

Indentation: Left indent .1875"; first line left indent -.875"

FOOTNOTE AND DISCLOSURE

Calibri Italic

Font: Calibri Italic

Color: 100% Black

Recommended Size: 9pt over 11pt leading; space after paragraph .0625"

TABLE TEXT

Filson Pro Regular

Font: Filson Pro Regular

Color: 100% Black

Recommended Size: 9pt over 10pt leading; space after: .09375"; OpenType option set to "Proportional Lining" to give numbers a uniform height and baseline.

SUPERSCRIPTS

Registration marks (®), Trademarks (™), Copyright marks (©), In-text footnote markers and Asterisks are superscripted. Set Application Preferences to super-script 50% size and 30% position. Within a headline, set text to 10pt with a 7pt baseline shift.

Photography

The people—whether individuals with disabilities, family members, faculty or staff—make the Center for Human Services. Using natural light to capture authentic personalities and individuals engaged in the moment will bring the brand to life more than forced smiles and unnatural poses.

Resolution

Print: 300 dpi

Web/Email: 72 dpi

PowerPoint: 96 dpi

Do

- Use photography with bright colors that coordinate with the CHS palette. An exception to this rule is when using historical photos or black and white photography.
- Use images that convey a positive message
- Use photography that is shot from interesting points of view.
- Include wider shots of the group surrounded by open space to emphasize individuals working together
- Create situations where individuals are presenting leading group conversations
- Capture multiple angles—high and low

Don't

- Use boring or ordinary imagery
- Use photography that is unnatural or overly staged
- Skew the proportions of an image to make it fit in the available space
- Use dated images unless they represent real people or events, or are integral to the concept

Illustration

Do

- Use simple vector art
- Use colors from the CHS color palette
- Develop artwork from scratch — or when using stock art, modify the art to fit the concept and aesthetic of the piece.

Don't

- Use gradients to create 3-dimensional art
- Use clip art

Photography

Do

Photography
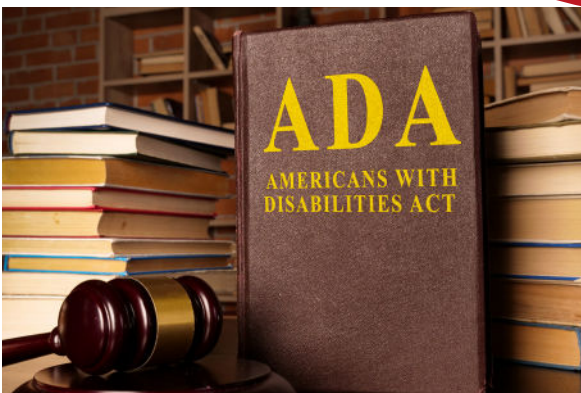
Don't

[Unnatural]

[Dated]

[Skewed]

[Overstaged]

[Cheesey]

Illustration

Do

How do you help people overcome challenges?

We do this by providing resources and services for child care and education, jobs, therapy, housing, counseling and socialization.

This also helps them live, work, learn, connect and thrive beyond limitations.

▲ 6 ▼

What is the Center for Human Services?

Center for Human Services is a non-profit organization that helps people of all ages across Missouri. Our primary services help individuals develop their skills to overcome physical, mental and financial challenges.

Illustration

Don't

Templates

Approved templates must be used for all business correspondence. If you require a custom template, please contact Marissa Ivie, Marketing & Communications Manager at mivie@chs-mo.org or by phone at 660.826.4401 ext. 366.

Letterhead and Press Release

Margins

Body copy should be positioned .5" from the left edge and at least 1.75" from the top edge.

Type

The following styles are provided in the letterhead template under the styles menu in Microsoft Word. A sample of each style is included in the body of the template.

HEADING 1

Font: Calibri Bold
Size: 22pt
Color: R-100, G-167, B-11

HEADING 2

Font: Calibri Bold
Size: 14pt
Color: R-O, G-127, B-163

HEADING 3

Font: Calibri Bold
Size: 12pt
Color: R-12 G-35 B-64

NORMAL

Use this style for body copy.
Font: Calibri
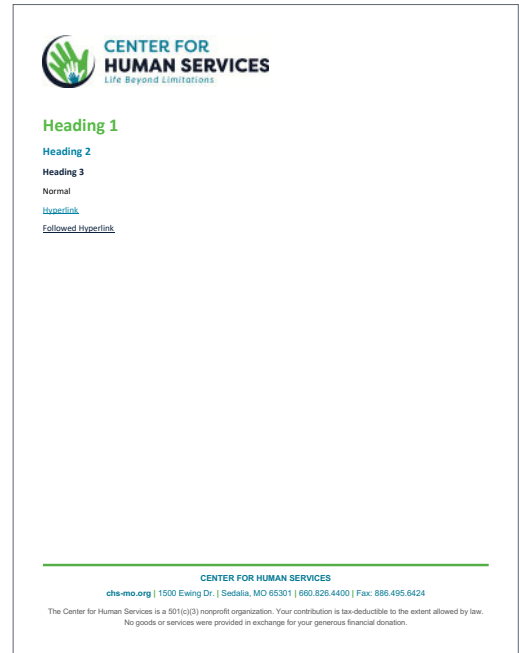**Size:** 11pt
Color: Black

HYPERLINK

Hyperlinks are recommended for electronic correspondence only. Remove hyperlinks on printed materials.

Font: Calibri Bold
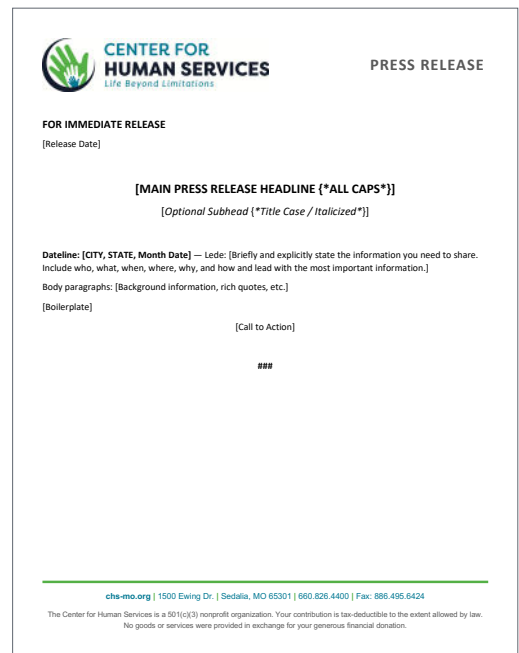**Size:** 11pt
Color: R-O, G-127, B-163

FOLLOWED HYPERLINK

Font: Calibri Bold
Size: 11pt
Color: R-12 G-35 B-64

LETTERHEAD SAMPLE

PRESS RELEASE SAMPLE

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Templates

PowerPoint

Title Slide

TITLE

Font: Calibri Bold; 60 pt; center aligned
Color: R-0, G-127, B-163

SUBHEAD

Font: Calibri Bold; 32 pt; center aligned
Color: R-12 G-35 B-64

Inside Slides

HEADLINE/TITLE

Font: Calibri Bold; 44pt; left aligned
Color: R-0, G-127, B-163

BODY TEXT

Font: Calibri Regular; 28 pt; left aligned
Color: 100% Black

BULLETED/NUMBERED LISTS

Left indent at .25" (by tab)
Font: Calibri Regular; sizes tiered; left aligned
Color: 100% Black

DISCLAIMERS AND FOOTNOTES

Font: Calibri Italic; 12 pt, right aligned
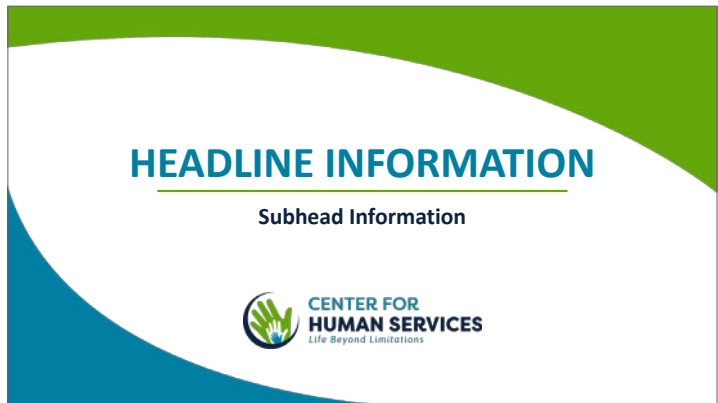**Color:** 100% Black

Section Slide

TITLE

Font: Calibri Bold; 60 pt; center aligned
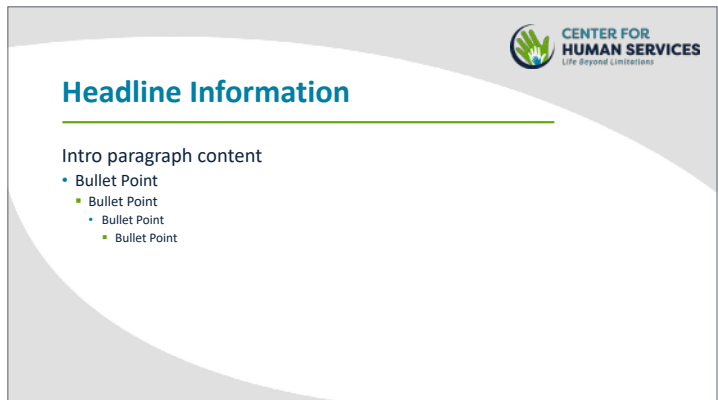**Color:** R-255, G-255, B-255

SUBHEAD

Font: Calibri Bold; 32 pt; center aligned
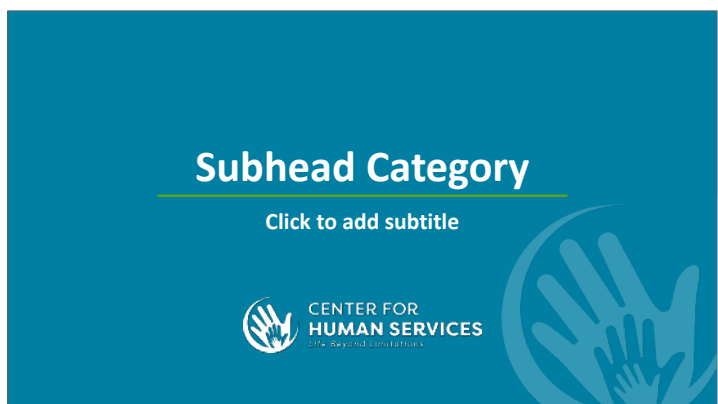**Color:** R-255, G-255, B-255

TITLE SLIDE

INSIDE SLIDE

SECTION SLIDE

Templates

Email Signature

Outgoing email should have the Center for Human Services signature and disclosure, which can be customized for contact information.

Email Signature Sample

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JOHN DOE
Job Title
Service Line Here (Optional)
o: 660.826.4401 ext. 123
c: 660.826.0000 (optional)

1500 Ewing Drive | Sedalia, MO 65301 | **chs-mo.org**

IMPORTANT NOTICE: This message is intended for the use of the person or entity to which it is addressed and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient or the employee or agent responsible to deliver it to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this information is STRICTLY PROHIBITED. If you have received this message by error, please notify us immediately and destroy the related message.