



## **Graphics Standard Manual**

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February 2017

The purpose of the Healthy Families America® (HFA) graphic standards manual is to enable every HFA employee and partner to deliver a single, strong and recognizable brand throughout communications materials. This manual was developed to provide detailed guidelines regarding use of the logo, wordmark, colors and visual brand style for HFA.

HFA is the signature program for Prevent Child Abuse America® and one of the leading family support and home-visiting programs in the country. Recently, the HFA logo was updated to modernize the brand and further align it with Prevent Child Abuse America. This new logo allows HFA to achieve consistency with the national organization brand by utilizing the pinwheel, color scheme and structure.

## **NATIONAL OFFICE GRAPHIC STANDARDS**

The graphic standards in this section apply to the National Office.

## Organizational Logo

The pinwheel represents the happy, healthy and care-free childhood we want for ALL children in the context of family and community. It provides us all with the opportunity to engage multiple audiences in a new and consistent way, and enjoy unique brand recognition in a crowded non-profit landscape.

The organizational logo is the combination of the pinwheel symbol and the organizational name. The organization name typeface is Franklin Gothic Heavy (in gray). When using the Healthy Families America logo at the site level, each site is to replace “America” in the National Office logo, with its own site name in the Times New Roman typeface (in gray).



## Site Logo

When using the Healthy Families America logo at the site level, each site is to replace “America” in the National Office logo, with its own site name in the Times New Roman typeface (in gray).



## Logo Alignment

The typography is always left aligned and positioned to the right of the pinwheel symbol. The spacing between the pinwheel and the typography is always the same distance.

The stick of the pinwheel is at an angle to create a more dynamic symbol. The angle follows the same angle as the “A” of “America”. The baseline of the pinwheel stick always aligns with the baseline of the “America” or state name type.

The leading is set as the same pt. as the type size.



## Fonts

Organization name is typeset in Franklin Gothic Heavy. “America” and secondary typography, such as addresses, titles or board lists, are typeset in Times New Roman. Board list headers are set in Franklin Gothic Demi.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

## Logo Spacing

To maximize impact and recognition, an area equal to the height of “X” (shown at right) is to remain clear around the logo.

The exception to this rule is when there is a horizontal line under the logo, such as the anniversary logo example shown below. The horizontal line must be  $\frac{1}{2}$  of the height of “X” below the baseline of the pinwheel stick.



## Use of Pinwheel as a Stand-Alone Image

To enhance design or accommodate tight spaces, it is allowable to show the pinwheel as a stand-alone image on a print (e.g. brochure) or electronic piece (e.g. Facebook page) as long as the full organizational logo is also shown on that piece. See examples at right. Use of the pinwheel as a stand-alone image without the use of the full logo on the same piece is not allowed.



## Logo Placement – Co-Branded Sites

For those Healthy Families America sites that utilize the Healthy Families America logo along with another organizational logo, there are specific instances to consider:

- When referencing Healthy Families America as a program of a larger organization, the Healthy Families America logo should be included near the program description. Placement and usage of the logo should follow all graphic standards noted.
- When displaying two logos together, each logo should have similar prominence within the collateral. Placement and usage of the logo should follow all graphic standards noted.

## Things to Avoid

Elements of the logo may not be rearranged into other configurations. The logo in its entirety may be scaled up or down in size to accommodate various needs. Individual elements may not be scaled, such as making the organizational name smaller or the pinwheel bigger.

When scaling the logo up or down, be sure not to distort the logo.

The text may not be stacked under the pinwheel symbol.

The angle of the pinwheel/pinwheel stick may not be changed.

Fonts other than those indicated – Franklin Gothic Heavy and Times New Roman – may not be used. Treatments, such as italicizing or capitalizing the entire organizational name, may not be used with the logo.

The logo may not be shown in any color combination other than the options shown on page 7. For example, the logo may not be shown in red, white and blue for Independence Day or all green for St. Patrick's Day.

To prevent brand degradation, the pinwheel image may not be used as an “I” within another word.



**Healthy Families**  
America®



**Healthy Families**  
America®



**Healthy Families**  
America®



**Healthy Families**  
America®



**HEALTHY FAMILIES**  
America



**Healthy Families**  
America®

## Logo Colors

The organizational logo colors are blue PMS 286 and gray PMS 7545 (Pantone Matching System). Printing the logo in the two Pantone colors (blue and gray) is preferred.

To account for multiple graphic needs, the following alternatives are acceptable:

Two-color PMS 286 blue and PMS 7545 gray; solid and various tints – PMS 286: 100% and 64% and PMS 7545: 100%, 70% and 25%

One-color PMS 286 blue; solid and various tints – PMS 286: 100%, 75%, 64% and 25%.

One-color black; solid 35% black (also referred to as Black & White)

Reversed out against blue PMS 286 background; solid white and 30% blue (also referred to as Knocked Out or KO).

Reversed out against black background; solid white and 35% black (also referred to as Knocked Out or KO).

Please note, reversed out images should only be used for specific projects that require it.

When designing materials, it is important to work within the brand primary and secondary colors:

### Primary Colors

The primary colors are an integral part of our brand. Primary colors should be used on all materials to build brand recognition.

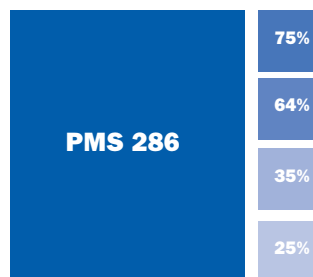
PMS 286 & PMS 7545

### Secondary Colors

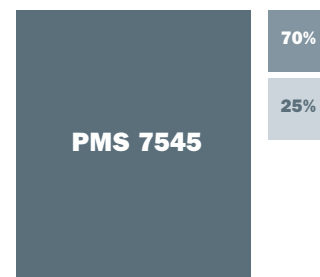
The secondary colors broaden the color palette to provide variety and visual interest, without leaving the recognizable color palette. Secondary colors should be used in less than 50 percent of the whole palette for one piece.

PMS 2277 & 2005.

R=0 G=93 B=170  
C=100 M=66 Y=0 K=2



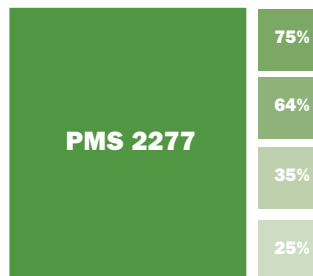
R=92 G=111 B=124  
C=23 M=2 Y=0 K=63



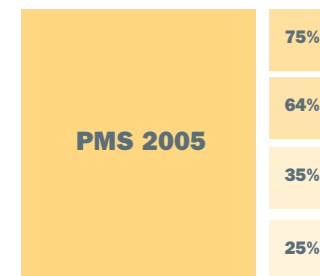
#### Primary Logo:



R=84 G=149 B=66  
C=72 M=20 Y=100 K=5



R=255 G=216 B=129  
C=0 M=15 Y=58 K=0





## **Organizational Name Usage**

When referencing the organization, our full name, Health Families America® should be used as the first reference. Any reference thereafter, can exclude the registered mark. If, in subsequent content, the HFA acronym is used, then the initial reference must be, Healthy Families America® (HFA).

## **Tag Line**

The tag line for Healthy Families America is “Great childhoods begin at home”.

## **Questions on Logo Usage**

If your chapter is unsure about any particular possible logo usage, please contact the Prevent Child Abuse America Director of Marketing at 312.663.3520 x861.

## **LOGO PLACEMENT AND USAGE – NATIONAL OFFICE AND SITES**

The following sub-sections demonstrate the national office's approach to stationery, website and social media, incorporating the organizational pinwheel logo. For consistency, sites are encouraged, but not required, to follow these models for your print and electronic elements.

## Business Card

The size of the business card is 3 ½" x 2".  
 “Healthy Families” is 17 point Franklin Gothic Heavy in gray. “America” is 17 point Times New Roman in gray. Address is 8 point on 9 point leading Times New Roman in gray. Name is 8 point on 9 point leading in Franklin Gothic Demi in blue. The logo is 2.59” wide in 2-color.

Healthy Families America cards are printed on white stock.

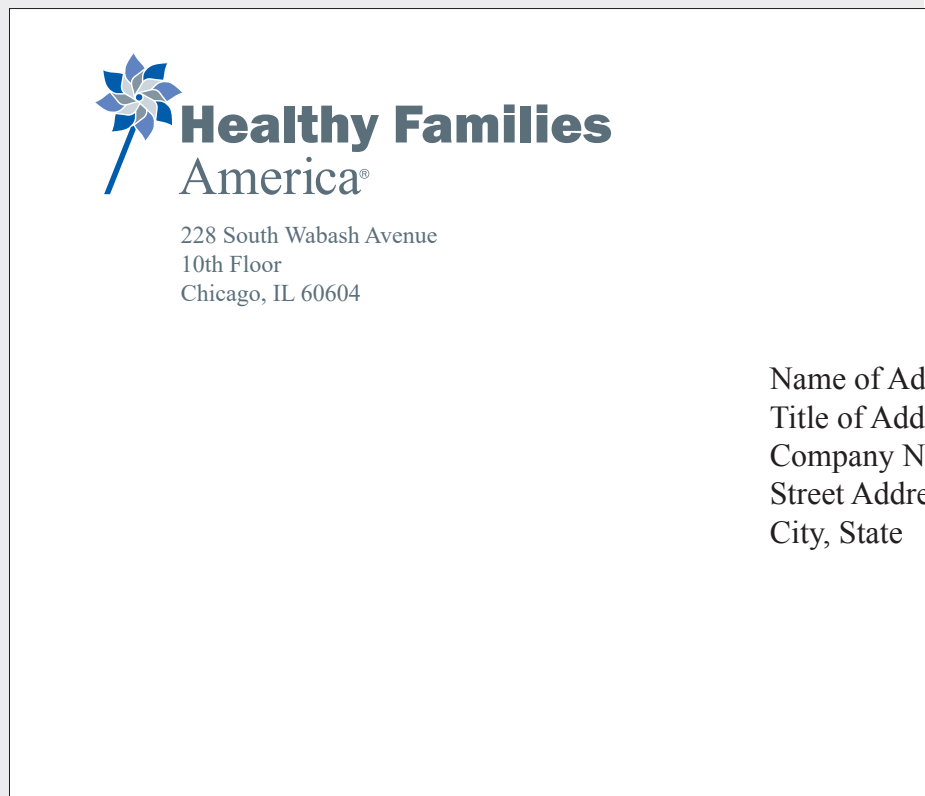


## No. 10 Envelope

“Healthy Families” is 20 point Franklin Gothic Heavy in gray. “America” is 20 point Times New Roman in gray. Address is 9 point on 11 point leading Times New Roman in gray. The logo is 3.05” wide in 2-color.

Baseline of address aligns at 2.125” from the top of the envelope and 4” in from the left side of the envelope.

Healthy Families America envelopes are printed on white stock.



## Letterhead

“Healthy Families” is 20 point Franklin Gothic Heavy in gray. “America” is 20 point Times New Roman in gray. Address is 9 point Times New Roman in gray. The logo is 3.05” wide in 2-color.

Second sheet letterhead should only include the logo in the same position as on the letterhead. These same rules apply for electronic letterhead.



Date

Name of Addressee

Title of Addressee

Company Name

Street Address

City, State Zip Code

Name of Addressee:

The purpose of this sample letter is to provide a guide for the typing format within Healthy Families America® and its sites.

A common visual presentation of the organization will reinforce the objective of creating a unified purpose.

The date for the standard letter begins 7 picas, 3 points from the top edge of the paper and aligns flush left vertically with the Healthy Families America name.

One double space should precede and follow the salutation line. The letter margins should be set to allow for 33 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.

Sites are welcome to print their 501c3 designation and/or include a tag line of their choosing on letterhead and/or all other stationery. The only stipulation is that tag lines be consistent with re-framing.

Sincerely,

## Press Release

“Healthy Families” is 20 point Franklin Gothic Heavy in gray. “America” is 20 point Times New Roman in gray. Address is 9 point Times New Roman in gray. The logo is 3.05” wide in 2-color.



### **PRESS RELEASE**

**Contact Name:** First Last Name  
**Phone Number:** 123.456.7890

Release:  
**IMMEDIATELY (OR DATE)**

### **Headline**

Subhead (if appropriate)


CITY, STATE—The body of the release begins four lines below the deepest line under “Release” or “Contact”. The deadline is flush left, as are all the paragraphs. There is one line of space between each paragraph. The city where the release originated is typed in all capitals. The state name is abbreviated.

It is not necessary to provide a date preceding the city if one has been given in the “Release” above.

If additional pages are required, the bottom of the first page is to have the word—MORE—in all capital letters, centered with body of the release. The additional page is to be identified with the title of the release and a page number. The concluding page is to have three pound signs— # # # — centered under the copy. There is one letter space between each sign.

## Memoranda & Fax Cover Sheet

“Healthy Families” is 20 point Franklin Gothic Heavy in gray. “America” is 20 point Times New Roman in gray. Address is 9 point Times New Roman in gray. The logo is 3.05” wide in 2-color.



**Healthy Families**  
 America®

**MEMO**

**TO:** Audience

**FROM:** Name


**DATE:** XX/XX/XXXX

**RE:** **Subject of Memo**

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Memo content to start 3.5" from top of the page. Memo is to be typed in Bookman Regular 11pt. There is a 1.25" margin on the right side of the page.

228 South Wabash Avenue, 10th Floor | Chicago, IL 60604 | T 312.663.3520 | F 312.939.8962 | [healthyfamiliesamerica.org](http://healthyfamiliesamerica.org)



**Healthy Families**  
 America®

**FAX**

<b>TO:</b> Audience	<b>FROM:</b> Name
<b>FAX:</b> 123.456.7890	<b>PAGES:</b> XX
<b>PHONE:</b> 123.456.7890	<b>DATE:</b> XX/XX/XXXX
<b>RE:</b> <b>Subject of Fax</b>	<b>CC:</b> First Last Name

---

Fax content to start 3.5" from top of the page. Fax is to be typed in Bookman Regular 11pt. There is a 1.25" margin on the right side of the page.

228 South Wabash Avenue, 10th Floor | Chicago, IL 60604 | T 312.663.3520 | F 312.939.8962 | [healthyfamiliesamerica.org](http://healthyfamiliesamerica.org)


## Print, Electronic Newsletters, Signage, Collateral, Ads or Video Slates

When creating various collateral, ensure the organizational logo is placed in a prominent location and follows all graphic standard guidelines.



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[Healthy Families America](#) [Prevent Child Abuse America](#)




**Home Visiting Coalition: Post-Election Webinar Regarding the Reauthorization of MIECHV**

The Home Visiting Coalition invites you to attend a [post-election webinar](#) regarding the reauthorization of the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) program on Monday, December 19 at 1:00 pm EST.

Full event details are below. Please [click here to register](#) for the webinar.

**Webinar Overview:**

1. Election Results: Key Players in Congress and Administration
  1. Leadership
  2. Committees Of Jurisdiction
  3. Agency
2. Congressional Landscape & Key Issues regarding MIECHV
  1. MIECHV Legislative Ask



**HOME VISITING COALITION**

## Electronic Signature

All national office employees should use the same electronic signature, as shown to the right:

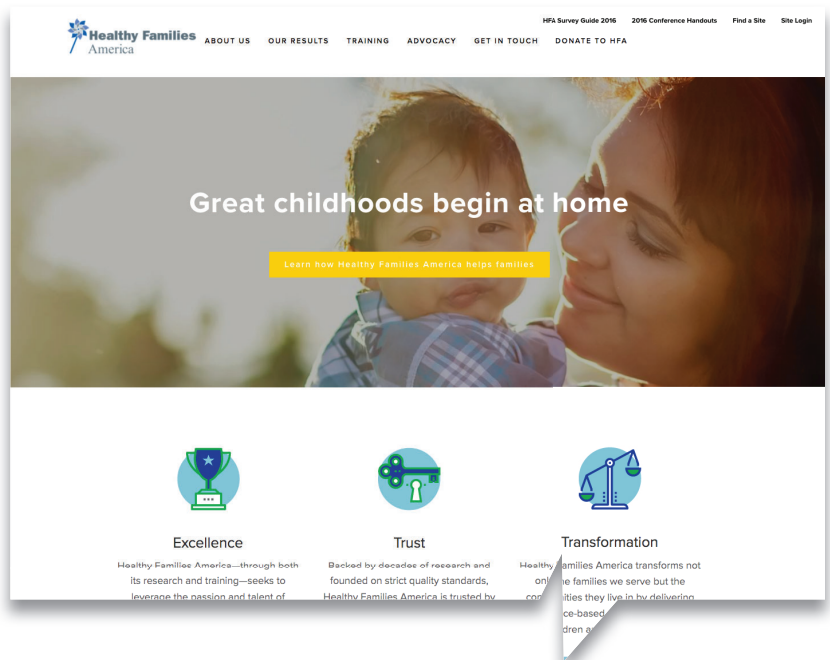
John Smith  
 Director of Operations  
 Healthy Families America®  
 228 S. Wabash Avenue, 10th Floor  
 Chicago, IL 60604  
 Phone: (312) 663-3520 ext. XXX  
 Fax: (312) 939-8962



## Website

Display the organizational primary logo at the top of the home page and carry through the website. Follow all graphic standard guidelines.

<http://www.healthyfamiliesamerica.org/>



## Social Media

Display the organizational primary logo within the functionality of various social media sites, such as Facebook or Twitter. Follow all graphic standard guidelines.

<https://www.facebook.com/HealthyFamiliesAmerica>





## **BRAND MESSAGING**

## Mission, Vision, Promise

*Mission:* To promote child well-being and prevent the abuse and neglect of our nation's children through intensive home visiting.

*Vision:* All children receive nurturing care from their family essential to leading a healthy and productive life.

*Promise:* Healthy Families America is supporting relationships between parents and children within communities, to strengthen American families.

## Core Messages

- Healthy Families America is an evidence-based (or research-based) home visiting program that focuses on enhancing child welfare, health and development.
- It is a national, voluntary program that supports families to provide intensive in-home services, equipping parents with the tools and resources needed to create strong, lifelong relationships with their children.
- Healthy Families America uses a relationship focused approach, while promoting positive parenting skills and parent-child interaction and attachment, optimal prenatal care, child health and development and enhanced family self-sufficiency to ultimately create safe, stable and nurturing relationships and environments.
- Healthy Families America equips parents with the tools and resources needed to create strong, lifelong relationships with their children.
- Healthy Families America works with parents prenatally and after birth.
- Using the proven practice of home visits, Healthy Families America's staff connects with and supports parents and children in any given community.
- Healthy Families America uses an infant mental health (or relationship focused) approach to enhance child health and development through strengths based intensive in-home services.
- Healthy Families America is theoretically rooted in the belief that stimulating, early learning environments and nurturing, and our earliest relationships lay the foundation for life-long healthy development.
- Healthy Families America is unique from other home visiting models in that it offers flexibility to meet the needs of all kinds of communities and families.
- In 2011, HFA was named one of seven proven home visiting models by the United States Department of Health and Human Services.
- HFA actively reaches out to engage with families who could benefit from a unique community partnership approach to access services.
- The core of HFA includes care that understands and recognizes the impact of trauma, relationship building and a focus on the parent-child interaction.
- HFA is the only home visiting program that has developed an accreditation process that ensures the quality of each HFA affiliate through adherence to best practice standards.

## **INTELLECTUAL PROPERTY**

## Logo Protection

To ensure that the Healthy Families America logo and wordmark continue to be used in a manner that advances our brand and allows the trademarks to be recognized as our trademark, it is imperative that we properly use the trademark consistently and correctly.

## What is a trademark?

A trademark is a word, phrase, slogan, symbol, or design, or combination thereof that identifies the source of goods and services of one owner and distinguishes them from the goods and services of another owner. A trademark lets consumers know that the goods or services come only from a single source, and not someone else.

Using a trademark in commerce with specific goods and services establishes common law rights in the mark, which may be limited to a specific geographic area. Federal registration of a trademark provides the trademark owner with a legal presumption that he or she is the owner of the mark and has the exclusive right to use the mark nationwide on or in conjunction with the goods or services identified in the registration.

*Which symbol (®, ™ or ™) should I use?*

To use the ® symbol, the trademark must be a federally registered mark with the US Patent and Trademark Office. The ® symbol may be used with the mark only in connection with the goods or services listed in the federal trademark registration. Also, the ® symbol only can be used if a federal registration has been granted, and not while an application is pending. The Healthy Families America wordmark is federally registered and thus should include the ® symbol placed to the right of the mark: Healthy Families America® or Healthy Families America® (HFA).

If a word, phrase, slogan, symbol, or design, or combination thereof is being used as a trademark but is not federally registered (either an application for federal registration has not been filed or an application for federal registration is pending but has not yet been granted), the ™ symbol (for an unregistered trademark) or ™ symbol (for an unregistered service mark) should be used to alert the public of trademark use. Once a federal registration is granted, the ™ or ™ symbol can be replaced with the ® symbol.

## Copyright Use

A copyright protects an original artistic or literary work fixed in a tangible medium of expression. Copyright covers both published and unpublished works. An original work of authorship automatically is protected under copyright the moment it is created and fixed in a tangible form. Although federal copyright registration is not mandatory to protect original works of authorship, federal registration nonetheless allows a copyright owner to make the fact of their copyright public record and collect statutory damages in the event of infringement.

A copyright notice is an identifier placed on copies of the work to inform the world of copyright ownership. The copyright notice generally consists of the symbol © or word “Copyright” or the abbreviation “Copr.” the year of first publication, and the name of the copyright owner (e.g., ©2008 John Doe).

Using this notice reduces the likelihood that our intellectual property (e.g., training documents, website content) will be reproduced, distributed, performed, publicly displayed, or made into a derivative work without the permission of Healthy Families America.