**LOGOS**

The Center for Human Services logo is comprised of our icon, the name of our agency and our tagline. The icon features an outstretched hand beneath a star, representing the caring, helping and hopeful culture of our agency.

**Our Brand is:**

**Tone of Voice:**

hopeful, warm, upbeat, real

**PERSONALITY/TONE**

welcoming, friendly, caring, safe, capable

Every brand has a personality and style, reflected through through our written and visual communications. **Tone of voice** is how that personality is conveyed verbally and through written word.

**Our Brand is:**

welcoming, friendly, caring, safe, capable

**Tone of Voice:**

hopeful, warm, upbeat, real

---

**BRAND PROMISE**

**Building a safe and thriving Stanislaus County community**

Overarching benefit

**TAGLINE**

changing lives, building futures, helping families

Describes what we do in a succinct and memorable way

---

**COLORS**

Our primary color palette consists of a dark blue and plum, which evoke support, assistance, connection and nurturing. The secondary palette provides additional options that are warm, inviting and complementary to our primary palette.

**PRIMARLY PALETTE**

PANTONE 2935 C

#0055B8

PANTONE 240 C

#182699

**SECONDARY PALETTE**

WEB FRIENDLY

For use with digital marketing materials including our website, email communications and flyer templates.

#a8b16

#1792f

#0a89c

#1263ac

#00a89c

**GRADIENTS**

#1263ac/

#18a1c6

#66338d/

#c32a8b

**NEUTRALS**

#292626

#e6e6e6

#727076

#7b58a5

#66338d/

#18a1c6

#1263ac

**PHOTOGRAHY**

We use photos that reflect the breadth of services we offer, as well as the diversity of the people we serve.

Photos should feel warm, friendly and engaging. Photos should also feel natural and unstaged.

All photos should be high resolution. Blurry, grainy, or low quality photos should never be used.

---

**TYPOGRAPHY**

Our two primary fonts are easy to read, modern typefaces that work well in print and online.

**Klinic Slab**

Klinic Slab is used for headlines and titles. No italics and no all caps.

**Open Sans**

Open Sans is used for copy and small text. Italics and all caps okay.

**Headline and subheading example**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Body copy style**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

---

**ABOUT CHS**

Center for Human Services (CHS) has helped over 500,000 people in Stanislaus County over the past 50 years. Each year we improve the lives of tens of thousands of people through our shelters, family resource centers and treatment programs.

---

**MARKETING RESOURCES ONLINE**

Visit our website for resources and marketing materials including our brand guide, logos and project request form.