We’re here to help.
Contact the Development and Communications Department at marketing@centerforhumanservices.org with any questions about our brand or the information provided in this guide. More information is available online at centerforhumanservices.org/marketing.
Since 1970, Center for Human Services (CHS) has been changing lives, building futures and helping families in Stanislaus County.

First and foremost we are committed to building relationships and delivering quality programs which improve the quality of life for tens of thousands of people in our community every year.

We are passionate about building a safe and thriving Stanislaus County community and imagine a better future where all families have the support they need to thrive.

But, above all we are devoted to helping people become more resilient. We help meet the basic human needs of people in our community each day by providing concrete support in times of need and a caring environment.
Brand Story
Why Brand Matters

This guide is a work-in-progress reflection of our agency’s culture, voice, personality and visual style of our brand.

Brand is more than a visual system with logos, colors and typography. It’s a reflection of the essence of our organization and how our stakeholders (clients, employees, community) feel about us.

Our brand is our agency’s reputation. It is how we present ourselves and how we are perceived by others. These brand guidelines and standards have been established to ensure we present ourselves consistently to our audiences.

A consistent brand for CHS helps define and reinforce who we are and why what we do matters. We communicate the brand by how we position the agency, create consistent messaging and deploy our visual identity across print and online channels.

Every member of our agency plays a role in advancing our reputation. Every employee is a brand ambassador. By incorporating elements of the brand in your communications you help contribute to our success.

These brand guidelines are intended as a resource and a framework to shape your communications.
Brand Promise

The CHS brand promise is a summation of our brand personality, values and positioning, and is written for an internal audience. It serves as our inspiration for building a strong, cohesive, integrated brand. The brand promise is not a tagline. It is the guidepost by which we measure the effectiveness of all external communications in conveying that promise.

**OUR BRAND PROMISE:**

Building a safe and thriving
Stanislaus County Community
Positioning Statement

Center for Human Services is your local nonprofit, who is best equipped to build a safe and thriving Stanislaus community, because we have improved the lives of over 500,000 people in the last 50 years through our shelters, family resource centers and treatment programs.

Supporting Narrative

What We Do (Mission)
We change lives and build futures through programs that strengthen and support youth and families. Each year we improve the lives of tens of thousands of children, families and individuals by providing quality treatment for mental health and addiction issues, shelter and educational services and connection to resources in our community.

How We Do It
We offer concrete support in times of need, view families in terms of their strengths and help people build new skills so they can help themselves in the future. Every day we help individuals and families become more resilient, and we take that job very seriously.

Why We Do It (Vision)
We want to build a safe a thriving Stanislaus County community. We believe that strong families create healthier communities and that people have the capacity to change and grow when they have the support they need to thrive. We are working to strengthen individuals and families and help create healthier communities as a result.
Core Values

Our core values are at the heart of our organizational culture and drive our daily work. These values serve to guide staff in all our actions and decisions.

**Integrity:**
We are committed to excellence through transparency, solid business practices, and honorable conduct.

**Results:**
We believe that measuring the impact of our programs and business practices is the foundation for our success.

**Partnerships:**
We embrace collaboration within CHS and our community.

**Innovation:**
We approach issues with creativity and an open-mind.

**Responsiveness:**
We are committed to responding to the unique and changing needs of our agency and community.

**Respect:**
We respect people by acting with kindness, patience and civility.
BRAND STORY

Personality/Tone

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

Our Brand is:

Personality

welcoming, friendly, caring, safe, capable

Tone of Voice:

hopeful, warm, upbeat, real
Our Audiences

Center for Human Services has three main audiences: our clients, community partners and donors.

Our client population can be further broken down into the following age groups: children (0-12), youth (13-17), young adults (18-24) and adults (18+).

We also have a variety of secondary audiences: our staff and Board of Directors, prospective employees, media, government agencies and funders, among others.
BRAND STORY

Key Messages

These key messages are at the heart of the Center for Human Services brand; they explain what makes us different and the reasons people partner with us.

Center for Human Services (CHS), your local nonprofit, has improved the lives of over 500,000 people in Stanislaus County over the past 50 years through treatment, prevention, education, counseling and shelter programs.

We help meet the basic human needs of people in our community every day.

We began in 1970 as Head Rest, a drop-in center for youth struggling with drug abuse, with a single paid staff member and a handful of volunteers. Today we’ve grown into an agency with over 260 employees, serving every community in Stanislaus County and have helped over half a million people since we opened our doors.

For 50 years, we have been growing, evolving and responding to the unique needs of our community by offering quality care for individuals, children and families. We have a legacy of helping people through our belief that people have the capacity to change and grow when they have what they need to thrive.

We are committed to building relationships and delivering quality programs which improve the quality of life for more than 250,000 individuals annually in our community. We are the resource people turn to in times of need.

Every day we help the people we serve become more resilient and we take that job very seriously. Person by person, we are working to strengthen individuals and families and help create healthier communities as a result.

We are committed to cultivating a learning environment in the workplace, where employees are deeply engaged in improving the well-being of the people we serve. Our work is fueled by passion, commitment and gratitude in knowing that we continue to make a difference in the lives of those who need us most.

We imagine a better future where all families in our community have the systems of support they need to thrive and full access to high-quality treatment, prevention, education, counseling and shelter services whenever, wherever, and however they are needed.

Partnerships are, and have always been at the core of what we do. We collaborate with families, partner agencies, community members, school districts, and both public and private sectors to address the needs of our community.

By leveraging our collective resources we achieve better outcomes for the people we serve, at a higher level of effectiveness than would be possible on our own.

We are working to create sustainable solutions that allow us to continue changing lives, building futures, and helping families.
BRAND STORY

Telling Our Story

We want to tell stories of strength, hope and resiliency.

Storytelling helps us to build our brand and is a strategic part of helping us achieve our mission and vision.

Stories resonate with people more than data. They help us best capture people’s attention, establish an emotional connection and engage them in our work.

Our goal is to demonstrate the impact we’ve had on people’s lives, promote our shared humanity and reflect the values of our brand through the words, images and stories we share.

We look for a diversity of types of stories, from storytellers of different economic backgrounds, ages and ethnicity.

We want to:

- Connect with people on an emotional level and show how much we care through the stories we tell.
- Establish credibility, authority and show that we are a reliable information source.
- Show people what we are doing with their money/donations and how we are making a meaningful difference.
- Make storytelling and story-sharing part of our agency culture, to provide employees with a voice for contributing their ideas and reflections and empower them as brand ambassadors.

For example, rather than describing a group of “homeless youth,” we instead describe them as “youth experiencing homeless” or “youth in need of stable housing.”

We are thoughtful about the language we use and the words we choose to describe our work and the people we serve. We refer to the clients and community members that we serve as “clients”, “program participants” or as “the people we help/serve.”

We always avoid using jargon and “clinical” language. Instead, we want the stories we share to resonate with the widest possible audience by using accessible language.

We use People First language when describing individuals and their circumstances, which means we put a person before a challenge or a person before a diagnosis, instead of labeling them based on it.
**Agency Name**

The official Agency name is Center for Human Services. An acceptable abbreviation is CHS.

Do not use *The* Center for Human Services (Do not use “The” in front of Center for Human Services.) or refer to it as “The Center”.

When using the Agency name in a sentence, the words or abbreviated name should always be capitalized as follows: CHS or Center for Human Services.

We use centerforhumanservices.org when referring to the website itself in publications; it should never appear with a www preceding it.

**Short Bio**

The following text should be used when a short description of CHS is required.

Center for Human Services (CHS) is a local non-profit agency serving children, families and individuals by providing quality treatment, prevention, education, counseling and shelter programs. Founded in 1970, We have served over 500,000 people in Stanislaus County over the past 50 years.

**Tagline**

*“changing lives building futures helping families”*
Our Logo

The Center for Human Services logo is horizontal in orientation and comprised of three elements: the logo icon, the name of our agency and the tagline.

The icon consists of an open outstretched hand beneath a star representing the caring, helping and hopeful culture of our agency.

The two colors conceptually are intended to represent the wellness services we provide.

Our name and tagline use an easy-to-read sans-serif font that gives them a friendly and accessible feel.

*Our agency name was created in 1984. The current logo and tag line were created in 2009.*
Using Our Logo

Any marketing materials that include our agency logo must be reviewed and approved by the Development and Communications Department.

To protect the integrity of the CHS brand we have created basic guidelines for safe area, logo combinations and size restrictions. When scaling the logo, please scale proportionately to avoid stretching or distortion. Always remember to include the appropriate amount of white space around our logo.

SAFE AREA
Maintain a clear area around the logo, void of all imagery and graphics. This area is defined by the height of the “c” within our logo.

COMBINING LOGOS
When our logo is used in conjunction with other logos, there should be at least enough space between them to allow for the width of the icon from the CHS logo.

MINIMUM SIZE
To ensure legibility, clarity, and brand consistency, the width of the main logo should never be reduced to less than 1.9 inches.

PHOTO OVERLAY
The white version of our logo should only be used when the full-color logo doesn’t work well, like when placed over a photo.
Logo Misuse

We ask that our logo be kept in the original state in which it was designed. This helps us maintain a clear and consistent brand. **Please do not make changes to the logo.**

The elements of the CHS logo (icon, agency name and tagline) should never be used separately without express permission from the Development and Communications Department. For example, agency staff are not permitted to use the CHS icon only, without the full logo.
Colors
Our Palette

Our primary color palette consists of a dark blue and plum, which evoke support, assistance, connection and nurturing, while also distinguishing our work from the medical services field (i.e.: royal blue and red).

The secondary palette provides additional options that are warm, inviting and complementary to our primary palette.

**Primary Palette**

- **Pantone 2935 C**
  - #0055b8
- **Pantone 240 C**
  - #c92c99

**Secondary Palette**

**TRADITIONAL**
For use on agency stationary (business cards, letterhead and envelopes) and on any marketing materials professionally printed.

- #1263ac
- #c32a8b

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

- #fab816
- #f1792f
- #00a89c
- #19a4c7
- #7b58a5
- #66338d

**GRADES**

- #1263ac/
  - #18a1c6
- #66338d/
  - #c32a8b

**NEUTRALS**

- #eeeeee
- #727076
COLORS

Using the Palette

Our color palettes offer an array of choices to work.

Here are some general guidelines to follow:

• Use our “friendly” primary palette when possible.

• Use a combination of light and dark colors to create contrast.

• Use transparent dark colors overlayed on photos.

• Use our secondary color palette thoughtfully and tastefully to complement your designs.

Correct Usage

- Use the “friendly” primary palette colors
- Place white logo or text over any palette color
- Combine primary and secondary colors
- Use solid, opaque colors with text over photos
- Use transparent dark colors over photos

Incorrect Usage

- Combine colors with little or no contrast
- Place the four color logo over a non-neutral color
- Use colors that are not from the primary and secondary palettes
Typography
Our Fonts

Our two primary fonts are Klinic Slab (serif) and Open Sans (sans serif).

They are both easy to read, modern typefaces that work well in print and online. Each of the “font families” include many “weights” like light, regular and bold.

They are available through our website at centerforhumanservices.org/marketing.

They also can be downloaded for free at BeFonts.com (Klinic Slab) and Google.com/fonts (Open Sans).

For headlines, quotes, and larger text, Klinic Slab is best. For body copy, subheadlines, captions, and smaller text use Open Sans.

<table>
<thead>
<tr>
<th>Klinic Slab</th>
<th>headlines, callouts, and quotes, no italics and no all caps</th>
</tr>
</thead>
<tbody>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<thead>
<tr>
<th>Open Sans</th>
<th>body copy + small text, italics and all caps okay</th>
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</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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</table>
Using Our Fonts

These are general guidelines for using our fonts, with examples for headlines, body copy and quotes.

**TYPOGRAPHY**

**Headline Example**

Klinic Slab: large, Regular or Light, no italics

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**Headline or Large Text**

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**Body Copy Example**

Open Sans: smaller, any weight

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**Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer mollis mattis tellus. Vivamus mattis risus sed convallis sollicitudin. Vestibulum feugiat efficitur sodales. Mauris et lectus non ligula ullamcorper molestie. Vivamus sagittis lobortis nunc at maximus.**


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**Quote Example**

Quote in Klinic Slab, byline in Open Sans, all caps

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“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer mollis mattis tellus. Vivamus mattis risus sed convallis sollicitudin.”

– AUTHOR NAME
Photography
PHOTOGRAPHY

Our Photos

Photography is a powerful way to communicate our unique brand identity. Whether pulling from our agency photo library, commissioning a photo shoot, or selecting stock imagery, high quality photos are crucial to creating genuine and authentic communications.

We choose our photos thoughtfully, giving careful attention to quality, style and content. We aim to represent our agency and the people we serve in the most positive way possible. The images we use help to shape the perceptions and perspectives our audiences may have.

We maintain a library of photos on the internal CHS Server as well as through albums on our social media channels. We use original photos from our own programs, services and events whenever possible. We also use a carefully curated library of stock photography as needed.
Choosing Great Photos

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

We use photos that portray our clients as empowered, resilient and healthy, rather than as victims.

Photos should feel warm, friendly and engaging and reflect our brand personality (welcoming, safe, caring and capable). Photos should also feel natural and unstaged.

All photos should be high resolution (at least 1000 pixels wide) and should follow the guidelines listed on the right.

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

If you are looking for a specific photo for your project or need guidance on selection please contact the Development and Communications Department.

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**PHOTOGRAPHY**

**Do use images of:**

- Authentic people, real places and genuine feelings
- Happy, hopeful, smiling faces
- People facing the camera
- People interacting, to reflect relationships and community
- Our program themes (shelter, education, etc.)
- Diversity of every kind, including generational and cultural
- Bright colors, great lighting and high resolution
Avoiding Bad Photos

Please take the time to choose photos carefully and refer to these guidelines for assistance.

It is important that we not use photos that could damage our brand or portray someone negatively. When in doubt about the appropriateness of a photo, please avoid using it.

We are extremely careful not to use photos that may perpetuate negative portrayals of the people we serve. For example, we don’t use photos that portray people as helpless victims.

Please use discretion when selecting photos, always aim to preserve the dignity of the people we serve and ask for help from the Development and Communications Department if needed.

Don’t use images that:

- Portray people as helpless victims
- Show pain, discomfort, sadness, or fear
- Have no focal point or feel cluttered
- Have blurred or obstructed faces
- Have poor lighting
- Are poor quality/low resolution
- Are dull or uninspiring
- Feel staged or unnatural
- Are stock photography
- Don’t “feel” like CHS’ brand
Agency Stationary

We have one standard design for our agency letterhead and envelopes available to CHS employees. Our stationary should be used to conduct agency business and for any official communications.

Here are samples of our letterhead and #10 envelope, in color and black and white.

Each of our sites have a version of the letterhead and envelope customized with their location address, phone and fax number.

Letterhead and envelopes can be requested from the Admin Department.
BUSINESS CARDS

We have one standard design of business cards available to employees. Business cards are always printed in color using our primary “traditional” color palette. A black and white version is not available.

Business cards may be requested from the Admin Department.
Using consistent email signatures is an opportunity to create brand alignment while relaying relevant contact information. In addition, consistent and clear email signatures present a professional appearance for conducting business through email.

We appreciate that we are a diverse agency of humans. For this reason, we have several optional features for you to personalize your signature in a standardized way.

Visit centerforhumanservices.org/marketing for formatting guidelines and to copy and paste from the template into the signature tool in your email program.
Flyers and Brochures

**COLLATERAL**

We have standardized flyer and brochure templates available for agency use.

New flyers and brochures, and updates to existing ones can be requested from the Development and Communications Department through our **Marketing Project Request form** available online at [centerforhumanservices.org/marketing](http://centerforhumanservices.org/marketing).
Editorial Style
Common Words + Program Names

Commonly used words

These words are commonly used to describe CHS, CHS programs and/or our client populations. The definitions are provided so that you know how CHS defines the term or word as it relates to our work.

CHILDREN refers to individuals 0 – 12 years of age
YOUTH refers to individuals 13 – 17 years of age
TEEN / TEENAGER refers to individuals 13 – 17 years of age
YOUNG ADULTS refers to individuals 18 – 24 years of age
ADULTS refers to individuals 18+ years of age

Program Names

CHS operates several programs that are well known by the program name only. This can lead to confusion and does not help CHS in establishing the agency as a “brand”. Therefore, it is important to refer to program names in the following manner when you are speaking to community representatives, on printed materials, and when answering a phone line at an Agency community site or office other than the CHS Main Office.

Example:
“Center for Human Services – Hutton House” or “CHS – Hutton House”
Grammatical Standards

Using Commas
In a series: use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: The flag is red, white and blue.

Introducing Direct Quotes
Use a comma to introduce a one-sentence quotation within a paragraph. (Example) Linda said, “This style guide will help you to help us produce your publications quicker and smarter.”

Use a colon (:) to introduce quotations of more than one sentence in a paragraph. (Example) Linda said: “The style guide is great. Please make sure to use it as the document describes. This effort will ultimately benefit the entire organization.”

Courtesy Titles
Miss, Mr., Mrs. or Ms. should be used when referencing a person for the first time – i.e., Mr. Jeff Hauff, Development and Communications Department…For each consecutive reference use the last name only – i.e., Hauff.

Using Hyphens
Numbers below 100 should be hyphenated when they consist of two words – i.e., fifty-four.

Hyphenate “part-time”, etc. when used as an adjective to describe a job – i.e., she has a part-time job.

Capitalize the names of months in all uses.

Spell out percent in a sentence; use the % symbol when numbers appear in a table or chart.

a.m. / p.m.
Always use lower case letters with periods.

Addresses
Spell out “Street,” “Drive,” “Lan,” “Court,” “Road,” “Place” and “Way.” All other types of roads should be abbreviated – i.e., “Blvd” for boulevard, “Ave” for avenue, “Pkwy” for parkway, etc.

Data Entry/Lists
All data entry and lists must be consistent throughout. Do not abbreviate a name on one list and spell it out completely on another – i.e., “CHS” on one list and “Center for Human Services” on another. Always use the spelling and style that is sent over by a person and/or company first. If needed, refer to the company website.
QUESTIONS?

Contact Us

Please feel free to contact us with questions about our brand or the information provided in this guide.

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