Branding Guidelines

Welcome to Center For Family Services Brand Guidelines

Building a positive brand at Center For Family Services is important. The Center For Family Services brand includes the logo plus so much more. Branding goes way beyond a logo, and beyond flyers and brochures. Center For Family Services' brand is the entire consumer experience: the centerffs.org website, social media interactions, the way staff answer the phone, the way clients experience services. Working together, the top workplace team at Center For Family Services can maintain a strong brand and an overall feeling of positivity and trust in working with clients, funders, volunteers donors, and community partners.

Consistency is important when it comes to brand awareness. Staff are asked to work with the Public Relations team to follow branding standards and guidelines.

Have a question on what logo to use in an e-mail? Want to know what colors to use in a document? Center For Family Services brand guide is the place to answer your questions.

If you need marketing materials designed, an ad created, or simply have questions on branding, contact Center For Family Services' Public Relations team first.

Our Logo

The consistent and proper use of our logo strengthens recognition for Center For Family Services and the many programs that make up Center For Family Services .

Using the Center For Family Services Logo

Always include the Center For Family Services logo within flyers, social media posts, or presentations – either at the top or the bottom of the piece. This ensures our brand consistency.

Be sure to use the PNG version of the logo. This is currently the only version available to staff. JPG or PDF versions of the logo do not have a transparent background and will give the appearance of a white border around the logo when placed against a colored background.

Reach out to the Public Relations team if you have any questions about our logo.

Tips For Placing the Logo

1. Maintain the logo as-is. Avoid editing contents within the logo.

2. Avoid rotating the logo. Keep the logo upright so that the text can be read normally from left to right.

3. Be careful placing and scaling the logo. It may become stretched or skewed. Double check that it is the correct proportions.

4. Use the most up-to-date logo on the Staff Portal. Old logos must be removed.

5. Logo must remain the branded reflex blue color. Avoid recoloring the logo.

6. Make sure you are using the high resolution PNG from the Staff Portal. Downloading from other sources may result in a low resolution image that is hard to read.

7. Avoid using a logo in JPEG format. This will cause a white border to appear around the edges when placed against a colored background.

8. If cropping the area around the logo, be sure that the corners remain rounded.

Blank Space Around the Logo

When placing the Center For Family Services logo, please maintain an area of blank space surrounding the logo. Doing so allows the audience to clearly see the logo without any interference.

Try to keep a minimum area of blank space that equals the height of the C in "Center." See diagram below.

Using Funder or Partner Logos

Required to include a funder logo? Drop in the image design and resize appropriately. Some funders offer their logo(s) in a variety of file formats. As with our agency logo, try to use a PNG version of a funder logo if available. If a PNG version is not available, be sure that any and all logos are placed against a white background. Reach out to the PR team if you need assistance.

Our Colors

Center For Family Services uses three branded colors in a green, gold, and light blue tone. Our primary logo color is reflex blue. The logo color should stay our primary logo color and not be changed.

If your program is in need of marketing materials to advertise your program, please reach out to Public Relations. The PR team will assist with design options for professionally printed marketing materials, including brochures, rack cards, info cards and more.

Branded Center For Family Services Colors

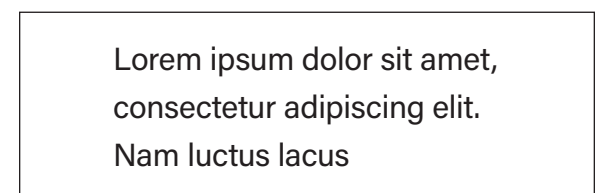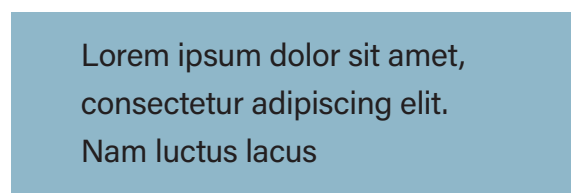RGB 137, 168, 79
HEX #92ab59

RGB 211, 199, 99
HEX #c9c363

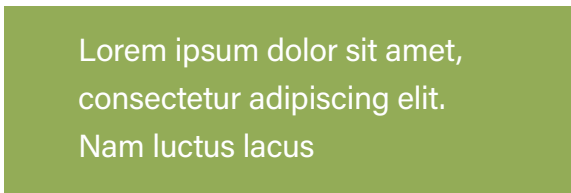RGB 175, 205, 215
HEX #afd0d9

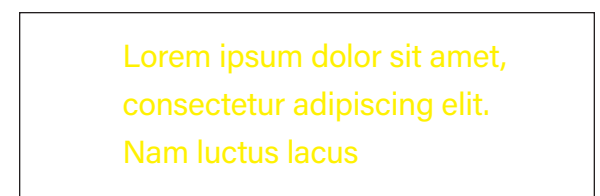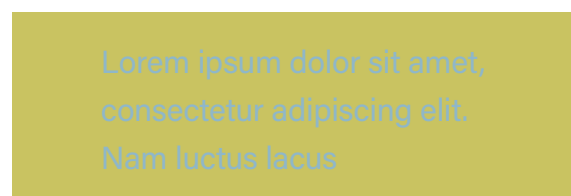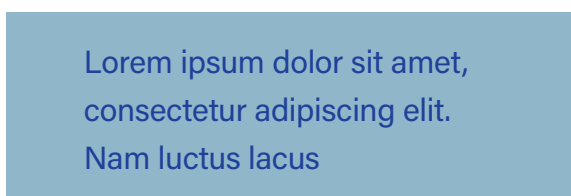## Primary Logo Color

RGB 0, 20, 137
HEX #001489

Color Contrast

It is important to keep color contrast in mind when creating promotional pieces. Color contrast impacts the readability of your content on the web and in print. It is especially important for users who are low vision or for users who are colorblind. Good color contrast means all users can see your content no matter. For further guidance, please reach out to the Public Relations team.

Examples of accessible, legible color choices and higher contrast.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam luctus lacus

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam luctus lacus

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam luctus lacus

Examples of inaccessible, illegible color combinations and low contrast.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam luctus lacus

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam luctus lacus

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam luctus lacus

Our Fonts

Our primary font is Stolzl Regular. This is to be used or emulated in all marketing and communication materials. On the following page, you may find other suggested fonts for your use. It is recommended to use no more than 2 fonts per promotional piece.

Primary Font

STOLZL (BODY TEXT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

STOLZL BOLD (HEADER TEXT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Other Suggested Fonts

Acumin Pro Regular
Acumin Pro Bold

Century Book Gothic Bold
Century Book Gothic Regular

Arial Regular
Arial Bold

Calibri Regular
Calibri Bold

Verdana Regular
Verdana Bold

Georgia Regular
Georgia Bold

Times New Roman Regular
**Times New Roman Bold**

Cambria Regular
Cambria Bold

Our Stationery

Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our identity. If you or your program is in need of stationary, please contact the Public Relations team.

Letterhead

Center For Family Services stationery plays an important role in communicating the agency's brand image. Letterhead should only be used for letters.
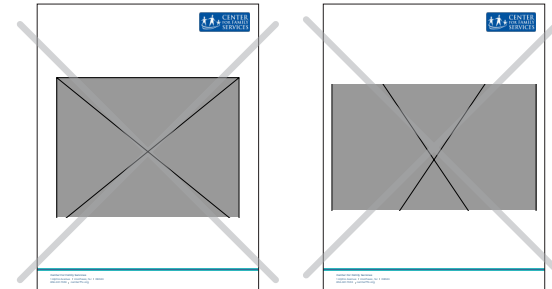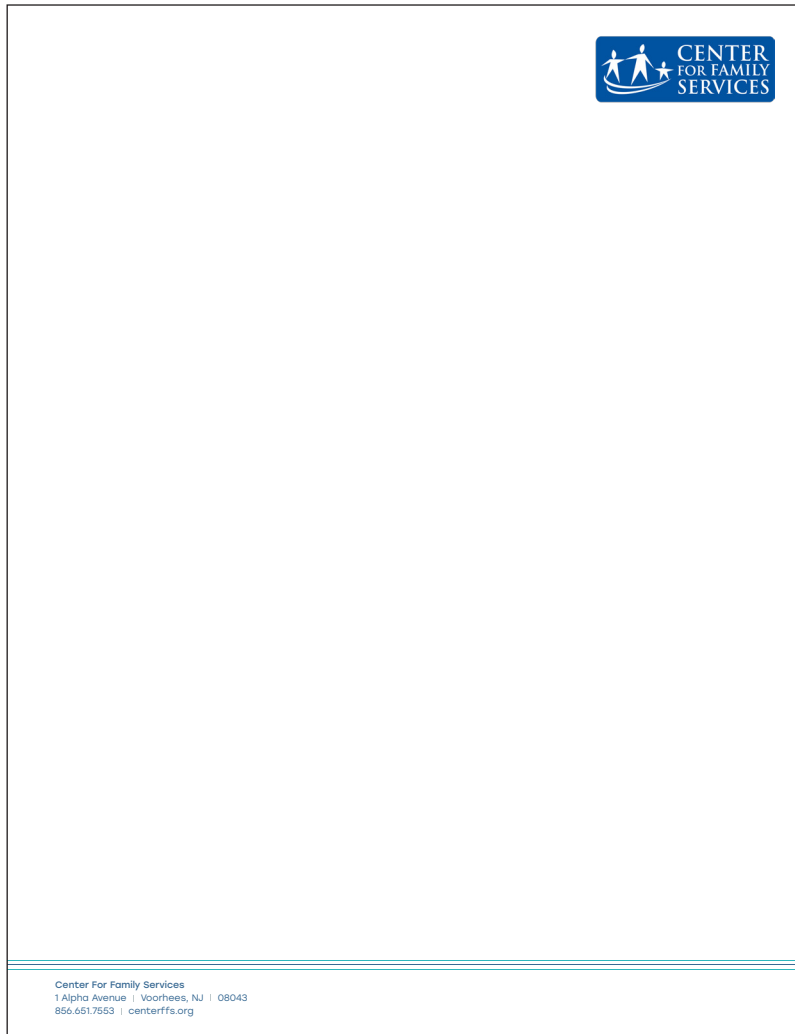
INCORRECT USES

1. An event calendar needs to be its own document, not on the letterhead. Please reach out to the Public Relations team for assistance in creating a calendar for your program. We are happy to work with you and your program.

2. Flyers need to be their own documents, not on the letterhead. For more help, please reach out to the Public Relations Department. We'll help you get started on a campaign that best promotes your program.

Branded Word Document

Please use a branded word document, and not letterhead, for printing agendas, notices, one pagers and any other communications.
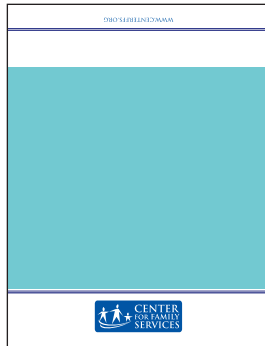
Team Meeting Agenda - 3/22/2024

- New business
- Updates
- Program goals
- New staff

Center For Family Services
1 Alpha Avenue | Voorhees, NJ | 08043
856.651.7553 | centerffs.org

Thank You Cards

Center For Family Services' Thank You Cards allow you to send an extra special thank you to donors, vendors, community partners, volunteers, etc.

Business Cards

To place a business card order please contact the Human Resources Department.

front

back, standard


back, optional appointment card

Envelopes

Just as letterhead plays an important role in communicating the agency's brand so do appropriate envelopes. Programs are encouraged to order program specific envelopes from the Public Relations Department that include Center For Family Services logo, program name, and program return address.

Branded Apparel

Often programs are in need of branded apparel to conduct outreach in the community and/or to promote their program effectively. Apparel is ordered on an as-needed basis using funds from your program's budget. If your program is in need of branded apparel, please contact Public Relations.
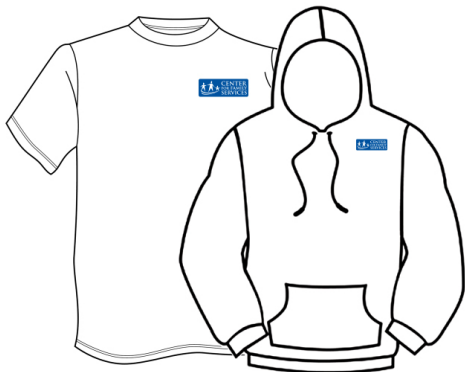
Our Templates, Trainings, and More

Templates, trainings, and other resources have been made for program staff to utilize. Any other marketing materials such as brochures, palm cards, and info cards still need to be requested through and designed by Public Relations.

Where to Find Templates, Trainings, and Other Resources on the Staff Portal

Templates, trainings, and other resources are available to you on the Staff Portal. These resources can be found through the Public Relations section of the Staff Portal. To access, follow these steps:

1. Log into the Center For Family Services website with your credentials.

2. Click "Staff Portal" on the menu at the top of the webpage.

3. Scroll down to the "Administrative Departments" section of the portal.

4. Click on the "Development & Public Relations" link.

5. For trainings, navigate to the "Training Videos" tab at the top of the page. For guides, templates, and other resources, navigate to the "PR Guidelines, Forms & Templates" tab.

If you are having trouble accessing these resources, please reach out to the Public Relations team for help.

Presentations–PowerPoint

Microsoft PowerPoint is used to create presentations. Staff are asked to use one of the branded templates for all presentations – both internal and external.

Branded template options are available to download on the Development & Public Relations section of the Staff Portal.
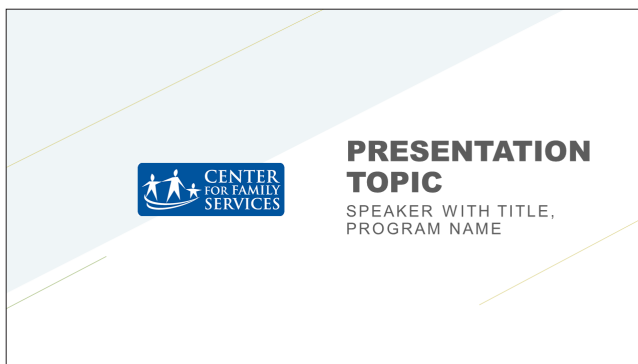
Recommended logo scale: 3/4" - 1" height
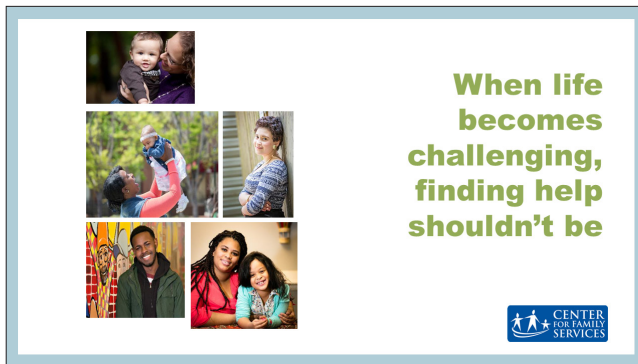
CFS Slides Template 2 (With Intro Content)

CFS Slides Template 4 (Blank)

CFS Slides Template 6 (Blank)

CFS Slides Template 7 (Blank)

Flyers

If your program promotes events and activities on a regular basis, then you may likely need to design promotional flyers. Branded templates in Microsoft Word and Microsoft Publisher are available to make it easy for you create these flyers. Staff may also use Canva to design flyers. To start, please reach out to the Public Relations Department for guidance. Be sure to submit any flyer drafts created by program staff to Public Relations for approval before posting or circulating.

Recommended logo scale: 3/4" - 1" height

Branded Flyer Template 4

Branded Flyer Template 5

Social Media

You can find Center For Family Services on Facebook, Twitter, Instagram, YouTube, and centerffs.org. All social media accounts are created via the Public Relations team. Connect with the PR team if you are interested in creating social media content or social media accounts to promote your program.

Examples of social media posts with agency branding.

Video

Please contact Public Relations if your program is interested in video content.

Thank you

The Public Relations team is ready to provide you with support. If you have questions or need more information, please ontact

Mary Beth—Public Relations Department.
mwoodward@centerffs.org