



# **COMMUNITY & FAMILY SERVICES**

BRAND STANDARDS GUIDE



COMMUNITY & FAMILY SERVICES

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COMMUNITY & FAMILY SERVICES

# The Brand



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# BRAND STORY

## BUILDING BRIGHT FUTURES TOGETHER

### VISION STATEMENT

Children do better when communities, families, and schools work together.

### BRAND STORY

Kids are our future. With customized resources, trainings and other supports, kids and families will achieve amazing things. Community & Family Services has decades worth of experience strengthening the connections that help families and kids thrive. Our staff of passionate and dedicated lifelong learners are committed to meeting the needs of every community, family, and child in South Dakota. Through our programs, resources, trainings, and events, our goal is to build strong relationships where everyone plays a part in nurturing the next generation. When we work together, families and kids will have the confidence and support they need to succeed. Community & Family Services. **Building Bright Futures Together.**





## COMMUNITY & FAMILY SERVICES

# BRAND PERSONALITY

Think of the brand Community & Family Services as a person. Like a person, every good brand has a distinct personality. Character traits. A way of thinking and speaking. A visual style. Having a distinctive personality and consistent point of view makes Community & Family Services more relatable, more interesting, and more memorable to those that utilize its services.

Use these five personality traits as your guide:

### NURTURING

Community & Family Services is committed to supporting every family, regardless of background, circumstances, or needs. We do this by creating an environment where everyone feels supported and empowered to grow and thrive.

### COLLABORATIVE

We believe in the power of working together, partnering with communities, families, and educators to create lasting change for all learners.

### TRUSTWORTHY

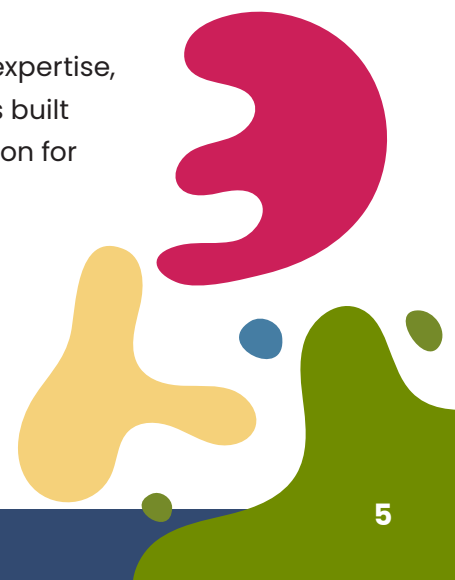
We invest in our team to ensure we're lifelong learners. Families and communities can rely on us to provide honest, dependable, and compassionate support.

### PROFESSIONAL

We're made up of passionate educators, counselors, and administrators with a desire to make a difference. We uphold the highest standards in all that we do, delivering services with expertise, care, and respect.

### KNOWLEDGEABLE

With decades of experience and expertise, Community & Family Services has built a reputation as a go-to organization for family engagement.





COMMUNITY & FAMILY SERVICES

# TONE & VOICE

Tone and voice are how a brand's personality comes to life. It is the distinct way Community & Family Services communicates to those they serve.

Remember, Community & Family Services' personality is nurturing, collaborative, professional, trustworthy and knowledgeable. You don't have to be all of those things at the same time, but your tone and voice should always be at least one of them.

## OUR TONE IS:

Warm  
Compassionate  
Confident  
Inclusive  
Supportive  
Dependable  
Informed  
Confident  
Poised  
Reassuring

## OUR TONE IS NOT:

Detached  
Cold  
Authoritative  
Isolating  
Rigid  
Stuffy  
Skeptical  
Timid  
Arrogant  
Condescending





COMMUNITY & FAMILY SERVICES

# The Visuals



# LOGO SYSTEM

Community & Family Services has four variations of our logo: the Primary, the Secondary, the Tertiary and our Icon. Preference should always be given to using the Primary Logo when possible. The Secondary Logo, Tertiary Logo and Icon can be used in instances where the Primary Logo would not be legible.

PRIMARY LOGO



SECONDARY LOGO



TERTIARY LOGO



ICON





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# LOGO SPACE & SIZE

## CLEAR SPACE

When using any of our logos, it's important not to crowd the mark and ensure it is legible. To do this, leave a clear space equivalent to the height of the ampersand in the primary logo.



## MINIMUM SIZE

To ensure readability, the Primary Logo should not be used or reproduced smaller than 1.5" (one and a half inches) in width. If available space is smaller than 1.5", use the Secondary or Tertiary Logo.



PRIMARY LOGO

1.5"



SECONDARY LOGO

1"



TERTIARY LOGO

.75"



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# LOGO MISUSE



**DO NOT** stretch or skew the logo.



**DO NOT** outline the logo.



**DO NOT** add a drop shadow or special effects to the logo.



**DO NOT** use unapproved color variations of the logo.



**DO NOT** use old or unapproved versions of the logo.





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# LOGO LOCKUPS



WILL FINALIZE/UPDATE UPON  
SOLIDIFYING BHSSC BRAND  
DIRECTION





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# COLOR PALETTE

## PRIMARY COLORS

### Sylvan Lake

PMS 534 C  
CMYK 92, 78, 34, 21  
RGB 42, 65, 105  
HEX #2a4169

### Buffalo Green

PMS 4123 C  
CMYK 61, 27, 100, 9  
RGB 112, 141, 0  
HEX #708d00

### Buffalo Green (Web)

RGB 126, 158, 0  
HEX #7e9e00

## SECONDARY COLORS

### Cloudy Sky

PMS 642 C  
CMYK 7, 2, 0, 11  
RGB 210, 221, 226  
HEX #d2dde2

### Rose Quartz

PMS 214 C  
CMYK 0, 85, 57, 20  
RGB 205, 30, 89  
HEX #cd1e59

### Meadowlark

PMS 134 C  
CMYK 2, 18, 72, 0  
RGB 249, 205, 97  
HEX #f9cd61

### River Blue

PMS 2454 C  
CMYK 71, 25, 0, 36  
RGB 47, 121, 162  
HEX #2f79a2

### Midnight

PMS 296 C  
CMYK 91, 79, 54, 69  
RGB 6, 21, 40  
HEX #061528

### White

PMS Spot White  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
HEX #ffffff

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# TYPOGRAPHY

## Poppins

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! ? ; , . < > @ # \$ % &

Poppins Light

*Poppins Light Italic*

Poppins Regular

*Poppins Italic*

Poppins Medium

*Poppins Medium Italic*

Poppins SemiBold

*Poppins SemiBold Italic*

Poppins Bold

*Poppins Bold Italic*

Poppins ExtraBold

*Poppins ExtraBold Italic*

Poppins Black

*Poppins Black Italic*

Poppins can be downloaded for free at [fonts.google.com](https://fonts.google.com).

### TYPOGRAPHY HIERARCHY EXAMPLE

You can use a mixture of various sizes, weights and colors of type when creating assets for CFS. Below is one example. However you build your type, remember: there should always be clear hierarchy in your typography.



# GRAPHIC ELEMENTS

## ORGANIC CLUSTER PATTERN



## HAND DRAWN SHAPES



# GRAPHIC ELEMENTS

## MONOTONE ORGANIC CLUSTER PATTERN USAGE

The CFS Organic Cluster Pattern can be used as a background element and should be changed to a monotone graphic. See the color breakouts listed below each color option.



### BACKGROUND

#### Rose Quartz

**CMYK** 0, 85, 57, 20  
**RGB** 205, 30, 89  
**HEX** #cd1e59

### CLUSTER COLOR

#### Blossom

**CMYK** 5, 85, 20, 1  
**RGB** 224, 75, 130  
**HEX** #E04b82

### BACKGROUND

#### Sylvan Lake

**CMYK** 92, 78, 34, 21  
**RGB** 42, 65, 105  
**HEX** #2a4169

### CLUSTER COLOR

#### Blue Gill

**CMYK** 81, 47, 21, 2  
**RGB** 55, 120, 161  
**HEX** #3778a1

### BACKGROUND

#### Buffalo Green

**CMYK** 61, 27, 100, 9  
**RGB** 112, 141, 0  
**HEX** #708d00

### CLUSTER COLOR

#### Wheatgrass

**CMYK** 46, 18, 85, 0  
**RGB** 152, 175, 85  
**HEX** #98af55

### BACKGROUND

#### Meadowlark

**CMYK** 2, 18, 72, 0  
**RGB** 249, 205, 97  
**HEX** #f9cd61

### CLUSTER COLOR

#### Coneflower

**CMYK** 6, 29, 76, 0  
**RGB** 238, 183, 88  
**HEX** #eeb758

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# GRAPHIC ELEMENTS

## ICONS

All icons used for the CFS brand should be monoweight line icons. To the right are icons to pair with CFS pillars, as well as other examples of the icon style. Feel free to utilize these or other monoweight line icons as needed to represent specific CFS topics, as long as they adhere to this style.



Family Engagement



Early Childhood



Stronger Community



Out-of-School Time







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# PHOTOGRAPHY

## DO'S: AREAS OF FOCUS



### WORKSHOPS & TRAINING

- Presenters engaging with participants.
- Attendees interacting in hands-on activities or discussions.



### COMMUNITY EVENTS

- Key moments of the event, such as opening or highlights.
- Participants actively engaging with activities or stations.



### TEAM COLLABORATION

- Team members brainstorming, working together, or preparing for events.
- Casual, candid team interactions.



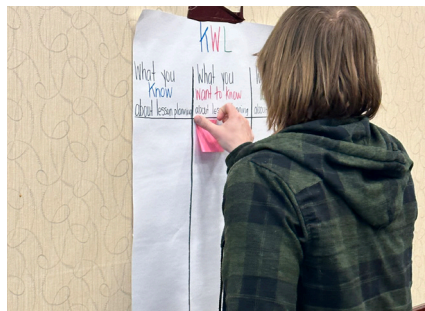
### IMPACT & SUCCESS

- Celebrations of achievements, awards, and positive feedback.
- Visuals representing the impact and success of programs.



### DIVERSE REPRESENTATION

- Groups of diverse individuals interacting and participating in activities.
- Families or mixed-age groups involved in programs.



### BEHIND THE SCENES

- Event setup, daily operations, and creative processes.



### GENERAL BRANDING

- Brand elements in use and overall environment shots.





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# PHOTOGRAPHY

## DON'TS: THINGS TO AVOID



### LABELING

Avoid cluttering images with large scale logos and marks. Let the image shine.



### STAGED PHOTOS

Avoid overly posed and staged shots. Focus on candid moments.



### OVER EXPOSED

Refrain from extreme exposure that reduces the clarity of photo subject.



### OVER EDITED

Avoid extreme photo editing (i.e. overly saturated, aggressively manipulated, etc.). The image should still look realistic.



### LOW QUALITY

Avoid images that are low quality or pixelated. Pictures taken with phones are acceptable as long as they are good quality.



### OUTDATED

Avoid using images with outdated or irrelevant content that doesn't align with current brand messaging.



### UNLICENSED IMAGES

Refrain from using images that were not purchased (i.e. images from Google), licensed to CFS or do not have a signed media release form from talent used in photos.



# BRAND ACCESSIBILITY

It's important for CFS to meet WCAG 2.0 Level AA guidelines when it comes to accesibility. Below is a breakout of which colors are acceptable to use with other colors in the brand. Use this when creating digital or web assets.

	Aa White Text #FFFFFF	Aa Sylvan Lake Text #2A4169	Aa Buffalo Green (Web) Text #7E9E00	Aa Cloudy Sky Text #D2DDE2	Aa Rose Quartz Text #CD1E59	Aa Meadowlark Text #F9CD61	Aa River Blue Text #2F79A2	Aa Midnight Text #061528
White Background #FFFFFF		Aa	Aa	Aa	Aa	Aa	Aa	Aa
Sylvan Lake Background #2A4169	Aa		A	Aa		Aa		
Buffalo Green (Web) Background #7E9E00	A	A						Aa
Cloudy Sky Background #D2DDE2		Aa			A		A	Aa
Rose Quartz Background #CD1E59	Aa			A		A		A
Meadowlark Background #F9CD61		Aa			A			Aa
River Blue Background #2F79A2	Aa			A		A		A
Midnight Background #061528	Aa		Aa	Aa	A	Aa	A	

KEY



COMPLIANT WITH NORMAL TEXT  
at least 16px in regular weight



COMPLIANT WITH LARGE TEXT ONLY  
at least 18.66px in bold weight or 24px



NON-COMPLIANT WITH  
WCAG 2.0 AA Standards



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# Applications





# BRAND APPLICATIONS



# BRAND APPLICATIONS

