

HANDS4HOPE - YOUTH MAKING A DIFFERENCE

QUICK STYLE GUIDE

OUR NAME

Using consistent visual and verbal branding elements is important to properly convey who Hands4Hope is and what we do. Consistency builds trust, helps us stand out in a crowded marketplace, and ultimately increase Hands4Hope's success. (Imagine grabbing a can of Coca Cola in purple and green, would you trust what's inside?)

DO USE: Hands4Hope - Youth Making A Difference (note spaces around a hyphen, capital A) on the first reference, and Hands4Hope (all one word, no spaces) thereafter.

DO NOT USE: Any other variation is incorrect. Do not use "H4H", "Hands 4 Hope", "hands4hope" or "Hands for Hope".

LOGO USE

The Hands4Hope Logo may be **full color (as shown), all black, or all white**. Do not use colors outside of these options. When possible, the full color logo should be placed on a white background. See staff for exceptions. Ensure that the logo has **adequate space around it** so it does not touch other design elements and is not cut off. Avoid using the logo alone in a branded document or graphic. **Use the logo AND write out the organization name.**



Primary Logo
on white background
Use this whenever possible!

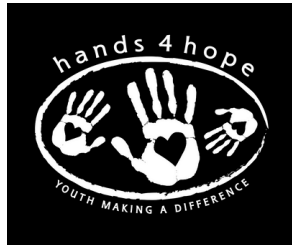


Image of white logo on
black background



Image of white logo on
our blue background



DO NOT USE:
Transparent version of our
logo with any other colors
as a background

COLORS & FONTS

Using a consistent color palette is important for the look and feel of the Hands4Hope brand. It is important to use the exact color rather than something close. Ask for help if you are having trouble creating your web, social media or artwork using these specific colors. Black and white are also acceptable.



#78a22f
RGB: 119/162/47
CMYK: 60/18/100/2
PMS: Green 377c/u



#0168ad
RGB: 1/104/173
CMYK: 92/59/4/0
PMS: 7462c/u



#d26f1a
RGB: 210/111/26
CMYK: 14/66/100/2
PMS: Orange 167c/159u



#81561f
RGB: 129/86/31
CMYK: 38/61/100/29
PMS: Brown 463c/u

When choosing fonts use one of the following in 12 point or 16 point or larger:

Arial

Calibri

Century Gothic

Oswald

HANDS4HOPE - YOUTH MAKING A DIFFERENCE

QUICK LANGUAGE GUIDE

DESCRIBING HANDS4HOPE

- Vision:** A community of civic minded and socially responsible citizens for generations to come
- Mission:** Inspire and empower youth in leadership and service
- Values:** Youth-Driven, Inclusion, Service, Collaboration, Integrity

Sample introductory language options:

- Hands4Hope - Youth Making A Difference is a nonprofit youth-driven organization with the mission to inspire and empower youth in leadership and service. Hands4Hope offers hands-on education and community engagement opportunities to youth from K-12th grades through on-campus and after-school programs in Sacramento and El Dorado Counties.
- Hands4Hope - Youth Making A Difference is a youth-led education and community engagement organization dedicated to inspiring and empowering youth in leadership and service. We nurture youth into socially responsible & civic-minded residents.
- Hands4Hope - Youth Making A Difference is a youth-driven organization with Education and Community Engagement Programs that use the service-learning strategy to inspire and empower youth in leadership and service that has served Sacramento and El Dorado Counties since 2008.

COMMON HANDS4HOPE TERMS

Education Program includes **on-campus clubs** and **after-school committees**

Community Engagement Program includes outreach opportunities

Youth - not “students”, “kids”, or “children” when referring to Hands4Hope participants

Participant - not “member” or “volunteer” when referring to youth in Hands4Hope programs

Service-learning ; Youth-driven - note hyphen

Please ask a staff member for additional common terms

USE SENSITIVE LANGUAGE

When discussing the populations that we serve, we strive to use respectful language, which generally means **using “person centered” terminology**. For example, we would say “children with serious illness” rather than “sick kids”; or “people experiencing homelessness” rather than “the homeless”. When in doubt, ask agency partners or individuals for their preferred terms. Please ask a staff member for our language guide for more info.

We will use the pronouns that individuals ask us to use to describe themselves. When unsure what pronouns to use, please ask the individual.

OTHER GUIDELINES

PERMISSION: We get consent prior to sharing individual’s photos, videos, or stories. See our privacy policy for details.

HASHTAGS: #ExploreActLead #ServiceLearning #YouthMakingADifference #Hands4Hope

WEBSITE: Our web address should be included in printed items when possible and written as hands4hopeyouth.org

Review our brand guidelines and check with a staff member before you finalize your project.