



ORGANIZATION STYLE GUIDE

May 2017



Introduction

As the Partnership for Children of Cumberland County, Inc. continues to grow, it is vital to maintain a clearly focused brand identity to ensure our organization's sustainability. Our brand identity is the visual means by which we distinguish our programs and services and is the essential link to our reputation. It is important that the graphic representation of our image be visually strong and consistent, and that it be executed correctly and consistently every time.

This Organization Style Guide has been developed to provide the tools for maintaining the integrity of our organization's brand identity. It illustrates and explains the proper use of logos and the organizational name, and contains the guidelines which must be followed when developing or designing any printed or visual materials for the organization. It should be used by anyone working on printed or web materials for the organization, including staff, volunteers, and outside design firms and vendors.

Organization Name

The legal name of the organization is **Partnership for Children of Cumberland County, Inc.**

On first reference in body text, use the legal name. In subsequent written references in the same document, the name may be shortened to “Partnership for Children of Cumberland County,” “Partnership for Children,” “The Partnership,” or “PFC.”

When using the organizational name in headlines efforts should be made to use “Partnership for Children of Cumberland County.” If space issues make this unreasonable, the shortened version “Partnership for Children” may be used. At no time may the shortened version “The Partnership” be used in headlines.

On first spoken reference, use the shortened form of the organizational name **Partnership for Children of Cumberland County**. In subsequent spoken reference, the name may be shortened to “Partnership for Children,” “The Partnership,” or “PFC.”

Use of Unit and Program/Service Names

No unit or service name may be used separately from the organizational name.

Unit names must be accompanied by the organizational name in written and spoken reference.

There may be times when it is beneficial to promote services by name. When referencing services in promotional materials or in spoken communication program/service names must be accompanied by the organizational name.

Official Organization Abbreviation

The official organizational abbreviation is “The Partnership” or “PFC.”

Organization Logo

Visual symbols are the outward representation of an organization and consistent logo use is an important component of building and maintaining a strong brand identity.

The Partnership for Children of Cumberland County logo is the foundation to our brand identity and reinforces our identity in the community and with our customers. The PFC logo consists of the graphic symbol and the logo type. The size of the graphic in relation to the logo type is set and should remain in the same proportion if reduced or enlarged. The logo should not be altered, rearranged, or embellished in any way not described in this style guide and must remain in the same total proportions as originally designed.

The organizational logo must appear prominently on all materials, at all Partnership sponsored events, and at all community events that the Partnership attends.



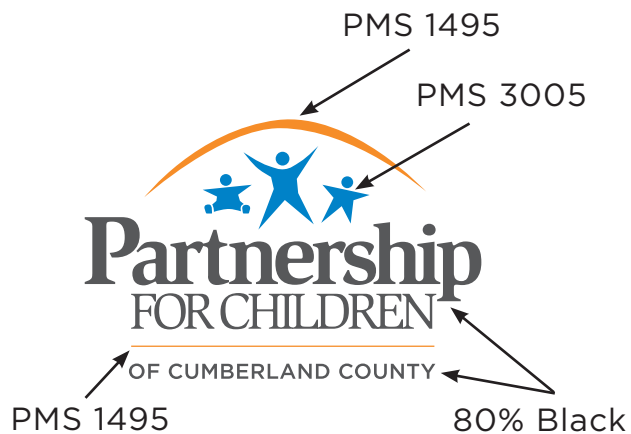
Logo Clearance

To assure its integrity and visibility, the Partnership for Children logo should be kept clear of competing text, images, and graphics. It must be surrounded by an adequate clear space that is equal in size to the height of the word CHILDREN. The gray area indicates the minimum amount of clear space that must surround the signature in all applications.



Logo Size

To ensure successful reproduction, the logo should not be reproduced smaller than 1" wide. For specialty items (pencils, pens, repeat patterns, etc.) it may be necessary to use a smaller size than recommended. If this is the case, care must be taken to ensure legibility.



Logo Color

The official colors of the logo are PMS 3005, PMS 1495 and 80% black. An all black version of the logo has been created for use in situations where it is more cost effective to use one color. If the logo is to be reproduced in any color other than the official color, black, or white prior approval must be obtained from the Community Engagement and Resources Development Department.



Logo Fonts

The logo type contains two fonts. The font for "Partnership for Children" is Slimbach. The font for "of Cumberland County" is Gotham Bold.

Additional Logo Formats

For flexibility in design, a horizontal format is also available.



Color Conversions

		CMYK				RGB			
Color	PMS	Cyan	Magenta	Yellow	Black	Red	Green	Blue	Web
Blue	3005	100	34	0	2	0	129	198	0081c6
Orange	1495	0	54	95	0	255	144	18	ff9012
Black	Black	0	0	0	80	88	89	91	58595b

PMS (Pantone Matching System)

A printing and design industry standardization system of blended solid inks that are available through local printers worldwide. They are specified by a designated number code and are consistent. Pantone® is a registered trademark of Pantone®, Inc.

CMYK (Four Color or Full Color Process Printing)

Uses mixtures of Cyan, Magenta, Yellow and Black to “build” a desired printed color, in a way similar to an office laser or inkjet printer.

RGB (Screen Color)

Uses mixtures of Red, Green, and Blue light to create the desired color on computer monitors and other projection devices, therefore RGB is the color mode used for screen based presentations (ex: PowerPoint). For each color, the level is represented by the range of numbers from 0 to 255 (256 levels for each color).

HEXADECIMAL (Web Color)

A base sixteen alphanumeric system used to specify RGB color in graphics for the web. Hexadecimal values are used to specify colors in HTML.

Acceptable Use Of The Logo

Usage on Dark Backgrounds: When using a dark background color, the logotype should be reversed out of the background to white.

Usage on Photographs, Illustrations, and Other Graphics: The logo may be placed on photographs, illustrations, or other graphics. If the logo is to be placed on a photograph, illustration, or other graphic, placement must meet the following criteria:

1. The logo must be placed on a flat, consistent color field within the photograph, illustration, or other graphic or the photograph, illustration, or other graphic must be screened back to provide sufficient contrast.
2. There must be a minimum amount of uninterrupted free space surrounding the logo. See the guideline under “Logo Clear Space” on page 3.

Usage in a pattern: The logo may be used as a decorative element in patterns on a variety of materials such as envelope interiors, publication covers, or coffee mugs. When the logo is used as a pattern, it must be used in its entirety. See the guideline under “Logo Size” on page 3 for the minimum acceptable size for use in patterns.

Usage with department and service names: When using the logo with department and service names be sure to adhere to the logo clearance as specified in “Logo Clearance” on page 3. At no time should a department, service, or unit name appear to be a part of the logo.

Logo Availability

The Partnership logo is available as camera ready Encapsulated Postscript File (EPS), a Tagged Image File Format (TIFF), a Joint Photographer’s Expert Group (JPEG), and Portable Network Graphics Form (PNG) and should never be recreated. These formats can be imported into most computer applications. Contact the Community Engagement & Resources Development Department for copies of the logo.

Other Logos

There is an approved logo for Soirée, the PFC fundraising event.

There will be no unit or service logos.



Funding Source Logos and Names

Funding source names and logos will be used when appropriate in marketing, advertising, promotional, and public relations materials. When funding source logos are used on a Partnership brand piece, the Partnership logo must have prominent placement with adherence to previous specifications for free space. Funding source logos will be placed subordinate to the organizational logo and must be smaller visually than the organizational logo.

Companion Logo Treatment

When the Partnership logo is placed with another company's logo, care should be taken to follow both companies' logo specifications. On a co-sponsored piece, the logos should be equal size visually. The Partnership logo should not appear to be smaller than a co-sponsor's logo.

Specifications for minimum free space must be followed.

Agencies and organizations that receive grant funding through the Partnership must use the approved Partnership organizational logo on materials related to the program. The logo may not be smaller than 1 inch and care must be taken to follow specifications for clear space.

When outside organizations use the Partnership logo for pieces where the Partnership is not a co-sponsor (such as when the Partnership is a sponsor, activity provider, etc.), the logo may not be smaller than 1 inch and care must be taken to follow specifications for clear space.

When funded programs or other outside organizations use the Partnership organizational logo or reference the Partnership in communications they must submit a copy of the material for review and approval of any areas referencing Partnership to the Community Engagement and Resources Development Department before publication or release.

Mission & Vision

Our Mission:

Be the driving force to engage partners to achieve lasting positive outcomes for all children, beginning at birth.

Our Vision:

Successful children ensure a thriving community and long-term economic prosperity.

Organization Tagline

The official Partnership tagline is: **Be the Driving Force.** It is to appear as written here and may not be altered.

The tagline must be accompanied by the organization logo, and should be used on all materials where appropriate and space permits.

Banner Graphic When appropriate, the logo and tagline may be displayed graphically in the organizational banner. In this case, the tagline will appear in Fira Sans Semi-bold, in blue. The stripes can change color to the layout.



Organization Funding Statement

The organization funding statement is:

PFC is a 501(c)(3) non-profit organization supported by public and private funds through Smart Start, NC Pre-K, tax-deductible donations, and grants.

The funding statement must be accompanied by the organization logo, and should be used on all materials where appropriate and space permits. The funding statement may be set on one or two lines depending on space availability.

Organization Talking Points

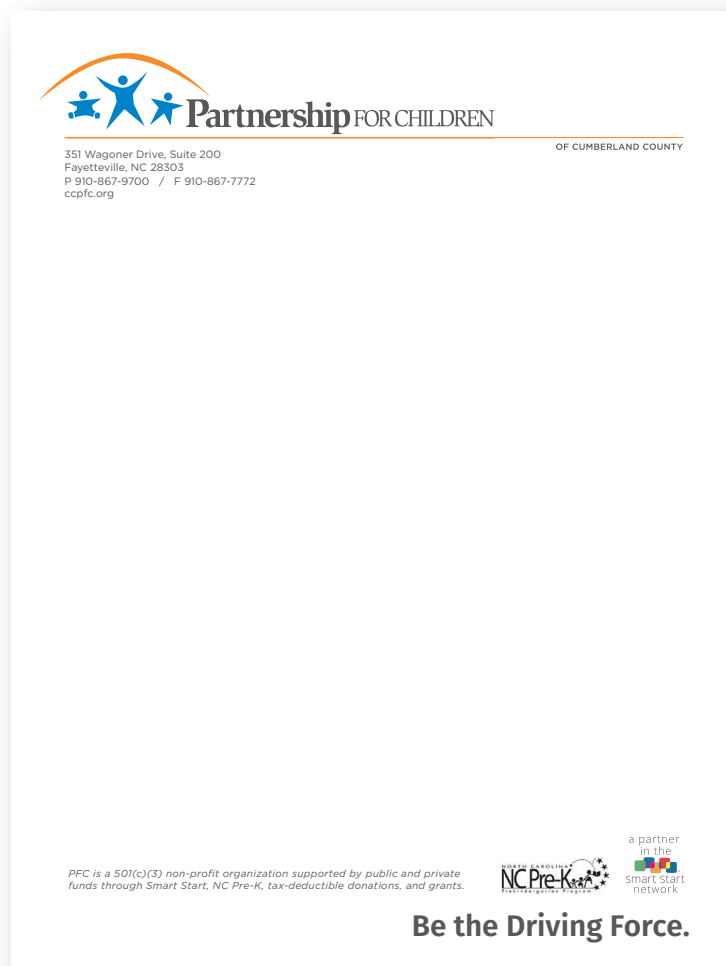
Key Messages (which may be revised depending upon target audience):

- Our mission at PFC is to invest in access to information, programs and services for children ages zero to five and their families, regardless of their abilities, ethnicity or socio-economic status.
- Research has proven that early identification and intervention in the social, emotional, physical and cognitive development of a young child will improve outcomes throughout their adulthood.
- Through collaborative partnerships and coordinated efforts, PFC serves as a connector to help transform Cumberland County through early childhood development that builds a foundation for our children to grow into contributing citizens of our community.

Stationery System

The stationery system is the primary form of visual communication between the Partnership and the public. It is important that this system reflect the visual identity of the organization. Therefore, the logo is the main identifier used on the stationery and should always be reproduced from approved camera-ready art available from the Community Engagement and Resources Development Department.

Only the official letterhead, envelopes, memos and fax sheets, and business cards should be used for all correspondence. Electronic copies of the letterhead, memos, and fax sheets are available in the Forms folder in Community.



Letterhead

Size

8 1/2" x 11"

Logo

Horizontal Logo printed in PMS 3005, PMS 1495 and 80% black. Note break in logo "of CC" to far right for balance.

Funding Statement

8.5/11 pt. Placed at bottom, above 3005 block. Gotham Book Italic, sentence case, flush left to align with orange bar in logo at top. Printed on two lines in 80% black.

Address

Phone/Fax

Web Site

9 pt. Gotham Book sentence case, flush left to align with orange bar in logo. Printed in 80% black.

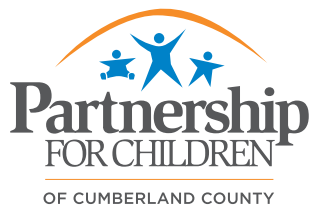
Tagline

26 pt. Fira Sans Semi-bold, sentence case, flush right. Printed on one line in white, knocking out of PMS 3005.

Paper

White bond

Include NC Pre-K and Smart Start Partner logos at bottom right.



[Name Here]

[Position Here]

351 Wagoner Drive, Ste 200

Fayetteville, NC 28303

P 000 / 000-0000

C 000 / 000-0000

F 000 / 000-0000

E [email here]

ccpfc.org

Our Mission: Be the driving force to engage partners to achieve lasting positive outcomes for all children, beginning at birth.

Our Vision: Successful children ensure a thriving community and long-term economic prosperity.

**Be the
Driving
Force.**

Business Cards

Size

2" x 3 1/2"

Number of Lines of Type

There is flexibility in the number of lines, however, a maximum of 10 lines is preferred below the logo. Two lines may be used for the position. Special cases where more lines are necessary will be determined by the Community Engagement and Resources Development Department

Logo

Logo printed in PMS 3005, PMS 1495 and 80% black. Centered at top.

Name

9 pt. Gotham Bold sentence case, centered.
Printed in PMS 3005.

Title

9 pt. Gotham Book Italic sentence case, centered under name, sensible breaks. May be printed on two lines. Printed in 80% black.

Address

Phone

Fax

Email address

Web address

8.5 pt. Gotham Book sentence case, centered under logo, sensible breaks. Printed on six lines. Printed in 80% black.

Mission and Vision on Back

8.5/12 pt. Gotham Bold/Book, sentence case, flush left in white.

Tagline on Back

15/30 pt. Fira Sans Semi-bold sentence case, flush right, positioned in the lower right corner to match letterhead positioning. Printed in White.

Paper

White cardstock

#10 Envelopes

Size

4 1/8" x 9 1/2"

Logo

Logo printed in PMS 3005, 1495 and 80% black. Flush left.

Address

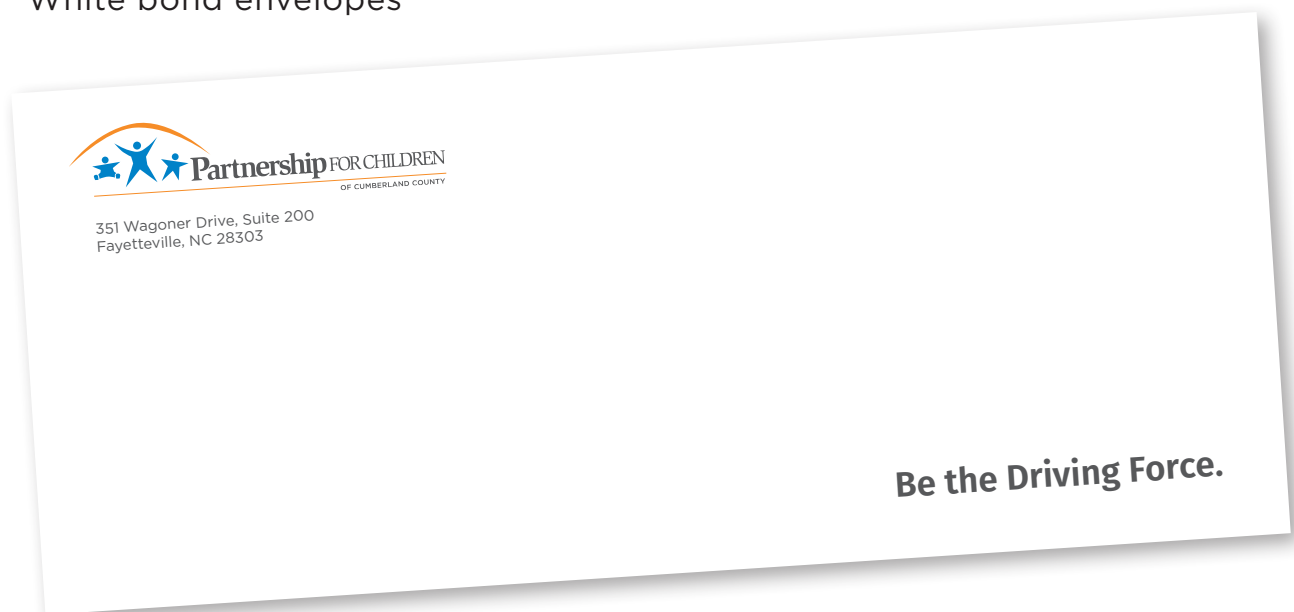
8.5/10 pt. Gotham sentence case, flush left under logo, sensible breaks. Printed on two lines. Printed in 80% black.

Tagline

20 pt. Fira Sans Semi-bold sentence case. Printed on one line in 3005 bar, flush right to match letterhead. Printed in white.

Paper

White bond envelopes



Oversize and Return Envelopes

Special envelopes are often required in addition to the standard size used for letterhead. The stylistic treatment is the same as for the standard envelope. Address and tagline sizes should be increased on the larger scale envelopes, as needed to remain in proportion to envelope size.

Notecards

Size

5 1/2" x 8 1/2"

Driving Force Graphics

Tag dropping from top, using pink stripes. Three lifestyle photos aligned at bottom, evenly spaced. Tagline in campaign font, Fira Sans Semi-bold, in dark blue.

Logo on back

Centered above address.

Address, phone number, fax number, and website on back

11/13 pt. Gotham Book, sentence case, centered under logo on back of card, sensible breaks. Printed on two lines. Printed in 80% black.

Smart Start and NC Pre-K Logos

Centered below address and above Funding Statement

Funding Statement

8/10 pt. Gotham Book Italic, sentence case, centered under address on back of card, sensible breaks. Printed on two lines. Printed in 80% black.

Fold

Folded in half, horizontally

Paper

White cardstock

Envelope Flap

Horizontal logo in black. Address in 10/13 Gotham Book, two lines in 80% black, centered under logo.



Memo Forms and Fax Cover Sheets

Memo Forms and Fax Cover Sheets are available in electronic form in the Forms folder in Community.



Partnership FOR CHILDREN
OF CUMBERLAND COUNTY

351 Wagoner Drive, Suite 200
Fayetteville, NC 28303
P 910-867-9700 / F 910-867-7772
ccpfc.org

MEMORANDUM

Date: _____
To: _____
From: _____
Subject: _____

PFC is a 501(c)(3) non-profit organization supported by public and private funds through Smart Start, NC Pre-K, tax-deductible donations, and grants.

Be the Driving



Partnership FOR CHILDREN
OF CUMBERLAND COUNTY

351 Wagoner Drive, Suite 200
Fayetteville, NC 28303
P 910-867-9700 / F 910-867-7772
ccpfc.org



FAX COVER LETTER

Date: _____
To: _____
From: _____ Fax: _____
Subject: _____
Pages: _____

If this fax is not received in its entirety, please call (910)867-9700 as soon as possible.

PFC is a 501(c)(3) non-profit organization supported by public and private funds through Smart Start, NC Pre-K, tax-deductible donations, and grants.

Be the Driving Force.



Pocket Folders

Size

20" x 17"

Logo

Driving force campaign graphics, including tagline in Fira Sans Semi-bold.

Cover: Global Baby

Inside left panel: Mission and Vision statements. Inside right panel: Our Theory of Change graphic.

Back: Einstein Boy

Address, phone number, fax number, and website

11/13 pt. Gotham Book, sentence case, centered under logo on back of folder, sensible breaks. Printed on two lines, in 80% black.

Funding Statement

9/11 pt. Gotham Book Italic, sentence case, centered under Smart Start and NC Pre-K logos, sensible breaks. Printed on two lines in 80% black.

Fold

Folded in half, horizontally AND pockets folded up 4" inside each cover

Paper

White glossy cardstock



Camera Ready Files

Camera ready files of all organizational stationery are available from the Community Engagement and Resources Development Department.

Job Ad Informational Paragraph

Classified ads placed in publications and online for jobs must include the following informational paragraph. The paragraph should be accompanied by the organizational logo.

PFC is the nonprofit organization charged with implementing North Carolina's Smart Start and the NC Public Pre-Kindergarten school readiness programs for children from birth to age five. We are a supportive, non-profit organization our customers can count on to give them what they need to help children succeed. This exciting, fast paced organization is looking for the right individual to fill the position of:

RFP Informational Paragraph

Classified ads placed in publications and online for Requests for Proposals (RFPs) must include the following informational paragraph. The paragraph should be accompanied by the organizational logo.

PFC is the nonprofit organization charged with implementing North Carolina's Smart Start and the NC Public Pre-Kindergarten school readiness programs for children from birth to age five. We are a supportive, non-profit organization our customers can count on to give them what they need to help children succeed. This exciting, fast paced organization is currently seeking Requests for Proposals for: