

Brand Guidelines





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- 1 Who we are
- 2 Our look
- 3 How it all comes together

This book is about our brand. It is an important tool that exists to help us protect our brand identity as we work to provide our community with the resources it needs.

The guidelines within this book are intentional, helping to ensure consistency and accuracy regarding our brand elements.



WHO WE ARE

We are HelpLine

Who we are begins with the elements that communicate our brand to the community—our essence, our promise, our messaging and beyond.

1.1 Our brand

Our brand is more than our logo. It is what we stand for in the hearts and minds of those who interact with us. It expresses our heart, soul and voice, and it effectively communicates why we matter to the community we serve. It also captures the essence of our points of difference, brand promise and character traits.

OUR POINTS OF DIFFERENCE

The unique attributes that we need to succeed

Comprehensive access to programs and services that meet emotional needs

Centralized access to the community's volunteer opportunities

The only local, 24/7-access crisis and information provider

A trailblazer, committed to staying at the forefront of assessing community needs and creating programs in response (i.e. first in state to launch 211, founded Connections, etc.)

Depth and breadth of established relationships with other local non-profits and agencies

More training for volunteers than typical hotlines

OUR BRAND PROMISE

The position we strive to hold in the hearts and minds of our audience

Essential to the community's emotional health and wellness

OUR CHARACTER TRAITS

The personality attributes that correlate to the message strategy and tone of voice

Empathetic

Skilled

Empowering

Resourceful

1.2 Our brand strategy

Our brand strategy is our internal compass and the approach we will use to help us deliver our brand promise.

The community's go-to for supporting and empowering change

The community's go-to

We're one centralized, local and comprehensive authority for support and programs

for supporting and empowering change

We provide skills that lead to independence and strength, and we empower movement forward—whether it's moving through crisis, moving toward answers or moving to a volunteer connection

The relationship between our		
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The relationship between our

1.4 Our key messaging

Key messaging differentiates HelpLine from other organizations in a meaningful and compelling way. It also helps us consistently communicate our key benefits in all marketing materials.

The intent of key messaging is to deliver an umbrella statement that we want our audience to walk away understanding and remembering—and supporting pillars and proof point messages to help our audience believe the umbrella statement and understand its value.

Key messaging comprises the main points—the differentiating points—of our story. They will be used to inform copy moving forward. Sometimes messages will be used verbatim; sometimes they will be a springboard for the writer.

We are a central resource deeply committed to offering a wide variety of programs that support the community's emotional health and wellness.

Connecting

Helpline is the community's only 24/7 resource providing both support in moments of crisis and connections to services that help people thrive.

Supporting messages:

- + Our 24/7 call-in service, 211, provides information during on and off hours to connect you with the right resources, like food pantries and shelters.
- + Our volunteer recruitment and placement arm, Connections Volunteer Center, works with community members and area businesses to bridge the gap between volunteers and community needs.

Empowering

We give people the tools and support they need to move forward during times of crisis.

Supporting messages:

- + We prioritize two-way communication, following up with HelpLine clients and empowering them to persevere.
- + Our trained sexual assault team advocates for Survivors during their time of critical need and continues to support them throughout recovery.

Educating

Helpline's prevention programs seek to foster a healthier, safer community through a broad range of efforts—educating, mobilizing and influencing change.

Supporting messages:

- + We are committed to staying at the forefront of assessing community needs and adopting the best, evidence-based programs that address suicide and depression, sexual assault, child sexual abuse and family violence.
- + We promote education, providing over and above industry-standard training to all hotline volunteers, requiring our managers to be certified and offering ongoing professional training for licensed social workers and counselors through Connections.

1.5 Our elevator speech

Our elevator speech should humanize HelpLine and give people a clear understanding of who we are and what we do. It is intended to be delivered verbally. Our boilerplate is for written communications.

Elevator speech

We are the go-to for supporting and empowering change in our community. Our highly trained specialists offer support to anyone in crisis or in need of information through our 24/7 hotline, empowering and connecting people with the right resources. We foster safer, healthier communities through volunteerism and prevention education on the issues of suicide, sexual assault, relationship and other interpersonal violence.

Boilerplate

As the community's only comprehensive 24/7 resource, we are the go-to for supporting and empowering change. Our highly trained specialists offer compassionate support to anyone in crisis or in need of information, connecting people with the right community resources and empowering them to thrive. Our prevention programs promote and advocate for emotional health and wellness through addressing suicide and depression, sexual assault, child sexual abuse and family violence to influence change in our community. These programs are rooted in our relationships with local non-profits and agencies, giving us the connections and knowledge to get community members the support, education and volunteer opportunities they're looking for. For more information, visit helplinedelmor.org.

A large, dark green number '2' is positioned on the left side of the slide, partially overlapping the 'OUR LOOK' text and the main title.

OUR LOOK

Visual elements that work to create recognition and consistency

Our look implies a sense of community.
Color and silhouettes are prominently
featured, followed by pattern, typography
and photography.

2.1 Our primary logo

Our logo is the cornerstone of the HelpLine design system. It is instantly recognizable as the symbol that represents our organization. It should never be altered or distorted in any manner. It cannot be used as a substitute for “HelpLine” in writing.

Our logo is made of up two components, the symbol and the wordmark. The symbol represents our work to support our community and empower change. This is reinforced in the wordmark, which emphasizes what we do—help. The color of our logo is HelpLine Green, which represents harmony and renewal.

Our primary logo is a stacked orientation. It should be used for most applications.

Our black logo is for use only in documents that will be reproduced in black and white. The reversed logo may be placed on most dark backgrounds, as long as legibility is not compromised.

The minimum size guideline protects our logo’s legibility. We measure minimum size by the height of the symbol. It should never appear smaller than 0.375 inches.

Clear space helps maintain the visual integrity of our logo. It should not appear to be crowded by other elements such as text. We measure clear space by using the height of the “H” in our wordmark.



BLACK



REVERSED



MINIMUM SIZE



CLEAR SPACE

2.2 Our secondary logo

Our secondary logo provides flexibility to our identity. It should never be altered or distorted in any manner. It cannot be used as a substitute for “HelpLine” in writing.

Our secondary logo is a horizontal orientation. It should be used for applications with a strong left-aligned layout or where space is limited. It is also used for co-branding (see page 2.3).

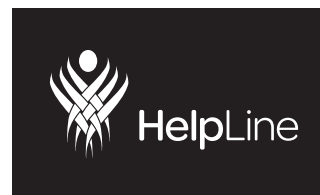
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BLACK



REVERSED



MINIMUM SIZE



CLEAR SPACE

2.3 Co-branding

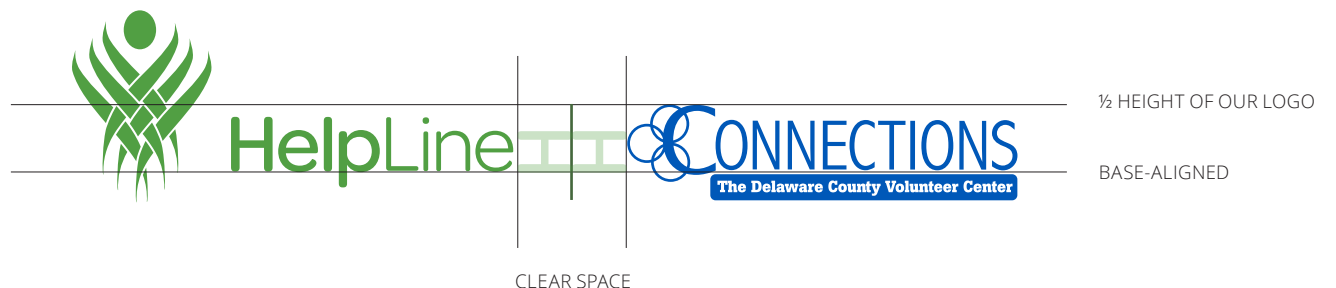
Co-branding shows the partnership between our HelpLine master brand and other brands. An example of this allows us to show our relationship to our sub-brand, Connections.

Our secondary logo should be used for co-branding.

Follow the clear space guideline (measured by using the height of the “H” in our wordmark) to determine the amount of space between our logo and the vertical line. Another “H” space should be used between the vertical line and the partner logo.

The height of the vertical line is half the height of our symbol, and it is Deep Green (see page 2.4).


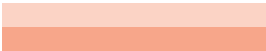




When co-branding with Connections, the Connections logo should be half the height of our secondary logo and the two logos should be aligned by the baselines of their wordmarks.



2.4 Our colors

Our color palette is warm, welcoming, bright and positive. The colors represent our brand character traits, with a special focus on empathetic and empowering.

Our primary color is HelpLine Green, a color associated with harmony and renewal. Our secondary colors can work as accent colors for HelpLine communications, depending on the message and intent. They also serve as primary colors for each of our programs. Our palette also includes lighter and darker values of each of our colors to add richness and depth to our brand and our communications.

PRIMARY COLOR	SECONDARY COLORS				
 <p>HelpLine Green Pantone® 7738 76C 13M 100Y 1K #45a041</p> <p>Deep Green Pantone® 7743 75C 37M 89Y 27K #40683d</p>	 <p>Vibrant Orange Pantone® 1645 0C 72M 82Y 0K #ff6c37</p> <p>Deep Orange Pantone® 1675 23C 84M 100Y 15K #ac441e</p> <p>PROGRAMS: CRISIS HOTLINE & TEXTING SERVICE</p>	 <p>Warm Yellow Pantone® 136 0C 28M 86Y 0K #ffbf3c</p> <p>Deep Yellow Pantone® 138 10C 59M 100Y 1K #e07c00</p> <p>PROGRAMS: INFORMATION & REFERRAL 2-1-1</p>	 <p>Protective Purple Pantone® 2583 41C 74M 0Y 0K #a25eb5</p> <p>Deep Purple Pantone® 2603 68C 100M 11Y 2K #722282</p> <p>PROGRAMS: SUICIDE PREVENTION & TRAINING</p>	 <p>Prevention Teal Pantone® 326 86C 2M 41Y 0K #00afaa</p> <p>Deep Teal Pantone® 3282 100C 23M 58Y 6K #00837b</p> <p>PROGRAMS: SEXUAL ASSAULT SERVICES VIOLENCE PREVENTION SARN</p>	 <p>Connecting Blue Pantone® 2925 77C 25M 0Y 0K #009ade</p> <p>Deep Blue Pantone® 2935 100C 68M 4Y 0K #0055b8</p> <p>PROGRAMS: SOCIAL WORK & COUNSELOR CEU TRAINING VOLUNTEERING</p>

2.5 Our silhouettes

Our silhouettes are a powerful way for us to represent—and relate to—our community as well as our volunteers. They are anonymous, yet they convey emotions and actions that our audience can identify with.

Our silhouette style is simple and clean. They are solid and are primarily used in a color that is a tint or shade of the background color. For example, a HelpLine Green background would work with either a lighter HelpLine Green silhouette or a Deep Green silhouette.

They can appear small, like an accent or larger, like a watermark.

Silhouettes should be used to add a human quality and emotion and to enhance a piece.



2.6 Our typography

Our typography is clean and easy to read. Combining a serif and sans serif font adds flexibility to our layouts while the use of scale creates hierarchy and emphasis.

Our primary fonts are Aleo and Open Sans. These fonts should be used in marketing communications that are created by a graphic designer.

Aleo is a slab serif typeface that is friendly and easy to read. It comes in a variety of weights for hierarchy and emphasis.

Open Sans is a very legible sans serif font.

Both of our primary fonts are available for print and web through Font Squirrel.
fontquirrel.com/fonts/aleo
fontquirrel.com/fonts/open-sans

For all other communications, Arial is the alternate typeface for our brand. It is a system font that is available on all computers. It should be used in situations when our brand fonts are not available, such as emails, email signatures, letters and other communications created in Word.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ALEO LIGHT

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

ALEO BOLD

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

OPEN SANS LIGHT

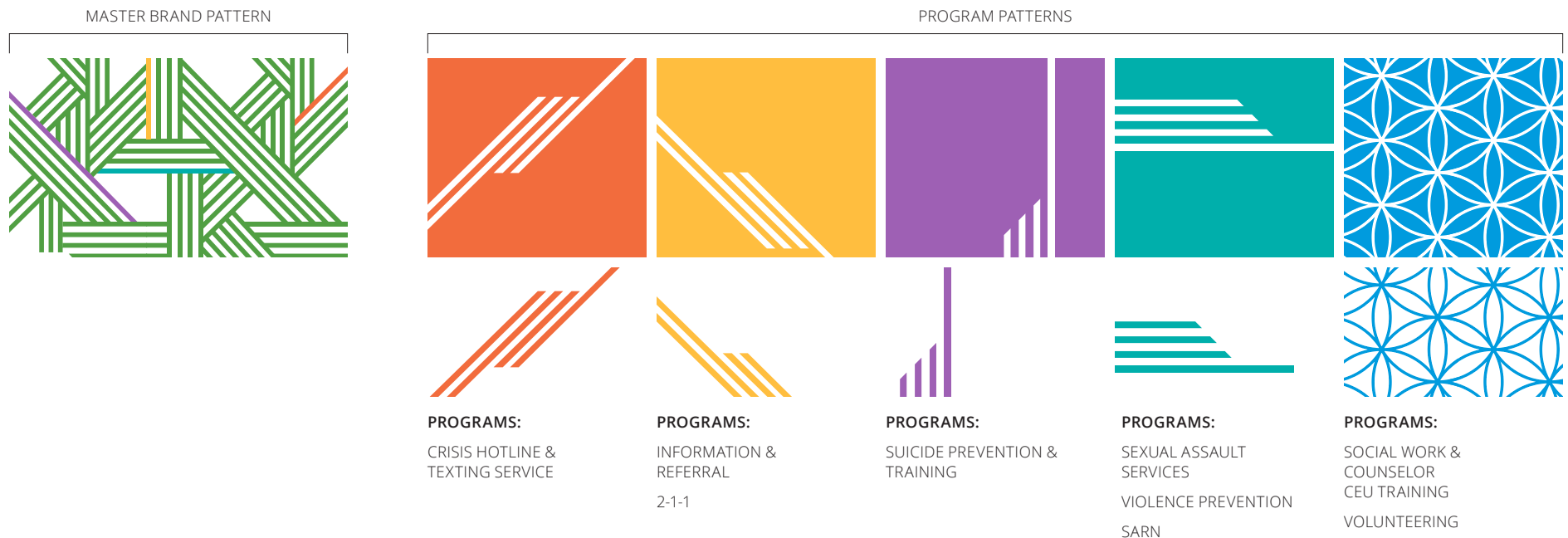
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

OPEN SANS BOLD

2.7 Our patterns

Our patterns are supporting visual elements that can work individually to represent our programs or come together to symbolize the connectivity associated with our HelpLine master brand.

Our master brand pattern is inspired by the woven symbol of our logo. It's made up of lines of four different angles that come together, overlap and intersect to show strength and our connection to the community. This pattern can be reduced to just one set of angled lines, giving a simplified, yet unique, pattern to each of our programs. The social work & counselor CEU training and volunteering programs have their own pattern which is related to the master brand pattern, but is made up of overlapping circles to reflect the Connections logo.



2.8 Our photography

Photography is a tertiary visual element within our brand. It is warm and engaging and always includes people connecting with others. Images should be selected purposefully and used sparingly.

Our photography style captures people connecting. Our images always include people connecting with other people or through technology. Our images are closely cropped and do not include identifying features such as faces, making them anonymous and more relatable. The focus is soft and the tone is warm.



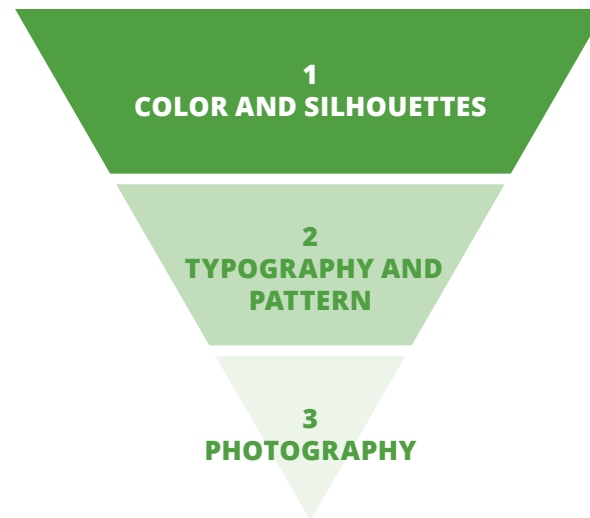
2.9 Visual prominence

Our brand is made up of many visual elements, such as color, silhouettes and typography. The prominence given to each element is just as important as the element itself.

Because we are all about providing resources that have a positive impact on our community, color and silhouettes are the most prominent visual elements of our brand. They should be used thoughtfully and deliberately.

Typography and pattern are secondary visual elements of our brand. They should be used to create hierarchy and emphasis as well as to identify programs.

Photography should be used sparingly.



A large, dark green number '3' is positioned on the left side of the page, partially overlapping the text.

HOW IT ALL COMES TOGETHER

This is where our
brand comes to life

With consistent use of color, silhouettes,
pattern, typography and design elements,
the HelpLine identity will be immediately
recognizable and uniquely memorable.

3.1 Stationery

Our stationery system is made up of letterhead, envelope and business cards.



Delaware County
11 N. Franklin St
Delaware, OH 43015
740.363.1835
740.369.0358 (fax)

Morrow County
950 Meadow Dr, Suite B
Mt. Gilead, OH 43338
419.946.1350
419.947.1093 (fax)

Crawford/Wyandot Counties
97 Hought Dr, Suite W
Upper Sandusky, OH 43351
419.947.2520
419.947.1093 (fax)

Connections Volunteer Center
39 W. Winter St
Delaware, OH 43015
740.363.5000
740.369.0351 (fax)

helplinedelmor.org

Firstname Lastname
Title
Companyname
123 Streetname
Columbus, OH 00000

Month 3, 2016

Dear Firstname,


This is the typing style for HelpLine letters. Following this type style will ensure our written communications are consistent in appearance.

The font for letters is Arial. The size is 10 pt. The type color is black.

Begin typing 1.875 inches from the top edge and 2.5 inches from the left edge. Double space between paragraphs—add an extra space between the date and the salutation. Don't indent paragraphs, and don't double space after periods.


Best regards,

Tamika Vinson-Reid
Marketing and Development Director
HelpLine



Delaware County 11 N. Franklin St, Delaware, OH 43015
Morrow County 950 Meadow Dr, Suite B, Mt. Gilead, OH 43338
Crawford/Wyandot Counties 97 Hought Dr, Suite W, Upper Sandusky, OH 43351
Connections Volunteer Center 39 W. Winter St, Delaware, OH 43015

HelpLine is a contract provider of the Delaware-Morrow Mental Health & Recovery Services Board, a partner agency of the United Ways of Delaware, Morrow, Union, Logan and Shelby Counties, with partial funding provided by SourcePoint and various other grants and private donations. HelpLine is accredited by the American Association of Suicidology, the National Alliance of Information & Referral Systems and certified by the Ohio Department of Mental Health and Addiction Services. Equal Opportunity Employer/Provider



Tamika Vinson-Reid
Marketing and Development Director
tvinson@helplinedelmor.org

11 N. Franklin St, Delaware, OH 43015
740.363.1835 ext. 305 740.369.0358 (fax)
helplinedelmor.org



HelpLine 1.800.684.2324 24/7 Crisis Hotline
or text "HelpLine" to **898211**
211 or **800.684.2324** Resources and information

3.2 Email signature

To ensure consistency in email signatures, please follow these guidelines.

Sender's name:

Arial Regular, 14 pt,
HelpLine Green (#45a041)

Tamika Vinson-Reid, Marketing and Development Director, HelpLine

tvinson@helplinedelmor.org

11 N. Franklin St., Delaware, OH 43015 | 740.363.1835 ext. 305 | 740.369.0358 (fax)

Sender's title:

Arial Regular, 10 pt,
HelpLine Green (#45a041)

helplinedelmor.org



Sender's contact information
(use your office address):

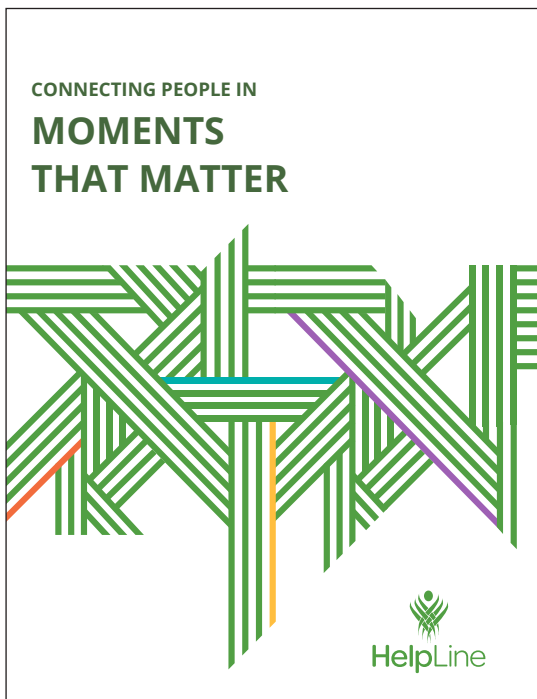
Arial Regular, 10 pt,
Deep Green (#40683d)

HelpLine web address:

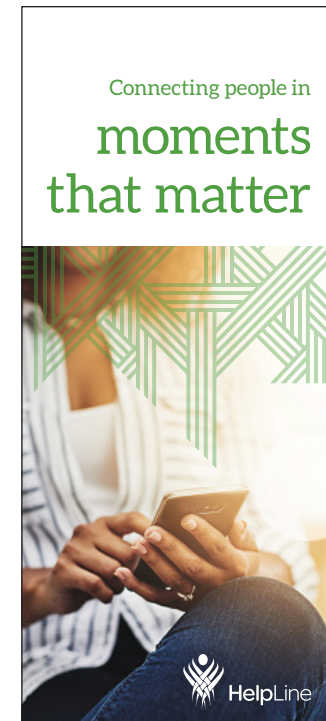
Arial Bold, 10 pt,
Deep Green (#40683d)

3.3 HelpLine

HelpLine is a central resource that is essential to supporting the community's emotional health and wellness. Our brand unlocks critical programs and services to support and empower change. That's why all our communications should exude strength and connectivity to our audiences and speak to the people who put their trust in us in a warm and relatable way.



SAMPLE LAYOUTS

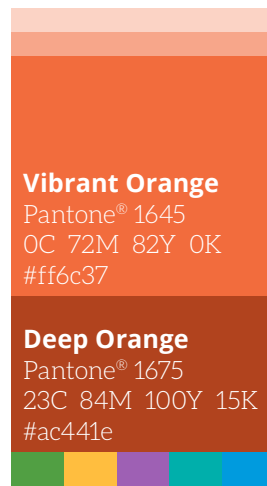


3.4 Crisis Hotline & Texting Service programs

Our 24/7 crisis hotline and texting service is at the core of what we do. Our skilled team is at the ready to provide empathetic and non-judgmental support to give people the tools they need to move forward during times of crisis.

The color for crisis hotline and texting service programs is Vibrant Orange. It is both active and attention grabbing as well as friendly and warm. Vibrant Orange should be the most dominant color used in communications for these programs. The other colors in our palette serve as accent colors and should be used sparingly.

The pattern for these programs is made up of diagonal lines.



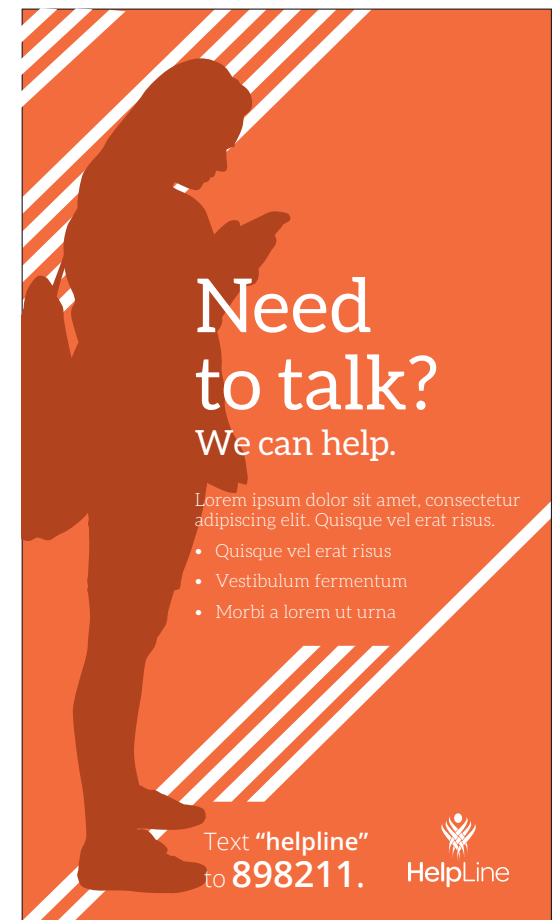
COLOR



SAMPLE SILHOUETTES



PATTERN



SAMPLE LAYOUT

3.5 Information & referral programs and 211

Our 211 information and referral program was the first in Ohio to launch, providing information during on and off hours to connect the community with the right resources in times of need.

Warm Yellow is the color for information & referral programs as well as 211. Associated with awareness and intuitiveness, it is also illuminating and stimulating. Warm Yellow should be the most dominant color used in communications for these programs. The other colors in our palette serve as accent colors and should be used sparingly.

The pattern for these programs is made up of diagonal lines.



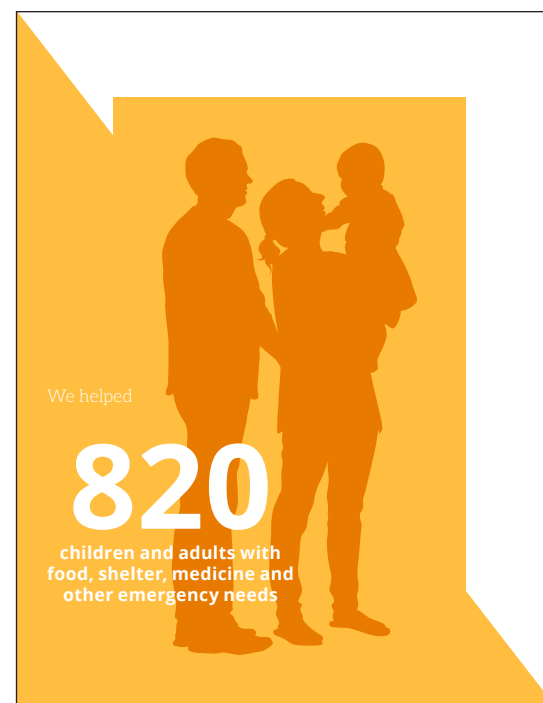
COLOR



SAMPLE SILHOUETTES



PATTERN



SAMPLE LAYOUT

3.6 Suicide prevention & training programs

We are committed to staying at the forefront of adopting the best, evidence-based programs including those focused on suicide prevention and training. Here, we bring education, understanding and support to the community to provide the critical tools needed to move forward in times of crisis.

The color for suicide prevention & training programs is Protective Purple. It conveys peace of mind and is both contemplative and thoughtful. It is synonymous with suicide awareness. Protective Purple should be the most dominant color used in communications for these programs. The other colors in our palette serve as accent colors and should be used sparingly.

The pattern for these programs is made up of vertical lines.



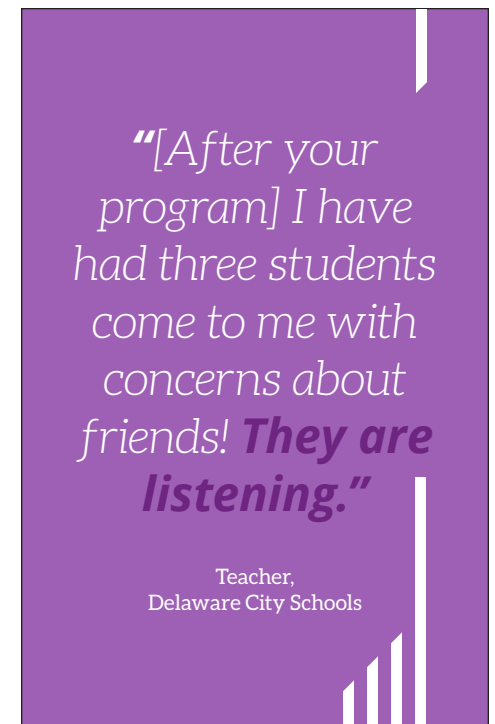
COLOR



SAMPLE SILHOUETTES



PATTERN



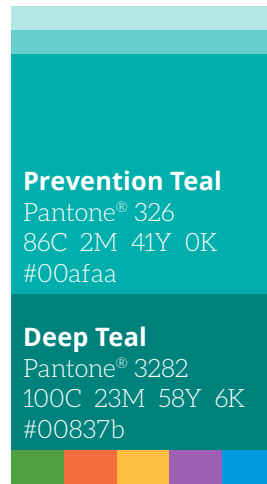
SAMPLE LAYOUT

3.7 Sexual assault services and violence prevention programs

Our sexual assault services and violence prevention programs are aimed to educate, support and empower. This includes our trained sexual assault team who advocates for victims during their time of critical need and continues to support them throughout recovery.

The color for sexual assault services and violence prevention programs is Prevention Teal. It is believable, trustworthy and reassuring. It is also synonymous with sexual assault awareness. Prevention Teal should be the most dominant color used in communications for these programs. The other colors in our palette serve as accent colors and should be used sparingly.

The pattern for these programs is made up of horizontal lines.



COLOR



SAMPLE SILHOUETTES



PATTERN



SAMPLE LAYOUT

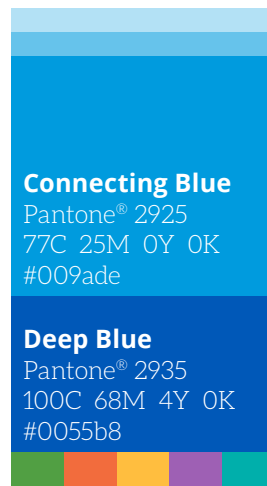
3.8 Social work & counselor CEU training and volunteer programs

Social work and counselor CEU training and volunteer programs fall within our volunteer recruitment and placement arm, Connections Volunteer Center. This group works with community members and area businesses to bridge the gap between volunteers and community needs. It also provides professional continuing education and training for licensed social workers.

The color for social work & counselor CEU training and volunteer programs is Connecting Blue. It is an energetic and exhilarating color that conveys credibility, reliability and service. Connecting Blue should be the most dominant color used in communications for these programs. The other colors in our palette serve as accent colors and should be used sparingly.

Silhouettes for these programs celebrate our social workers and volunteers. They are shown connecting to help our community.

The pattern for these programs is inspired by the overlapping circles that make up the Connections logo. It represents the connection our social workers and volunteers have within our community as well as the breadth of their reach.



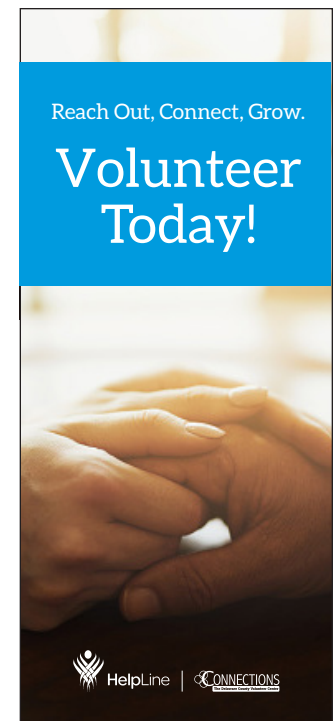
COLOR



SAMPLE SILHOUETTES



PATTERN



SAMPLE LAYOUT

This book is a guide to help develop a consistent brand experience.

Use it to create brand awareness internally and externally.

Let it inspire all of
our communications and
brand touch points.

