Brand Style Guide

Family Resource Centers

Introduction

A strong and recognizable brand identity helps an organization build recognition and awareness. It is the "face" that the organization presents both internally and externally. It represents what the organization does and creates an emotional connection for the people that interact with it. One of the key elements of a brand identity is how an organization visually and verbally presents itself.

For the Family Resource Centers, it is important that our families and partners recognize that we are a resource to help and support them. As a network, a consistent look and feel in our communications can help show this.

This brand style guide provides information and tools to help you with your visual and verbal communication. There is information on logos, colors, fonts and imagery that best represent the FRC brand. There are also guidelines on language – from recommendations on punctuation to using plain and person-first language.

If you have any questions, please contact FRChelp@umassmed.edu.

Family Resource Centers

www.frcma.org

Table of Contents

Visual Identity

Logo

Our logo consists of our logotype and icon, which have been specifically designed to work together. Please use the files available to you on FRConnect (https://www.frcma.org/intranet/resources/frc-brochure-logo-and-brand-identity) and do not recreate the logo.

Logo Files

The following logo files have been created for your use in various media.

- **4-Color (CMYK – Cyan, Magenta, Yellow, Black):** Use for printed documents.

- **Full Color (RGB – Red, Green, Blue):** Use for web or screen (such as PowerPoint).

- **Black:** Use when printing in black and white (such as a newspaper).

- **White:** Use when the logo is on a dark-colored background.

For high resolution logos for printing or signage, please contact frchelp@umassmed.edu for an appropriate logo file.

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Using the Right Files

A number of different versions of the logo have been created in appropriate formats for print and web use. Refer to the chart to determine which version to use.

Logo Clear Space

- Always position the logo for maximum impact and give it plenty of room to "breathe" to ensure its visibility and legibility.

- A minimum amount of clear space must always surround all versions of the logo. This space is equal to the height of the capital F in "Family."

Minimum Size

- For logos 1.125 inches and larger, you can use the color logo.

- If the logo needs to be used smaller than 1.125 inches, use the black logo without the tagline.

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USE	FILE TYPE	NOTES
Print documents, banners, signs	EPS* or PDF	These files are CMYK vector files and can be reduced or enlarged without a loss of resolution.
WORD Documents	JPG or PNG	JPG files are RGB and have a white background. PNG files are RGB files and have a transparent background.
PowerPoint, web or other screen uses	JPG or PNG	These are RGB files. JPG files have a white background. PNG files have a transparent background.

* Please contact frchelp@umassmed.edu if you need this type of logo.

Download logos at:

https://www.frcma.org/intranet/resources/frc-brochure-logo-and-brand-identity

Signage

Many FRCs have exterior signs. These should include the FRC logo but the logo should not be modified to include other information besides the FRC location. It is recommended that the location of the FRC be included below the logo; see this included example. These signs should follow all logo guidance, including the clear space instruction.

Any signage should be reviewed by UMass Chan's communications team; please send review requests to frchelp@umassmed.edu.

Font: Frutiger LT Std - 45 Light

Color: FRC Dark Green

Size: equal in height to the lower case letter ("e") in the logo
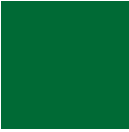
Framingham ←

e Framingham

Color

Color Usage

Color is an important part of the Family Resource Centers' visual identity. We have a specific palette of colors that are used to help our audiences recognize our communications and connect our programs to our organization.

Different uses require different color systems.
Family Resource Centers' colors have been coordinated for four systems: PMS (single or multiple color printing), CMYK (full color printing), RGB (screen display), and hexadecimal (web). Select the appropriate color codes for your specific use.

FRC Lt. Blue	FRC Blue	FRC Lt. Green	FRC Dark Green
CMYK	**CMYK**	**CMYK**	**CMYK**
93/2/15/7	100/13/10/41	65/0/100/0	90/12/95/40
RGB	**RGB**	**RGB**	**RGB**
0/147/178	0/95/131	120/190/32	0/106/56
WEB	**WEB**	**WEB**	**WEB**
#0093B2	#005F83	#78BE20	#046A38

- **CMYK –** The CMYK (4-color) system is used for full-color printing, also known as 4-color Process printing.

- **RGB –** The RGB (Red, Green, Blue) color system is meant specifically for screen display. (ex: PowerPoint).

- **WEB –** The hexadecimal (#) color system is used online, such as on a website.

Family Resource Centers

Fonts

Font Usage

Typefaces are an essential part of Family Resources Centers' visual identity because they create a distinctive look for the organization. In order to maintain a consistent and easily recognizable image, the typeface families listed here should be used for all materials. Recommended substitutes for these fonts are listed below.

Font Substitutes

In situations where the brand fonts are not available, replace with the following:

- Substitute Caslon or Sabon for Minion Pro
- Substitute Humanist 777 for Frutiger

System Fonts

When text has to be set to a system font (i.e. email templates, or shared editable documents), you may replace with the following:

- Substitute Georgia for Minion Pro
- Substitute Calibri for Frutiger

Family Resource Centers

For Logo:

Minion Pro - Semibold

ABCDEFGHIJKLMNOPQRSTUVWXY&Z
abcdefghijklmnopqrstuvwxyz1234567890

General guideline for font use:

For Headlines:

Minion Pro - Bold

ABCDEFGHIJKLMNOPQRSTUVWXY&Z
abcdefghijklmnopqrstuvwxyz1234567890

For Body copy:

Frutiger LT Std - 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXY&Z
abcdefghijklmnopqrstuvwxyz1234567890

For Body subheads & call outs:

Frutiger LT Std - 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXY&Z
abcdefghijklmnopqrstuvwxyz
1234567890

Recommended minimum font sizes for documents:
Headlines: 14 pt. text size with 16 pt. leading
Body Copy: 10 pt. text size with 12 pt. leading
Body Subheads: 12 pt. text size with 14 pt. leading

Design Examples

Trifold Brochure

The design of collateral materials is an important part of maintaining the Family Resources Centers' brand identity. Use the recommended fonts and colors listed as much as possible.

Images

Photography used in the materials for print, web, and email purposes should reflect the diverse nature of our clients and their families. Images should be royalty-free and can be purchased from Gettyimages.com or similar stock photography sites.

If using photographs of staff, clients, or their families, you must get their permission first.

(See pages 12-14 for more information.)

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FONT USED IN BROCHURE:

COVER:
Headline: Minion Pro - Bold
Cover text: Minion Pro - Regular

INTERIOR SPREADS:
Headline: Minion Pro - Bold
Body copy: Frutiger LT Std - 45 Light
Body subheads & Call outs:
Frutiger LT Std - 65 Bold

COLORS used in brochure:
Same colors used in the logo are used in the brochure. Tints of those colors were used as backgrounds on two panels and a box with reversed copy.

- 30% tint **FRC Lt. Green**
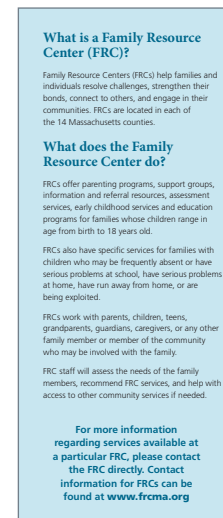- 20% tint **FRC Lt. Blue**
- 70% tint **FRC Blue**

Getty Images # 40129104
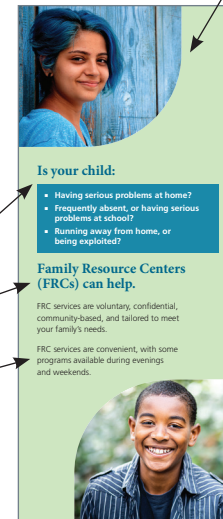
Getty Images # 42552986
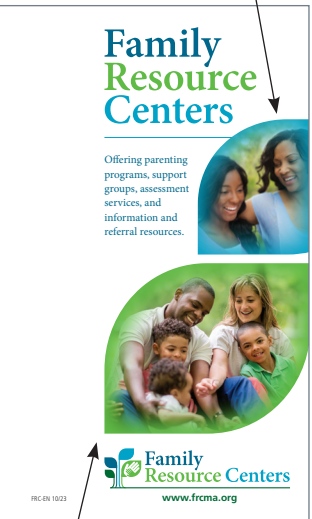
Getty Images # 964689674

Getty Images # 42177118

Getty Images # 57458202

Design Examples

Trifold Report Brochure

This is another example of how the brand identity can be used in a print piece.

Images

Photography used in the materials for print, web, and email purposes should reflect the diverse nature of our clients and their families. Images should be royalty-free and can be purchased from Gettyimages.com or similar stock photography sites.

If using photographs of staff, clients, or their families, you must get their permission first.

(See pages 12-14 for more information.)

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Folding LEFT PANEL / BACK PANEL / COVER Spread

INSIDE Spread

Locations Directory with Map

This design for a locations directory with map uses a graphic element of the leaves and lines to add visual interest.

Family Resource Centers

The Family Resource Centers (FRCs) of Massachusetts provide community-based, multi-cultural programs, including: evidence based parenting classes, youth and parent support groups, grandparent support groups, information and referral services, early childhood services, assessment services, and education programs for families whose children range in age from birth to 18.

This location will open in 2023.

FRCs offer specific services for families with children who may be frequently absent from school, have serious problems at school or at home, have run away or are living on the streets, or are being exploited. Through the work of the FRCs, families can focus on strengthening their bonds, connecting to others, and engaging in their communities.

Family Resource Center Locations

Amherst
The Bridge
Family Resource Center
101 University Ave., Suite A3,
Amherst, MA 01002
(413) 549-0297

Athol
North Quabbin
Family Resource Center
109 Lumber St., 2nd Flr.,
Athol, MA 01331
(978) 249-5070

Attleboro
Attleboro Family Resource Center
29 North Main St.
Attleboro, MA 02703
(774) 203-1516

Barnstable/Hyannis
Cape Cod Family Resource Center
29 Bassett Lane,
Hyannis, MA 02601
(508) 815-5100

Brockton
The Family Center – Community
Connections of Brockton
1041 Pearl St.,
Brockton, MA 02301
(508) 857-0272

Chelsea
Harbor Area
Family Resource Center
95 4th St., Chelsea, MA 02150
(617) 694-3004

Everett
Everett
Family Resource Center
548 Broadway,
Everett, MA 02149
(781) 581-4750

Fall River
Family Resource Center,
Family Service Association
45 Rock St., Fall River, MA 02720
(508) 567-1735

Fitchburg
MOC Fitchburg
Family Resource Center
49 Nursery Lane, Suite 201,
Fitchburg, MA 01420
(978) 516-5042

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FRONT side

Resource Center Locations (continued)

...gham
...h St.,
...m, MA 01702
...1313

...r
...source Center
...ol St., Suite 302,
...MA 01440
...1275

...arrington
...rrington
...source Center
... St.,
...rrington, MA 01230
...0298

...eld
...ity Action
...center
...l St.,
...d, MA 01301
...1555

...e
...e Familias,
...esource Center
... St.,
...MA 01040
...9300

...e
... Community
...e Center
...h Canal St.,
..., MA 01840
...8800

**...ly Resource Center
...er Lowell**
...tt St.,
...A 01852
...0701

Lower Roxbury
Boston-Suffolk County
Family Resource Center
56 Dimock St., Lower Level,
Roxbury, MA 02119
(617) 469-8501

Lynn
Family Forward Resource Center –
Centerboard, Inc.
103 Johnson St., Lynn, MA 01901
(339) 883-2401

Nantucket
Nantucket Family Resource Center
1B Freedom Sq.,
Nantucket, MA 02554
(508) 815-5115

New Bedford
The Family Resource and
Development Center
128 Union St., 3rd Flr.,
New Bedford, MA 02740
(508) 994-4521

North Adams
North Adams
Family Resource Center
61 Main St., Suite 218,
North Adams, MA 01247
(413) 663-7588

Oak Bluffs/Martha's Vineyard
Island Wide Youth Collaborative
111 Edgartown Rd.,
Oak Bluffs, MA 02557
(508) 693-7900 x406

Pittsfield
18 Degrees
480 West St., Pittsfield, MA 01201
(413) 442-5333

Plymouth
Plymouth Family Resource Center
430 Court St., Suite 3A,
Plymouth, MA 02360
(774) 283-6531

Quincy
Quincy Family Resource Center
1120 Hancock St., 1st Flr.,
Quincy, MA 02169
(617) 481-7227

Salem
Pathways Family Resource Center
– Salem
27 Congress St., Suite 1211,
Salem, MA 01970
(978) 296-8080

Southbridge
YOU Inc. – Southbridge
Family Resource Center
328 Main St.,
Southbridge, MA 01550
(508) 519-3590

Springfield
Gándara Center – Springfield
Family Resource Center
18 Gaucher St.,
Springfield, MA 01109
(413) 733-7699

Taunton
Taunton Family Resource Center
37 Main St., Taunton, MA 02780
(774) 501-2633

Ware
Ware Family Resource Center
at Behavioral Health Network
78 Main St., Ware, MA 01082
(413) 277-6601

Westfield
Westfield
Family Resource Center
15 George St., Westfield, MA 01085
(413) 417-2020

Worcester
YOU, Inc. Worcester
Family Resource Center
20 Cedar St., Worcester, MA 01608
(508) 796-1411

Family Resource Centers

FRC 12/23

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BACK side

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Design Examples

Retractable Banner Stands

Family Resource Centers

Massachusetts Family Resource Centers

A Statewide Network of Community-based Providers

- Offering families multi-cultural nurturing programs, support groups, early childhood services, information and referral resources, and education.
- We aim to empower, nurture, and support children and families to help them reach their full potential.
- Our centers are located across Massachusetts in a variety of communities.

Visit **www.frcma.org** to learn more.

Family Resource Centers

The Family Resource Centers help families access a wide range of **programming and supports**.

- Parenting skills workshops
- Self-help groups
- Grandparents' groups
- Financial workshops
- Stress management workshops
- Education programs
- Family events and activities
- Playgroups and youth groups
- Arts, cultural, and sports events
- Help with accessing other services

Visit **www.frcma.org** to learn more.

Family Resource Centers

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Templates

Power Point Template

The design of Family Resource Centers PowerPoint template is based on the logo and incorporates graphic elements and colors that reinforce the brand look and feel.

Master Pages

Master pages are set up with the graphic backgrounds for all three pages. The blue underline on interior pages can be moved up and down to accommodate two line titles.

Titles for each slide should be done in the Georgia font – with the body copy either in Arial or Calibri. These are all PC/MAC friendly font options.

The gradient of blue at the top of the Section Divider slide can be changed to the other colors of the logos if additional section colors are desired.

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TITLE PAGE

Family Resource Strategies

A Network of Community-based Providers

Family Resource Centers

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INTERIOR PAGES

Program Overview

- Education
  - Housing
  - Social Connections

- Employment Finance
  - Career Opportunities
  - Growth potential
  - Access to Healthcare

Centers

Family Resource Strategies – 2024

2

SECTION DIVIDER

Setting Goals and Standards

Looking to the future of Family Resource Centers

Family Resource Centers

Family Resource Strategies – 2024

3

Download templates at:

https://www.frcma.org/intranet/resources/frc-brochure-logo-and-brand-identity

Photography

Choosing Photos

Photography used in the materials for print, web, and electronic purposes should reflect the diverse nature of the clients we serve and their families. Pictures of diverse families (including those of different race and ethnic backgrounds, single parents, grandparents, or same sex parents) in settings that represent the community where the FRC is located are recommended.

Finding Images

Images should be **royalty-free** and can be purchased from Gettyimages.com or similar stock photography sites.

You can also try looking on **free stock photo websites** like Pexels.com, Pixabay.com or Unsplash.com.

Recommended Examples:

![Family Resource Centers logo]

Photography

Avoid using photos that are NOT recommended for use

Try to avoid images with visible watermarks in the center of the photo. Often times, a visible watermark on a photo means the image was not downloaded with the permission of the person that took the photo.

Avoid images that feature lifestyles that might not be relatable to our clients or images of scenes that could make people uncomfortable.

Image Quality & Resolution

Try to avoid images with poor lighting, fuzzy focus, and too low resolution. The recommended resolution (dpi) for an image at actual size is 300 dpi.

For promotional pieces being printed by a commercial printing company, image resolution must be 300 dpi and usually in a CMYK format. Call your printer if you have any questions.

If you are printing in-house on an office printer, resolution should be no lower than 150 dpi and can be either RGB or CMYK format.

NOT Recommended Examples:

Image still has an unpurchased **watermark**

Does **NOT reflect our clients** or their **lifestyle**

Image resolution is **TOO low** or is **out of focus**

Might be **uncomfortable** to people

Family Resource Centers

Photography

Getting permission to take photos of FRC clients

If you would like to use a picture of an FRC client in a brochure or news story, you must get their permission first. Privacy could be very important to some of our clients, and it is vital we respect that.

You can find the permission form on the **FRCMA.org** website in the *"Resources"* section of FRConnect within the FRC Brochure, Logo and Brand Identity section. The file is titled *"Consent to Publish form."*

You can also use the following link:

https://www.frcma.org/intranet/resources/frc-brochure-logo-and-brand-identity

The permission form should stay on file as long as the photo is in use.

Please send UMass Chan a copy of the form if the photo is shared with UMass Chan.

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Language Guidelines

Quick Tips & Clarification

Language is also a critical component of a strong brand identity, and consistent grammar usage and language style can help build recognition. In this section, we provide a number of tips for language style, as well as phrasing in plain and people-first language.

About this Guide:

This guide uses the AP Style, short for Associated Press Stylebook, which is a useful reference for writers, editors, students and professionals. It provides a universal guide for spelling, language, punctuation, usage and style. The guide was originally created by and for journalists so they could have a set standard for grammar and style in all of their writing.

Family Resource Centers

Acronyms, Initialisms

Avoid unnecessary or excessive acronym use.

In general, acronyms or initialisms should be easily understood on second reference without including the acronym or initialism in parenthesis after first reference (AP).

Exception: For longer materials or materials that require several acronyms or initialisms, it is permissible to include the acronym or initialism in parenthesis on the first reference.

Addresses

Abbreviate only Avenue (Ave.), Boulevard (Blvd.) and Street (St.) for numbered addresses.

For mailing addresses, include a ZIP code and use the postal abbreviation for the state (e.g., TX).

Exception: For numeric streets only, to avoid confusion, spell out "Street."

Example: 701 W. 51st Street.

Age

Always use figures.

If the age is an adjective or a substitute for a noun, hyphenate it.

Clarification: When expressing age ranges using "younger" or "older," include the minimum or maximum age (not "older than 17" but "18 and older")

Examples: A 21-year-old client. The client is 21 years old. The boy, 6, has a sister, 3. The program is for 18-year-olds. She is in her 50s. Only youth 20 and younger qualify.

Dates

For dates and years, use figures.

Do not use st, nd, rd, or th with dates.

Spell out the month unless it appears with a date. If used with a date, abbreviate the following months: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

Examples: The webinar will take place in February. The meeting is May 23. The event happened Dec. 15.

Lists

Use bullets instead of dashes in a list and preferably indent the list.

Always use a colon after the element that introduces a list.

Capitalize the first letter of each item. The list should have parallel structure, meaning each item uses the same pattern of words (all nouns or all verbs, etc.).

Use periods when the items in the list are complete sentences or complete the introductory phrase. No periods are needed if the introductory element is a complete sentence or if the listed items are like an inventory sheet or shopping list.

Numbers

In general, spell out one through nine.

Example: She won first place four years in a row.

Spell out numbers at the start of a sentence, except years.

Use figures for 10 or above and whenever preceding a unit of measure or referring to ages of people, animals, events or things.

Example: According to a CDC study, more than one in 10 children ages 8 to 15 have been diagnosed with a mental illness.

Use figures for addresses, dates, years, decimals, percentages, millions, billions, trillions and page numbers.

Percent

Use figures and spell out the word.

Example: The profit margin was 40 percent.

Exception: The percent symbol can be used in tables, charts and graphs when space is limited. For visual communications when quick comprehension is necessary (posters, videos, presentation slides, etc.), the percent symbol may be used in text.

Punctuation

Use a single space after a period.

Do NOT use periods in abbreviations of organization names, professional certifications, or academic degrees.

Example: EOHHS, SSI, MD, RN, PhD

Periods and commas remain INSIDE the closing quotation marks, whether double or single.

Example: The article explained "the necessity of researching the data prior to the next phase of the project."

Telephone numbers

Use figures and hyphens, not periods.

Example: 212-621-1500 or 800-111-1000 for toll-free numbers.

In the case of vanity phone numbers, present the digit-only version first.

Example: 877-847-8377 (877-THSTEPS)

Exception: Include the "1-" in phone numbers on Spanish materials. When English and Spanish text appear side-by-side, retain the 1- in the phone number in English as well.

Titles

Capitalize a formal title if it is used immediately before a person's name.

Titles are lowercase if they follow the name or no name is present.

Examples: Executive Commissioner Charles Smith. Charles Smith, executive commissioner, spoke at the meeting. The commissioner met with stakeholders.

Abbreviate titles when used before a full name: Dr., Gov., Rep. and Sen. (AP).

Family Resource Centers

Language Guidelines

Plain Language Terms & Phrases

It's important to be careful in the language we use to ensure that it can be understood at all levels. When you develop content for print and electronic materials, consider the examples below for word choice.

Instead of	original	use	substitute
	refugee		new arrivals
	adolescent		teenager
	assist		help
	demonstrate		show
	case		person
	communicate		talk
	consent		agree to
	determine		find out
	discontinue		stop
	disenroll		leave the program
	eligible		able to get
	fundamental		basic
	head of household		contact person
	make sure to		apply for
	notification		notice
	occur		happen

Instead of	original	use	substitute
	opportunity		chance
	option		choice
	permission		allow or agree to
	person on Medicaid		Medicaid member
	process		to work on
	qualified		able to get
	request		ask for
	required		need or needed
	select		pick
	using '/'		and or 'or'
	understand		know
	utilize		use
	you are required to *or* you are responsible for		you must

Family Resource Centers

Language Guidelines

Preferred Social & Program Terms

It's important that when we speak about our own program we are using language that is easy for people to understand no matter how much they know about our program. It is also important that people know they are working with our program which is why you should use the following language when talking about your Family Resource Center.

Program Description:

If you do not already have a description of the FRC program, copy the following to make sure visitors understand your programs relationship to the broader Family Resource Center Network.

"Our program is a part of the Massachusetts Family Resource Center network – a statewide network of community-based providers offering multi-cultural parenting programs, support groups, early childhood services, information and referral resources and education for families whose children range in age from birth to 18 years of age. Learn more about our programs services and partners by visiting www.frcma.org."

For example:

Instead of using the	Center name	use	FRC name
	The Bridge Family Resource Center		**The Amherst Family Resource Center**
	The Family Center – Community Connections of Brockton		**The Brockton Family Resource Center**
	The Family Service Association		**The Fall River Family Resource Center**

It is recommended that each FRC be referred to by it's location name, rather than the Center name, to help people connect the FRC with the town/city. We understand it may be noted differently in your contract language. In the next procurement, we will standardize the naming convention in the contract language.

Family Resource Centers

www.frcma.org

Language Guidelines

Using Person-First Language

People with disabilities are – first and foremost – people who have individual abilities, interests and needs. One of the major improvements in communicating with and about people with disabilities is "People-First Language."

People-First Language emphasizes the person, not the disability. By placing the person first, the disability is no longer the primary, defining characteristic of an individual, but one of several aspects of the whole person. People-First Language is an objective way of acknowledging, communicating, and reporting on disabilities. It eliminates generalizations and stereotypes by focusing on the person rather than the disability. *Definition from TheARC.org*

However, some people with disabilities do not like People-First Language, so if possible, ask the person what language they prefer to describe their condition or disability. The Disability Language Style Guide (https://ncdj.org/style-guide/) is a good reference tool.

For example:

Instead of	original phrase	use	person-first substitute
	autistic child		person who has autism
	dependent		individual that depends on a person
	blind person		a person who is blind or visually impaired
	the disabled		a person with a disability
	special ed student		a student who receives special education services
	a mute person		a person who is unable to speak
	a deaf person		a person who is Deaf or hard of hearing*
	drug addict		a person with a substance use disorder

* Capitalize "Deaf" when referring to a person and use lowercase ("deaf") when referring to the hearing level.

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