



GoochlandCares Style Guide

BRAND STATEMENTS

MISSION

The mission of GoochlandCares is to provide basic human services and health care to our Goochland neighbors in need.

VISION

GoochlandCares envisions an equitable community in which all persons have their basic needs met, empowering them to lead lives of self-dignity and well-being.

BRAND PROMISE

GoochlandCares delivers quality, client-centered services with compassion and dignity.

BRAND IDEA

GoochlandCares and I Care.

VALUES

Empowerment – Community – Compassion – Quality – Client-centered care

BRAND POSITIONING

GoochlandCares empowers the Goochland community to support neighbors in need.



GoochlandCares Style Guide

LOGO



Primary Version



Secondary Version

Logo font is NunitoSans. Logo colors: Pantone 534C and 334C

**GOOCHLAND
CARES**

Free Clinic and Family Services

Acceptable to use logo in 100% Black.

Logos files can be found on our Media Resources page:

www.goochlandcares.org/media-resources

IF YOU NEED A SPECIFIC FILE FORMAT OF A SPECIFIC LOGO AND IT IS NOT ON THE RESOURCES PAGE, PLEASE CONTACT CHERYL KOSAKOWSKI, 804-556-0714, OR CKOSAKOWSKI@GOOCHLANDCARES.ORG.



GoochlandCares Style Guide

NAME

Full name: GoochlandCares Free Clinic and Family Services

Common usage: GoochlandCares

The "G" and the "C" are capitalized. **There is NO space between "Goochland" and "Cares"**. Spell out the word "and". Do NOT use an ampersand.

Best practice:

Use the full name when referring to the organization for the first time in an official document. Then you can use just GoochlandCares in the remaining text.

Most commonly, just GoochlandCares is used.

Example:

"During Volunteer Appreciation Month, GoochlandCares recognizes and thanks over 500 volunteers who support its mission to provide basic human services and health care to our Goochland neighbors in need."

"Throughout the month, GoochlandCares will celebrate volunteers with special treats, client testimonies, a fun gathering, and more."

As an adjective:

GoochlandCares

Example:

"The GoochlandCares volunteers enjoyed the picnic."

or

"GoochlandCares volunteers help us deliver quality services to our clients every day."

(Just as you would say: CarMax associates sorted donations in the Clothes Closet today.)

As possessive:

GoochlandCares'

Example:

"GoochlandCares' Well Woman program schedules cancer screenings for female clients over 50."



GoochlandCares Style Guide

COPY

GoochlandCares – the name of the organization is always written as one word, no spaces, with the “G” and the “C” capitalized.

Health care – we write this term as 2 words, lower case – health care

TAG LINES/THEMES:

Acceptable

- GoochlandCares and I Care
- Neighbors Helping Neighbors
- Keep The Momentum Going (post Capital Campaign)
- Making a Difference
- Open Doors of Hope
- Building Bridges of Hope
- You Make Us Strong

Do NOT use:

- Partners of Hope
- Bringing Hope to Life
- ALL.HERE.NOW.
- Living Hope
- Bridging Gaps

ACTION STATEMENTS

- GoochlandCares and I Care. (In this statement, “GoochlandCares” should be one word with the “G” and the “C” capitalized, “I” should be capitalized and the “C” in Care should be capitalized.)
- Make a difference (i.e. “Your support makes a difference in the lives of your neighbors in need.”, “You can make a difference.”, “Your kindness truly makes a difference.”)
- Make it happen (i.e. “You make (or made) it happen. Thank you.”)
- Open doors of hope (i.e. “Open doors of hope for neighbors in need. Give today.”)
- Building Bridges of Hope (i.e. “Join us in Building Bridges of Hope. Your gift truly makes a difference.”) (Building Bridges of Hope is the name of an event. It is also used as action statement. Always use the “ing” version as shown. For instance, you would NOT say, “Help us build bridges of hope.” Use initial caps except for the “of.”)

PROGRAMS – this is the correct way to refer to our 12 programs

- Medical Care
- Dental Care
- Mental Health Care
- Transportation Services
- Food Pantry
- Clothes Closet
- Case Management
- Financial Assistance-VITA
- Critical Home Repair
- Emergency Housing
- Sexual and Domestic Violence Services
- GED/ESL Education

Use initial caps and spaces in-between words as shown.

In a paragraph, we also use the term Free Clinic when referring to health care.

Example:

“Without the Free Clinic, I would not have my high blood pressure under control.”

We also sometimes refer to Registration as its own service area.

Example:

“Our Registration staff and volunteers help households connect with the services their families need.”

When referring to one program by its name, treat as a proper noun. If you use “the” in front of the program name, it should NOT be capitalized unless it is the first word of the sentence.

Example:

“Once I registered at GoochlandCares, I could shop at the Food Pantry once a week.”

OR “I get school clothes for my boys at the Clothes Closet.”

BUT “The Food Pantry serves 200 families every week.”

It is acceptable to use the word “program” behind the actual program name.

Do NOT capitalize the word “program”.

Example:

Preferred: “Critical Home Repair completed 7 projects last month.”

Acceptable: “Last month, the Critical Home Repair program completed 7 projects.”

Preferred: “In 2016, Emergency Housing helped 23 families in crisis stay safe.”

Acceptable: In 2016, the Emergency Housing program helped 23 families in crisis stay safe.”

Phone Numbers: Please use only hyphens when typing phone numbers, as in 804-556-6260.

(No parentheses, no periods, no slash marks)

Acceptable:

“Since 1952, GoochlandCares has been a safety net for residents who are vulnerable and lack adequate resources.”

“GoochlandCares’ twelve programs provide clients with comprehensive solutions to meet their individual needs.”

Basic needs may be listed as:

- quality health care
- secure housing
- nutritious food
- adequate clothing
- and freedom from violence

Standard Program Descriptions:

Health Care

GoochlandCares offers wellness visits, chronic illness management, dental procedures, medications, counseling, and cancer screenings to diagnose, prevent, and treat health problems.

GoochlandCares staff and volunteers - including doctors, dentists, nurses, dental hygienists, specialists, counselors, and administrative assistants - ensure clients receive the quality health care they deserve.

Food Pantry

Goochland residents, churches, businesses, school groups, civic organizations, and partners like FeedMore, committed to caring for their neighbors in crisis, fill the shelves of the Food Pantry.

Clothes Closet

Clients receive \$25 store credit per month for each person in their household.

GoochlandCares also provides household goods to resettle individuals and families when moving out of our emergency housing.

Emergency Housing

Emergency Housing shelters Goochland residents who have nowhere else to turn when disaster strikes. GoochlandCares works with clients to chart a path back to a safe, secure living environment.

Critical Home Repair

Critical Home Repair assists clients with home repair jobs like a leaky roof, rotted floorboards, or a handicapped ramp, to keep them safe and independent.

Financial Assistance-VITA

Financial Assistance pays a utility bill or makes a rent or mortgage payment to help a client avoid service termination or eviction. Financial counselors and case managers meet with clients to make a budget and identify additional sources of assistance. The VITA program helps households earning less than \$56,000 per year maximize their tax refunds and start on the path to greater financial well-being.

Sexual and Domestic Violence Services

Trauma-informed care addresses immediate concerns including safety and emergency shelter. Additional planning may include court advocacy and counseling for household members. You do NOT have to be a client of GoochlandCares to receive sexual or domestic violence services. If you, or someone you know, needs assistance, call: 24-HOUR HOTLINE 804-980-6267.

Volunteerism

As a certified Service Enterprise organization, GoochlandCares utilizes volunteers throughout our programs to help us fulfill our mission.

GoochlandCares has been certified by the Points of Light Foundation as a Service Enterprise organization. Only 15% of non-profits nationwide achieve this recognition. A Service Enterprise is “an organization that fundamentally leverages volunteers and their skills across all levels of the organization to successfully deliver on its social mission.”



GoochlandCares Style Guide

BOILERPLATE

GoochlandCares is a private, 501(c)(3), non-profit organization that provides basic human services and health care to our Goochland neighbors in need. GoochlandCares envisions an equitable community in which all persons have their basic needs met, empowering them to lead lives of self-dignity and well-being. Visit www.GoochlandCares.org or contact Adair Frayser at afrayser@goochlandcares.org or 804-556-0301. Find us on Facebook at facebook.com/goochlandcares.



GoochlandCares Style Guide

FONTS

The logo graphic was created using NunitoSans.
NunitoSans is not a default option in MicroSoft Office.
GoochlandCares can provide the NunitoSans typeface if needed.

Our body copy font is Open Sans.

Open Sans should be available as a choice in Microsoft Office applications such as Word, Excel, and Publisher and/or can be uploaded for free.



GoochlandCares Style Guide

COLORS



Logo colors: Pantone 534C and 334C

Organization colors:

Primary color: dark blue - PMS (Pantone Matching System) 534C

Secondary color: green - PMS 334C

Accent color: mustard/orange (used primarily for “clickable” buttons and links): PMS 138

Background highlight color: light blue - PMS 656C

CMYK equivalents:

Dark Blue	PMS 534	C 100	M 71	Y 0	K 51
Green	PMS 334	C 100	M 0	Y 68	K 1
Orange	PMS 138	C 0	M 54	Y 100	K 1
Light Blue	PMS 656	C 10	M 2	Y 0	K 0

RGB equivalents:

Dark Blue	PMS 534	R 27	G 54	B 93
Green	PMS 334	R 0	G 151	B 117
Orange	PMS 138	R 222	G 124	B 0
Light Blue	PMS 656	R 221	G 229	B 237

Hex values:

Dark Blue	PMS 534	# 1B365D
Green	PMS 334	# 009775
Orange	PMS 138	# DE7C00
Light Blue	PMS 656	# DDE5ED