Family Service

SUPPORT. STRENGTHEN. SERVE.

BRAND GUIDELINES

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ABOUT US

OUR MISSION

Empowering individuals and families to transform their lives and strengthen their community.

OUR VALUES

Accountability . Excellence . Integrity . Respect . Responsiveness

OUR TAGLINE

Strengthen. Support. Serve

ABOUT US

OUR STORY

Since 1903 Family Service has been a community pillar. We are the oldest human service nonprofit in San Antonio and serve 14 counties across South Texas. Over the years, we have expanded and grown to meet our community's needs.

Family Service strives to meet our client's where they are and works to understand all of our client's needs.

Even the seemingly simplest challenges people face are complicated. Our lives are not divided into sections or parts but are a holistic experience.

Family Service addresses a wide-range of needs because by strengthening all areas of one family's and one individual's life, we're strengthening our entire community.

ABOUT US

SOCIAL DETERMINANTS OF HEALTH

Family Service works to address the social determinants of health (SDOH) that affect the individuals and families we served through a trauma-informed care lens.

SDOH are conditions in environments where people are born, live, learn, work, play, and age; they affect a wide range of health and quality of life outcomes.

All our programs are categorized under the five social determinants of health:
- Economic Stability
- Education
- Health and Healthcare
- Neighborhood Supports
- Social and Community Engagement

LOGOS

LOGOS

PRIMARY LOGO

Square with tagline

Square without tagline

SECONDARY LOGO

Rectangular with tagline

Regtangular without tagline

LOGOS

The primary logo is the square logo (the icon with the name and tagline below). When space allows, use the primary version.

The primary logo can be found on the business cards, the letterhead and internal documents.

The rectangular logo should only be utilized when there is not sufficient space for the square version.

Tagline or no tagline?
The logo with the tagline should be utilized for all external brand partnerships.

The logo without the tagline should be utilized across social media.

LOGOS

DO

- Place logo on white or neutral color background.
- Feature in balanced, uncluttered area of page.
- Ensure substantial breathing room around all sides.

DON'T

- Include on same page more than once.
- Shrink to smaller than 3/4" wide.
- Use any colors other than the approved logo palette.
- Use only the name. The logo must include our icon.

LOGOS

DON'T

- Distort logo
- Rotate logo
- Change the colors
- Place the logo over photography

Don't distort the logo.

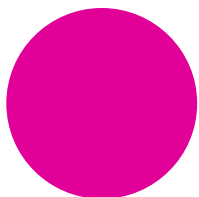Don't rotate the logo.

Don't change the colors in the logo.

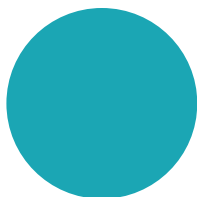

Don't place the logo over photography.
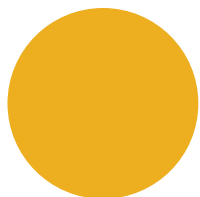
COLOR PALETTE
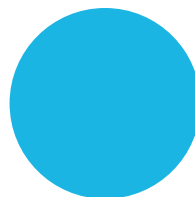
COLOR PALETTE

PRIMARY

Pink
Pantone
Rhodamine
Red
Hex
#E10098
R G B
225 0 152
C Y M K
9 87 0 0

Teal
Pantone
7710C
Hex
#00A7B5
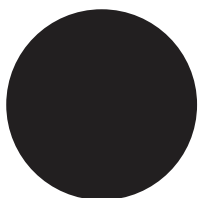R G B
0 167 181
C Y M K
81 0 23 0

Yellow
Pantone
7409C
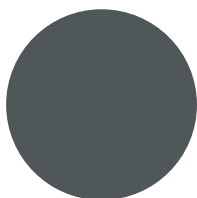Hex
#F0B323
R G B 240
179 35
C Y M K
0 31 100 0

Blue
Pantone
306C
Hex
#00B5E2
R G B
0 181 226
C Y M K
75 0 5 0
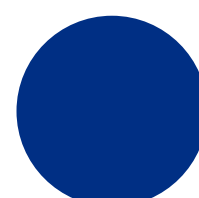
SECONDARY

Dark Grey
Hex
221F20
R G B
34 31 32
C Y M K
70 67 64 74

Medium Grey
Pantone 445C
Hex
#505759
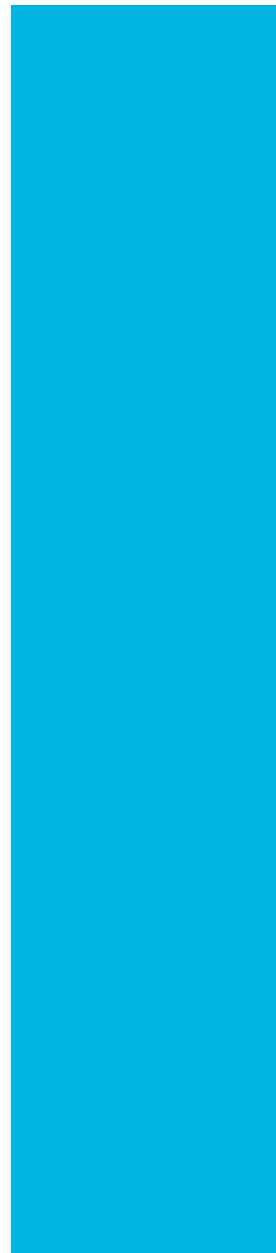R G B
80 87 89
C Y M K
52 23 30 74

Light Grey
Hex
#f1f1f1
R G B
241 241 241
C Y M K
36 58 0 0

Navy
Hex
#002f84
R G B
0 47 132
C Y M K
100 91 19 7
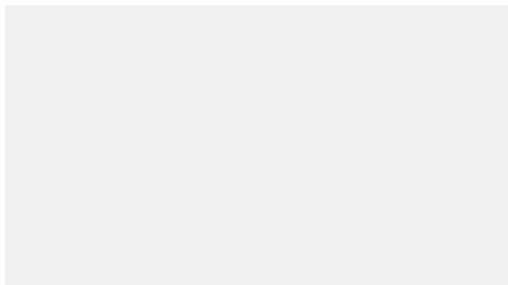
COLOR PALETTE USE

Our primary color palette should be utilized more heavily.
The secondary palette should be seen as accent colors.

DON'T
- Have yellow as a background color on internal pages; only use it for page breaks.
- Put text in yellow.
- Overlay our colors on each other. The colors can be placed next to each other but shouldn't be overlapping.
- Change the opacity of the colors.

TYPOGRAPHY

TYPOGRAPHY

Heading Font
Poppins

Titles: Poppins, ExtraBold Uppercase, Tracking 50 ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Headings: Poppins Bold Uppercase, Tracking 50 ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Sub headers: Poppins, Semibold ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 Title Case, Tracking 0

Body Copy Font
Muli

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADINGS AND COLORS

Title pages should be in uppercase in Pink
Tracking 50

Headings should be in uppercase in Teal
Tracking 50

Sub headings should be in title case in Teal
Tracking 0

Text in sentence case in Black
Tracking 0

BRAND GUIDELINES

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Brand Guidelines

TYPOGRAPHY

Internal, document text:
- All paragraphs should be left aligned.
- No indents (except for bullet points).
- All text should be not be hyphenated.
- Bullet points are sentence case.

IMAGERY

IMAGERY

Family Service serves a wide-range of individuals and families, and we want our imagery to encompass all we do.

Our imagery should evoke a connection to our services and the people in our community.

PHOTOS
Clear, crisp, focused

COLOR OVERLAY
For social media and flyers, sometimes color overlay makes the image pop. Utilize our primary color palette only for color overlays.

BRAND USAGE

DIGITAL

SOCIAL MEDIA

OUR STORY
We utilize social media to connect with all of our target audiences: donors, clients, and the community.

OUR VOICE
The challenges our clients face are every day and ongoing so we are respectful of their struggles.
We offer them hope and bring forth a new way to transform their lives, our voice is reflective of their strength and courage and of the impact we have.

In the right circumstances, we are not afraid to be light and funny.

Use emojis sparingly and appropriately.
Explain the programs and services by answering who, what, when, why, where and how.
Do not offer political, religious or personal opinions.

SOCIAL MEDIA:IMAGERY

A.N.G.E.L.S.

Access Network Group of Early Learning Substitutes

Interested in a career in
early childhood?
Finish the course in as little as 10 days!

Next class is July 15th-26th

Call 210- (210) 431-4401 or (210) 431-4422 to
register and learn more!

Family Service

DID YOU KNOW

Over 90% of Best Buy
Tech Center youth
attributed an increased
dedication to school and
higher levels of life goals
and expectations as a
result of their experience.

big
give

Support Family Service
Donate Today

PRINT

BUSINESS CARDS

Family Service
SUPPORT. STRENGTHEN. SERVE.

www.Family-Service.org   #FamilyServiceSA

Mary E. Garr
President and CEO

702 San Pedro Ave.   Office (210) 299-2405
San Antonio, TX 78212   **mgarr@family-service.org**

POWERPOINT

PAGE LAYOUT

HEADER AND FOOTER

When possible, the Family Service primary, square logo should be centered at the top of a document.

On single page documents, have our address, phone number, website and the United Way logo as the footer.

All documents with multiple pages should have a page number associated with them.

Utilize the icon on the bottom left-hand corner for documents with multiple pages.

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