STYLE AND IDENTITY GUIDELINES

Ver 2.0 | March, 2023

CONTENTS

INTRODUCTION & PURPOSE

STYLE AND IDENTITY GUIDELINES

Ver 2.0
March 1, 2023

⚠️ This is a living document that will evolve as needs dictate. Version numbers and publication dates are stated here and on the cover page to use for verification of the most up-to-date content.

Within this publication are branding and messaging parameters for use when representing Arkansas Baptist Children & Family Ministries.

While publications may differ in nature according to their purpose, a consistency of main colors, logos, fonts, style, imagery, and tone must be maintained according to these guidelines.

The goal is that across all media and content platforms, we maintain a cohesive voice and identity that is consistent with the mission of the agency.

Due to the growth of this organization, content needs have increased along with the necessity to maintain a unified brand identity.

For content needs, follow the request policy per your division with the Director of Communications.

SOCIAL MEDIA

- Regarding social media, any promotional posts for agency related content, even on personal pages, must be official agency brand.
- Templates may be requested for specific and/or local media needs or an official request submitted per division policy.
- Social media pages for any division may not be created outside of the Communications Team.

TEMPLATES

- Templates for flyers, presentation slides, and social media are available upon request and recommended for use when promoting the agency.

RESOURCES

- The website has brand resources to utilize for brand unity and recognition.

https://arkansasfamilies.org/resources

NAMING CONVENTIONS

The following apply to both written text and verbal conversation. Written text is especially critical since it sets precedents that can be referred to in the future and will eventually influence conversation as well.

ARKANSAS BAPTIST CHILDREN & FAMILY MINISTRIES

✔ Preferred Abbreviations:
- ABCFM

✔ Accepted:
- Children and Family Ministries (when used among Baptist groups)

✖ Avoid:
- ABC Homes
- ABCH
- Arkansas Families
- Children's Home

ARKANSAS BAPTIST HOMES FOR CHILDREN

✔ Preferred Abbreviations:
- ABHC

✔ Accepted:
- Baptist Homes for Children
- Homes for Children

✖ Avoid:
- Baptist Home
- Children's Home
- Home for Children

ARKANSAS BAPTIST RANCH

✔ Preferred Abbreviations:
- ABR

✔ Accepted:
- The Ranch
- Baptist Ranch

✖ Avoid:
- Harrison Ranch
- Including the words: boys, children, or youth

CONNECTED FOSTER CARE & ADOPTIONS

✔ Preferred Abbreviations:
- Connected
- CFCA

✔ Accepted:
- ABCFM Connected

✖ Avoid:
- Connected Care
- Arkansas Baptist Connected

DESIRED HAVEN FAMILY CARE

✔ Preferred Abbreviations:
- Desired Haven
- DHFC

✔ Accepted:
- Family Care

✖ Avoid:
- Desired Haven Family Care Homes

LIVING WELL PROFESSIONAL COUNSELING

✔ Preferred Abbreviations:
- LWC

✔ Accepted:
- Living Well Counseling
- Living Well

✖ Avoid:
- LW

AGENCY LOGOS

PRIMARY LOGO

The Arkansas Baptist Children and Family Ministries logo consists of two arrangements: horizontal or vertical (stacked)

The horizontal model is preferred when space and layout allow.

HORIZONTAL

ARKANSAS BAPTIST
Children & Family
MINISTRIES

STACKED

ARKANSAS BAPTIST
Children & Family
MINISTRIES

SECONDARY MARKS

Living WELL
PROFESSIONAL
COUNSELING

Connected
FOSTER CARE
& ADOPTIONS

Desired Haven
FAMILY CARE

ARKANSAS BAPTIST
Homes
FOR CHILDREN

Explorers
ACADEMY

ARKANSAS BAPTIST
Ranch

ICONS ONLY

Use of icons only is acceptable in some situations. Check with the Director of Communications for approval.

USAGE GUIDELINES

CLEAR SPACE

As a general rule-of-thumb, leave an area of isolation around the logo to allow it to command visual attention.

No typography or design elements should be placed within this area.

This applies to all logos.

DO NOT USE

This older version of the LW logo should no longer be used. Always use the one with the word "professional" instead.

DO NOT ALTER

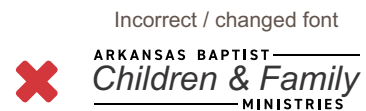Do not alter the logos in any way. Do not remove any of the text.

Incorrect alterations are not limited to these examples. Any alteration is unacceptable.

Do not change proportions of any logos.

squeezed · stretched

Do not use incorrect colors or change any type font.

Inaccurate / incorrect color · Incorrect / changed font

COLOR VARIATIONS

These guidelines apply to all logos. The agency main logo is used here as an example.

FULL COLOR

The logo should be presented in full color whenever possible.

Full color should always be used on a white background except where printing or copying techniques limit the colors that can be used.

LIMITED COLOR

When only one color is available, use teal or black.

ON DARK OR COLOR BACKGROUNDS

When using the logo on dark backgrounds, over a color, or over a photo, use the white version of the logo when the color version isn't clearly legible, as seen in the photo example shown here.

LOGO SIZE RELATIONSHIPS & POSITIONING

SIZE RELATIONSHIPS

When two or more of the program brand marks are used together in a cluster or row, always scale them so that the circle graphic is the same size in each.

Do not size the logos by overall length or height.

CORRECT SIZING

All circles are the same size while the overall lengths and heights of the logos vary.

INCORRECT SIZING

All these logos are same length (or height) which causes the circles to be different sizes.

RELATIVE POSITIONING

When using all agency logos together in a group, they should always be arranged in the sequence shown here.

As with sizing, alignment between logos should be based on the circles.

COLOR PALETTE

The agency color palette as defined below is a guide to help maintain consistency. It is not meant to restrict creativity in design, but to set up "go-to" defaults that will repeatedly be used across all agency visuals.

PRIMARY / LOGO COLORS

The primary colors are those defined by their use in the agency logos

Pantone® 3272	Pantone® Red 32	Pantone® 411	Pantone® 629
C = 100	C = 0	C = 0	C = 44
M = 0	M = 90	M = 27	M = 2
Y = 44	Y = 86	Y = 36	Y = 11
K = 0	K = 0	K = 72	K = 0
R = 1	R = 236	R = 100	R = 158
G = 164	G = 50	G = 84	G = 214
B = 157	B = 57	B = 75	B = 225

SECONDARY COLORS

For backgrounds, additional design elements, and accents

Pantone® 3282	Pantone® 3292	Pantone® 187	Pantone® 137	Pantone® 9182
C = 90	C = 100	C = 19	C = 0	C = 5
M = 26	M = 42	M = 100	M = 42	M = 13
Y = 57	Y = 69	Y = 100	Y = 100	Y = 20
K = 7	K = 37	K = 14	K = 0	K = 0
R = 7	R = 7	R = 181	R = 245	R = 236
G = 138	G = 92	G = 31	G = 163	G = 222
B = 128	B = 84	B = 36	B = 51	B = 205

ADDITIONAL COLORS

Other colors may occasionally be used when needed and when the primary or secondary colors aren't appropriate for the design.

For example: In a magazine or brochure layout that's heavily dependent on photography, it may be preferable to match background or accent elements to a selected color within the photo. Such deviations from the standard color palette are subject to approval on a case-by-case basis.

TYPOGRAPHY

FONT GUIDELINE	Below is a list of approved font families that are currently in use within agency publications. Please note that the use of any font in any publication is subject to review and approval by the Director of Communications.
HEADLINE FONTS	Argent Montserrat **Franklin Gothic Condensed**
BODY COPY FONTS	Montserrat Argent Minion Pro Proxima Nova
LOGO FONTS	Argent *Northwell* **DIN**
ARTISTIC & NOVELTY FONTS	Use of artistic and playful fonts, such as handwriting, childish, chalk, brush strokes, calligraphic, etc. may be explored for specific applications where a fun or eye-catching approach is needed and appropriate. Check with the Director of Communications for approval.