



Your very helpful guide to the
Project Open Hand brand.

Brand Guidelines



Project Open Hand
meals with love

Welcome

This guide contains tools to help you master the look and voice of the Project Open Hand brand across all marketing communications media.

A funny thing happens when you enforce a brand consistently: each time it's viewed in a correct execution, the brand becomes stronger.

Over time, the brand begins to take on a life of its own.

And what a worthy life this one has.

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Boilerplate Copy

Tagline

The tagline is the most overarching, general theme of the organization and should always be used in association with the logo. Project Open Hand's tagline is:

Meals with Love

Positioning statement

Advertising and most printed collateral should contain the following positioning statement, which clearly explains what Project Open Hand offers and to whom. Typically, the Positioning Statement appears in close proximity to the Logo and Tagline:

Providing food and compassion for people living with HIV/AIDS, the homebound critically ill, and seniors.

A good rule of thumb is: If a piece is to be distributed to audiences who may not know what Project Open Hand is or whom it serves—advertising, POP holders and brochures, etc.—the positioning line should be included, and in fact, right upfront.

Mission Statement

The Mission Statement is the most comprehensive explanation of an organization and its philosophy. Use the Mission Statement in documents with the room to allow it. For instance, in the annual report or any multi-page collateral piece.

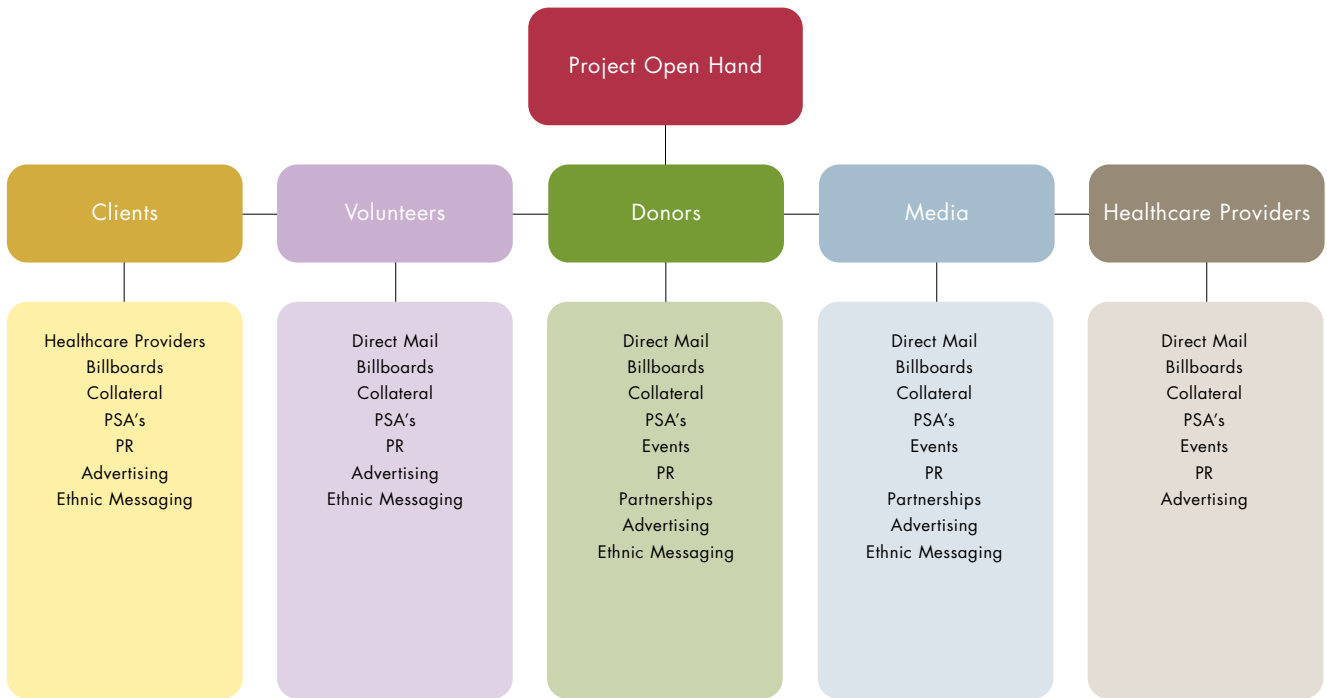
The Project Open Hand Mission Statement is as follows:

Project Open Hand provides food and nourishment to improve the quality of life for the men, women, and children it serves. Project Open Hand programs include: meals, groceries, and nutrition counseling for people with symptomatic HIV/AIDS; congregate lunches and nutrition education for people over 60 years of age; and meal service for homebound and critically ill people under the age of 60. Services are available to eligible clients living in San Francisco and Alameda Counties, regardless of their race, color, national origin, age, gender, sexual orientation, religious affiliation, disability or ability to pay.

Architecture

Outreach Audiences

Tools you can use to speak to Project Open Hand target Audiences



Target Information

The Project Open Hand target audience spans the spectrum of ages, ethnicities, and lifestyles that compose the wonderful melting pot that is the Bay Area. And while we wouldn't want to exclude anyone from becoming involved—as a client, volunteer, or donor—for the purposes of your communications, we've narrowed your target segments to make it easier for you to visualize who might be reading your writing or responding to your design.

Client target segment

For example:

- People who are living with symptomatic HIV or AIDS in San Francisco and Alameda counties.
- Young and older people alike, of all races and ethnicities, who are homebound as a result of cancer, leukemia, multiple sclerosis, or other serious illnesses or conditions.
- Seniors of all races and ethnicities who are over 60 years of age, particularly low-income.

Volunteer target segment

For example:

- People, ages 15+, of all races and ethnicities, who have discovered the joy and enhanced self-esteem inherent in giving of their time
- Active seniors of all races and ethnicities
- Professional and vocational folks who are supporters of other AIDS service providers
- Transitioning professionals
- East-Bay residents (particularly for Alameda County volunteering)
- People with physical or mental challenges who are able to contribute in a meaningful way to our mission

Donor target segment

For example:

- Anyone in the Bay Area who is interested in—and able to—support our work at any level.
 - . Gay men living in the Castro
 - . People currently supporting other AIDS service organizations
 - . Health service providers
 - . Supporters of complementary senior services
- Corporate and foundation executives, both local and nationwide (with a local focus)

Community stakeholder target segment

- Key decision-makers in government and important vertical industries
- Politicians, healthcare professionals, media, clergy
- Leaders of other non-profit groups, especially those with a similar client base.

Brand Personality

The Project Open Hand brand personality is one of warmth and enduring optimism. This is the sense you want your readers to get each time they experience a Project Open Hand communication—whether it’s a brochure, partner promotion, public relations event, advertising campaign, or annual report.

We are:

Positive

Supportive

Caring

Optimistic

Happy

Efficient

Real

Warm

Human

Emotional

Local

Grassroots

We are not:

Sarcastic

Gimmicky

Sad

Arrogant

Derogatory

Meek

Casual

Cold

Dismissive

Forceful

Apologetic

General Creative Style

Copy tone

We encourage you to be creative in finding things to say in your communications, but we do have some thoughts on how to say them.

Copy for a Project Open Hand communication should be informal, but to-the-point. Warm, but never sentimental. Gracious, but not sappy.

Your voice in copy should be like that of a helpful friend. Self-assured, but never condescending. Always engaging and thought-provoking. Never dull. Respectful of your constituents' intelligence. Consistently open and considerate.

Consider the copy in these guidelines as your go-by voice.

Subtle tonal variations by audience

Client-centered communications:

Stress optimism, hope, and the importance of food and community in a client's life. The voice should be immediate, close, and direct – so that there's a very short psychic distance between you, the communicator, and the client as reader. Always write in second person; it's much more intimate than third.

Volunteer-centered communications:

These communications should focus on the importance of helping another human being, and the satisfaction that comes from being part of a community, a la “neighbors helping neighbors.” The voice in volunteer communications should resonate with the thought “your time and energy are well-spent and much-appreciated at Project Open Hand.”

Donor-centered communications:

Here you should also stress the importance of helping someone in need, and at the same time, becoming a part of something significantly larger than oneself. Throughout these communications, assure the target that their resources are well-spent at Project Open Hand.

Phraseology

There are certain ways we like to say things while talking in the Project Open Hand voice.

Use this list as a general guide to determine the appropriate ways of casting sensitive subject matter:

Right way

People living with HIV/AIDS

Home-bound critically ill

Not-so-right-way

People with AIDS, AIDS survivors, AIDS victims

Terminally ill.

Design

Warm and restrained. Up-to-date, fresh, and friendly. Never: post-modern, high-tech, retro, antiquarian, campy, “cute.”

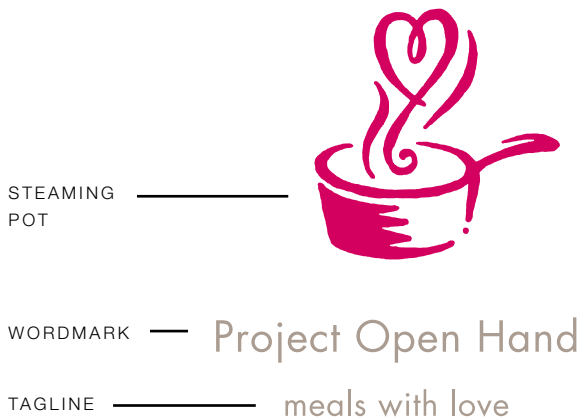
Logo

The Project Open Hand logo is the primary way you communicate your brand to the world. Consistent use of it ensures a strong, viable message and continuously builds the value of the brand.

General logo guidelines

- The wordmark and tagline should always be used with the logo, never separately.
- The logo is designed as a unified whole, with components referred to as “steaming pot,” “wordmark,” and “tagline.”
- Whenever possible, use the vertical execution of the logo. Naturally, space limitations imposed by some designs will necessitate the use of the horizontal mark. Use it sparingly.

Preferred:



Acceptable:



Logo color and acceptable variations

Here are color specifications for the spot color, 4-color, and RGB versions of the logo.



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PMS:

Steaming pot: PMS 214, merlot

Wordmark and tagline: PMS warm grey 9

4-Color process:

Steaming pot: M: 100% , Y: 34%, K: 9%

Wordmark and tagline: M: 15%, Y: 18%, K: 47%

Note: 4C versions may not match PMS colors exactly. Use the process formulas indicated here to ensure accurate color and ask your printer to run a test or proof. Equipment varies, and your printer may be able to match the PMS closer on his equipment if he changes the mixes slightly.



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1-Color

1-color uses will always be in Black or Merlot, PMS 214 .

It's also acceptable to reverse the logo out of these colors.



Minimum clear space

Always use a minimum of clear space around the logo—in all directions—that's equal to the height of the “steaming pot” component of the mark. In general, the more clear space you can add around the logo, the more respect it receives. As always, use your best judgement.



Acceptable logo backgrounds

Color

Feel free to use any of the background colors in the Project Open Hand palette, provided they offer a high enough level of contrast for both elements of the logo to be easily seen.

Photos, patterns, or textures

The only criteria here—other than good taste, of course—is that, again, the image used be high-contrast enough to make all logo elements readable.

For instance:



Usage examples



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Never cast the logo in a color that's not specified in this guide.



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Never attempt to modify or recreate any of the logo elements, such as changing proportions or drawing by hand. (They consider themselves perfect as-is.)



Never place the logo on a low-contrast background.

Design Elements

Color palette

To give you some creative flexibility, we've designed a Highlight Color Palette and a Background Color Palette. Choices within the former will help you add accents to a design; choices within the latter are fields of color that may be used as backgrounds.

Just a reminder: use the appropriate Process Color or RGB mix to match the Pantone shades.



PMS

128



PMS

131



PMS

521



PMS

5473



PMS

577

4-Color

C: 0

M: 9

Y: 65

K: 0

4-Color

C: 0

M: 30

Y: 85

K: 23

4-Color

C: 27

M: 51

Y: 0

K: 0

4-Color

C: 83

M: 0

Y: 30

K: 56

4-Color

C: 23

M: 0

Y: 51

K: 11

Web

to come

Web

to come

Web

to come

Web

to come

Web

to come

Print typography

The Project Open Hand family of fonts for corporate marketing communications—including things like advertising, collateral materials and rack brochures—consists of two selections: Helvetica and Clarendon.

For other print communications that are event-specific—such as invitations, award certificates, and T-shirts—other appropriate fonts may be used. As always, let taste and good judgment be your guides.

Helvetica **Neue Thin**

Clarendon Regular

Helvetica Neue Light

Clarendon Bold

Helvetica Neue Roman

Helvetica Neue Medium

Helvetica Neue Bold

Helvetica Neue Heavy

Helvetica Neue Black

Online typography

Arial is the preferred font for web work.

Arial

Arial Black

Photography

People

For Project Open Hand communications depicting a single image, always use black-and-white photography that contains a close-up or body shot of a client, volunteer, or donor—or groups of these constituents. Be conscious of race and try to include people of different ethnicities. The expressions on their face are key: optimistic, upbeat, alive.

For communications depicting multiple images, photography should strike the following balance: 60% black-and-white imagery, 40% full-color imagery.



Food

Food photography should always be shown in color, and should always, when possible, include a human hand or pair of hands within the composition. Maybe your perfect image is “hands holding a bowl of string beans,” “hands transferring a lunch plate to another set of hands,” or “hands holding up glasses for a toast.”

You get the idea.



Illustration

A loose watercolor style is the appropriate illustration choice for Project Open Hand marketing communications. It not only complements b & w photography well—and enhances color photography—it also lends itself to giving your work a fine-art sensibility, when appropriate (annual calendar, high-society benefit pieces, etc.)



Copyright notice

The copyright line in your communications should reflect the year in which your piece is printed.

Always:

©200X Project Open Hand, Inc. All rights reserved.

Printing Specifications

Printing Line Screen – Photography

Whenever possible, print with a 175 line screen. Consult your printer for specifications on scanning images or buying stock photos for particular projects.

Paper

Project Open Hand materials should always be printed on an uncoated stock; or, when a coated stock is used, consider printing with a satin or velvet aqueous coating. Use a recycled stock whenever possible.

Uncoated card stock

To get the absolute best value from your printer, ask that your materials be printed on their house uncoated stock, or the house stock that most closely resembles Strathmore Bright White Uncoated. Make sure the stock is thick enough to avoid show-through of images and text from page to page.

Uncoated stock

- Fox River Coronado: Use for most printing jobs.

Coated stock

- Stora Enzo Centura Dull bright white, or similar house stock.
- Potlatch McCoy or similar house stock.: Use for special, high-end printing jobs.

Text stock

- Cougar Opaque, or similar house stock: Use for materials that will be used for laser printing or correspondence, such as letterhead.

ARGUS LLC

STRATEGIC
COMMUNICATION

+
DESIGN

TO: Bob Brenneman
FROM: Stephanie Wade

COMPANY: Project Open Hand
RE: Schedule

WHO	WHAT	WHEN
POH/ARGUS	Kick-off meeting POH, please bring all previous POH materials to assist in the audit.	Sep 10
ARGUS	Follow-up interviews, if needed and review of POH materials	Sep 10 - Oct 2
ARGUS	Presentation of findings	Oct 3
POH	Changes or approval to Argus	Oct 8
ARGUS	Develop platform, messaging, architecture and stylistic elements	Oct 8 - Nov 4
ARGUS	First presentation of proposed messaging, architecture and stylistic elements	Nov 12
ARGUS	Revisions for focus group	Nov 5 - 11
POH/ARGUS	Possible focus group	Nov 12
ARGUS	Revisions	Nov 12 - 20
POH/ARGUS	Presentation of revisions	Nov 26
ARGUS	Implementation to guide and plan of action	Nov 26 - Dec 10
ARGUS	Delivery of guide and plan of action draft	Dec 11
POH	Revisions/corrections to Argus	Dec 16
argus	Delivery of final guide and plan of action	Dec 23

SCHEDULE
DATE: 9/06/02

903 MINNA STREET
SAN FRANCISCO CA 94103

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PROJECT OPEN HAND: BRAND STANDARDS

Objective:

To create a unified and cohesive brand standard, based on research and findings, to be implemented through consistent messages, voice and visuals appropriate to Project Open Hand's audience and needs. Project will conclude with a brand standards guide and plan of action which will outline marketing initiatives and timelines for the following year.

P H A S E

1.0

Production Schedule

Industry Review, Interviews

Audit Summary

Plan of Action Outline

PHASE

2.0

Establish Platform

Develop Architecture

Develop Elements

Get Deployment

Savings if FOM develops new

PHASE

3.0

Test

P H A S E

4.0

Revise, Implement and Deliver

DELIVERABLES

Audit Summary

Brand Standards Guide, to include messaging, voice and visual elements.

Plan of Action with recommendations for the marketing mix, including timelines and ball park pricing for key marketing elements as approved from the Audit Summary recommendations in the first phase.

Project Open Hand Preliminary Goals and Objectives:

1. Enhance visibility and name recognition
2. Increase awareness of full range of offerings
3. Increase funding from current donor base
4. Attract funds from new donor base
5. Attract more volunteers
6. Maintain, increase and improve current volunteer pool
7. Establish a consistent voice and visual language

Next Steps

Project Open Hand approval or revisions of goals and objectives to Argus by Monday 10/14

Argus delivery of goals and objectives document with initial plan of action outline

Update schedule