



friendsof youth

brand guidelines

what are brand guidelines?

A brand is just as unique as a fingerprint—individual, impossible to perfectly replicate, identifiably *you*. Think of this branding in the same way.

Every time we have the pleasure of meeting someone new, whether it's online or offline, we want to land that first impression, immediately striking a cord and sending a message about the type or organization we strive to be.

Every interaction, every print or digital collateral piece we produce, should show our values, our commitment to youth, and our thoughtful approach.

Consider this set of guidelines as your trusted advisor when creating, constructing, writing, or otherwise adding life into the materials that come from the Friends of Youth brand.

Aim to maintain these guidelines to the closest degree whenever possible, for both internal and external content and communications.

Have a question or suggestion? Reach out to communications@friendsofyouth.org.

table of contents

| | |
|----------|------------------------------|
| 2..... | what are brand guidelines |
| 3..... | brand identity |
| 4 | mission, vision, and equity |
| 5 | organizational values |
| 6 | our community, our audiences |
| 7 | logo, variations, and usage |
| 13 | typography |
| 14 | color palette and gradients |
| 17 | graphic assets |
| 18 | imagery |
| 20 | mockups |
| 21 | templates |
| 23 | business cards |
| 24 | style guide |
| 27 | quick links |

brand identity

Since 1951, Friends of Youth has provided hope, community, and opportunities for growth to young people in King County. Our brand tells the story of those origins, as well as that of our clients, who often come to Friends of Youth seeking shelter, grow within our programs, and leave us stronger and more ready to accomplish their dreams.

Our logo signifies this journey and sense of togetherness and openness: Uniting in a common space, in dynamic relationship together, with a sense of complex movement – coming in, moving through, and launching out. Our logo, just as Friends of Youth exists, is not a closed circle or place of exclusion. The bright colors featured here represent a colorful intermingling of youth and the people of our organization, sharing aspirations of inclusivity and belonging.

This logo helps to inform all design choices within the Friends of Youth brand, emphasizing the ever-present movement and inclusive joining of the youth we are honored to know and help grow and achieve.

Furthermore, language connoting this process, openness, and intermingling of paths and journeys, is encouraged in all copywriting and communication.



mission, vision, and equity

Friends of Youth's vision and mission lie at the very core of our brand. The vision looks to the future we want to help create; the mission states why we exist and what we do. Although these are internal messages, they also provide a useful way to tell the world what we stand for.

Our Mission: Friends of Youth delivers a broad range of services to youth and their families to improve their emotional stability and self-sufficiency.

Our Vision: Friends of Youth envisions all youth having every opportunity to succeed.

Our Commitment to Equity: Friends of Youth welcomes, honors, and celebrates our clients, colleagues and communities' diverse identities, histories, knowledges, languages, and cultures. Our organizational values shape the way we work individually and collectively, as we prioritize young people's belonging and achievement. We work to challenge, alter, and ultimately dismantle interconnected systems of structural and historic oppression. We collaborate with community stakeholders and partners to develop policy and decision-making frameworks that advance racial equity.



friendsof youth

organizational values

Our internal organizational values keep our culture rooted in what we believe and inform every decision and action we make.

Youth First: We consider the impact on youth in every decision we make, while utilizing the inherent strengths of the individuals and communities we serve.

Cultural Competence: Friends of Youth is committed to an inclusive movement toward empowerment and social justice by demonstrating respect of differences, advocating for social change, and providing access to culturally relevant services to meet the needs of all youth and families.

Collaboration: We collaborate to improve outcomes for the individuals and families we serve.

Relationships: Constructive relationships are essential to a fulfilled life. We seek a constructive relationship with the youth and families we serve and promote this in their lives.

Quality: We strive to achieve the highest degree of quality in our services. One that is internally and externally validated and provided in a context of safety and confidentiality.

Accountability: We ensure fiscal and program accountability and exhibit the highest professional and ethical standards to all internal and external stakeholders.



friendsof youth

our community, our audiences

Together, we are painting a portrait of the future we want for the Friends of Youth community. When developing materials, keep the loved ones that make up our audience at the forefront of your vision and creative choices.

Leadership, Board, and Staff: Our accountable stewards of the community. Well-trained, trauma-informed, kind, mentor-focused—these are the characteristics of our leadership, board members, and youth-centering staff. Friends of Youth is committed to continually providing a better environment for staff growth and evolution of team values.

Our Youth and Families: We center the youth and families within our care at all times, no exceptions.

From individual youth, to young families, to teens, single moms, and children, our doors are open and our resources are continuous. These individuals are the core of our organizational purpose, and the extension of our brand should reflect them accurately and respectfully.

Donors and Community of Supporters: Friends of Youth is honored to have a very generous community of donors and financial supporters. These individuals have trusted Friends of Youth to continuously spend funds honorably and with best judgement in mind. Our representation of them should express our sincere gratitude at all times.



friendsof youth

primary logo

Attempt to use this version whenever possible, as it includes our brand's colors and text as intended.



logo variations

Use these when needed for space or color variations, prioritizing readability and space at all times.

horizontal variation



Full Color / Light Background



Full Color / Dark Background



Single Color / Black



Single Color / White

vertical variation



Full Color / Light Background



Full Color / Dark Background



Single Color / Black



Single Color / White

logo variations

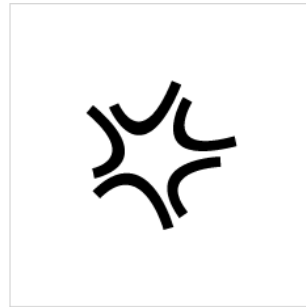
logo icon



Full Color / Light Background



Full Color / Dark Background



Single Color / Black



Single Color / White

program lockup



Gold Lockup



Green Lockup



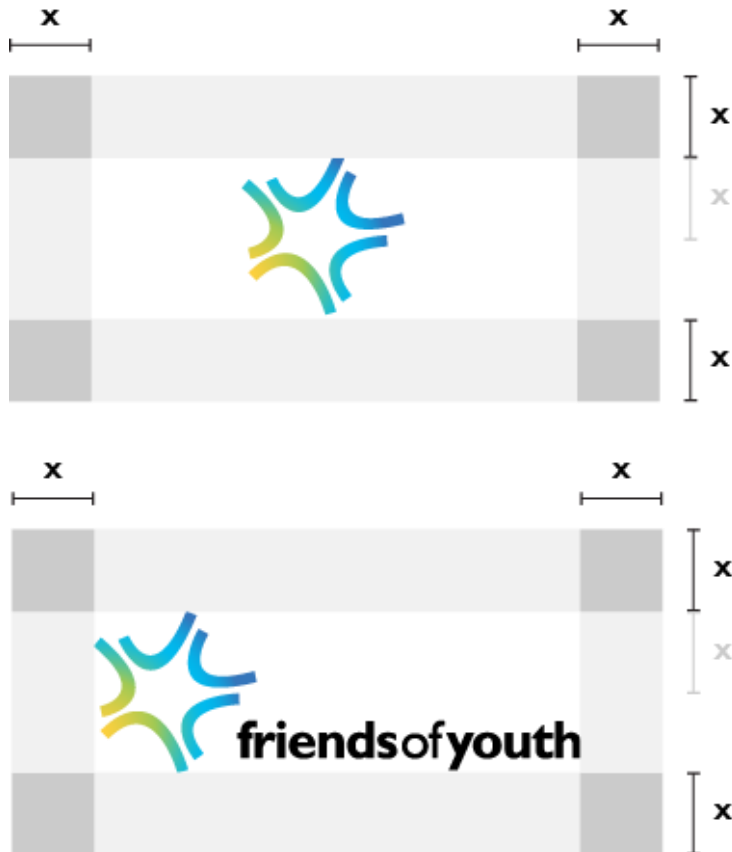
Blue Lockup



Purple Lockup

sizing and clearspace

Space is critical around the usage of the logo. Proportions are important too! Quick Tip: Hold down the shift button in any corner of the logo png to alter its size.



friendsof youth

correct logo application

brand guidelines



Alternative Use



Alternative Use



Primary Use



Secondary Use

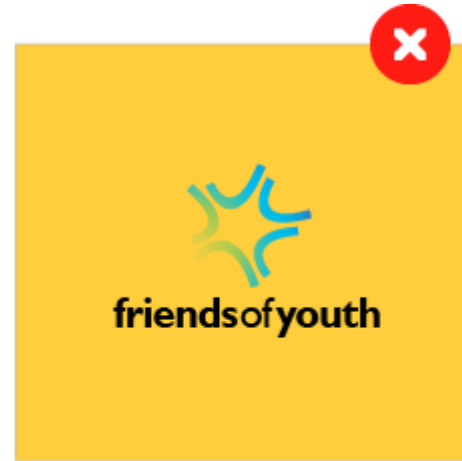


Secondary Use



Secondary Use

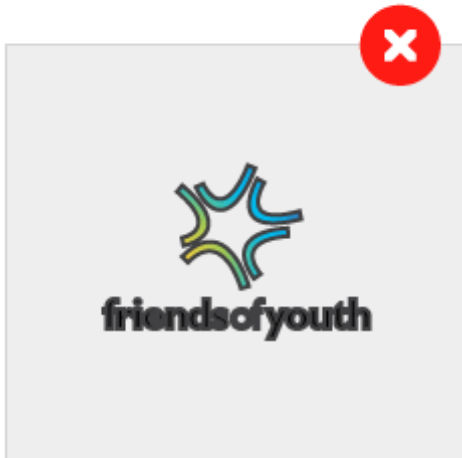
incorrect logo application



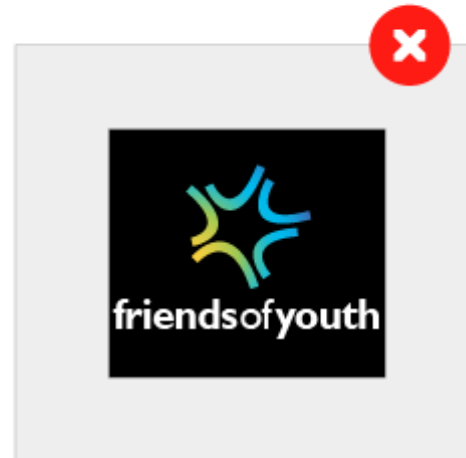
Do Not Use Unapproved Backgrounds



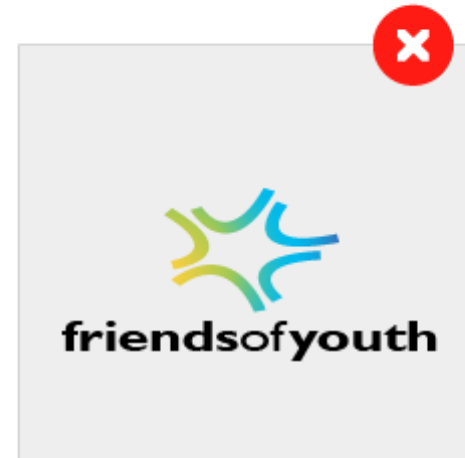
Do Not Edit Gradient



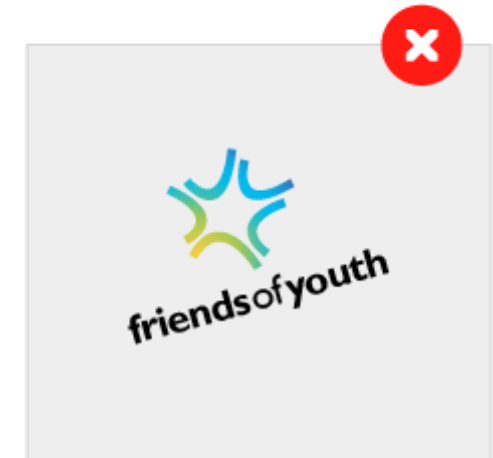
Do Not Outline



Do Not Frame Logo



Do Not Distort



Do Not Rotate

typography

Our typography is simple. Our most primary typeface is Gill Sans MT. This font should be used in its bold or semibold format, for all headers, titles, and captions. These headers should be lower case, as you'll notice above.

Our secondary typeface is Noto Sans. This font can be used in regular format, italic, or medium. This typeface is for all subheaders and body text, just like the one you're reading now. Use title case standards for these sections of text.

Use bolds and italics in any case when aiming for emphasis. Need access to font files? Contact communications@friendsofyouth.org.

your header can look like this

your subheader can look like this

And your body text looks like this.

Gill Sans SemiBold

Gill Sans Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

0123456789

!@#\$%^&*?/)

Noto Sans Regular

Noto Sans Italic

Noto Sans Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

0123456789

!@#\$%^&*?/)

color palette

primary

HEX : #FFD03D
R : 255 | G : 208 | B : 61
C : 0 | M : 17 | Y : 86 | K : 0

HEX : #A0C955
R : 160 | G : 200 | B : 85
C : 42 | M : 2 | Y : 86 | K : 0

HEX : #00BAEE
R : 0 | G : 186 | B : 238
C : 68 | M : 4 | Y : 0 | K : 0

HEX : #C468A9
R : 196 | G : 104 | B : 170
C : 22 | M : 72 | Y : 0 | K : 0



HEX : #CB892A
R : 203 | G : 137 | B : 42
C : 20 | M : 50 | Y : 100 | K : 2

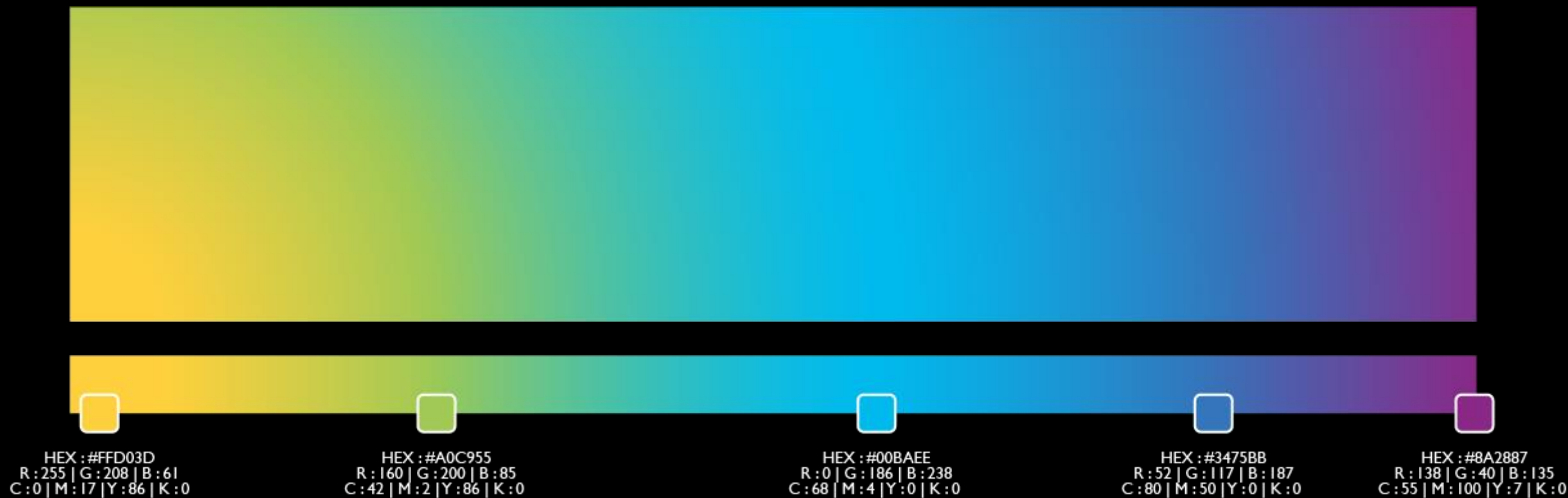
HEX : #038442
R : 3 | G : 132 | B : 66
C : 88 | M : 24 | Y : 100 | K : 10

HEX : #3475BB
R : 52 | G : 117 | B : 187
C : 80 | M : 50 | Y : 0 | K : 0

HEX : #8A2887
R : 138 | G : 40 | B : 135
C : 55 | M : 100 | Y : 7 | K : 0

secondary

gradient



gradient assets



graphic assets

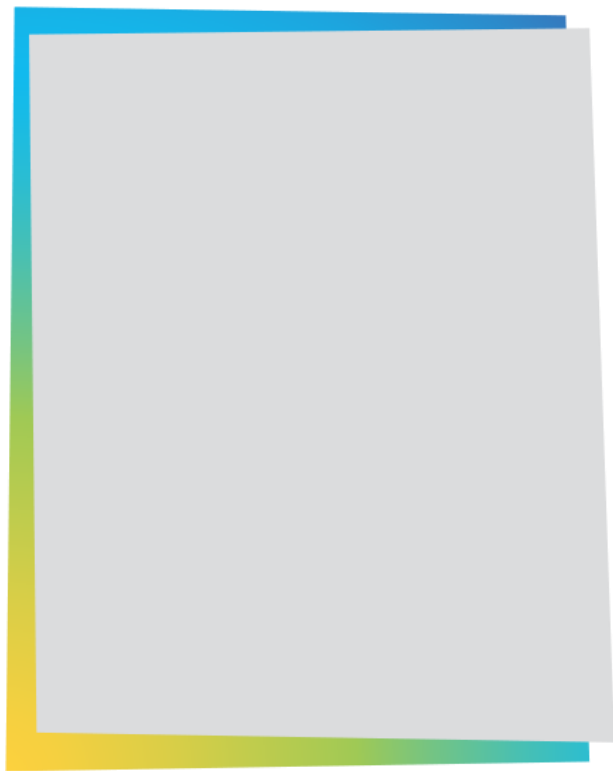


photo frames



low arch



thin rule



thick rule



square



pebble



hollow pebble



text frames

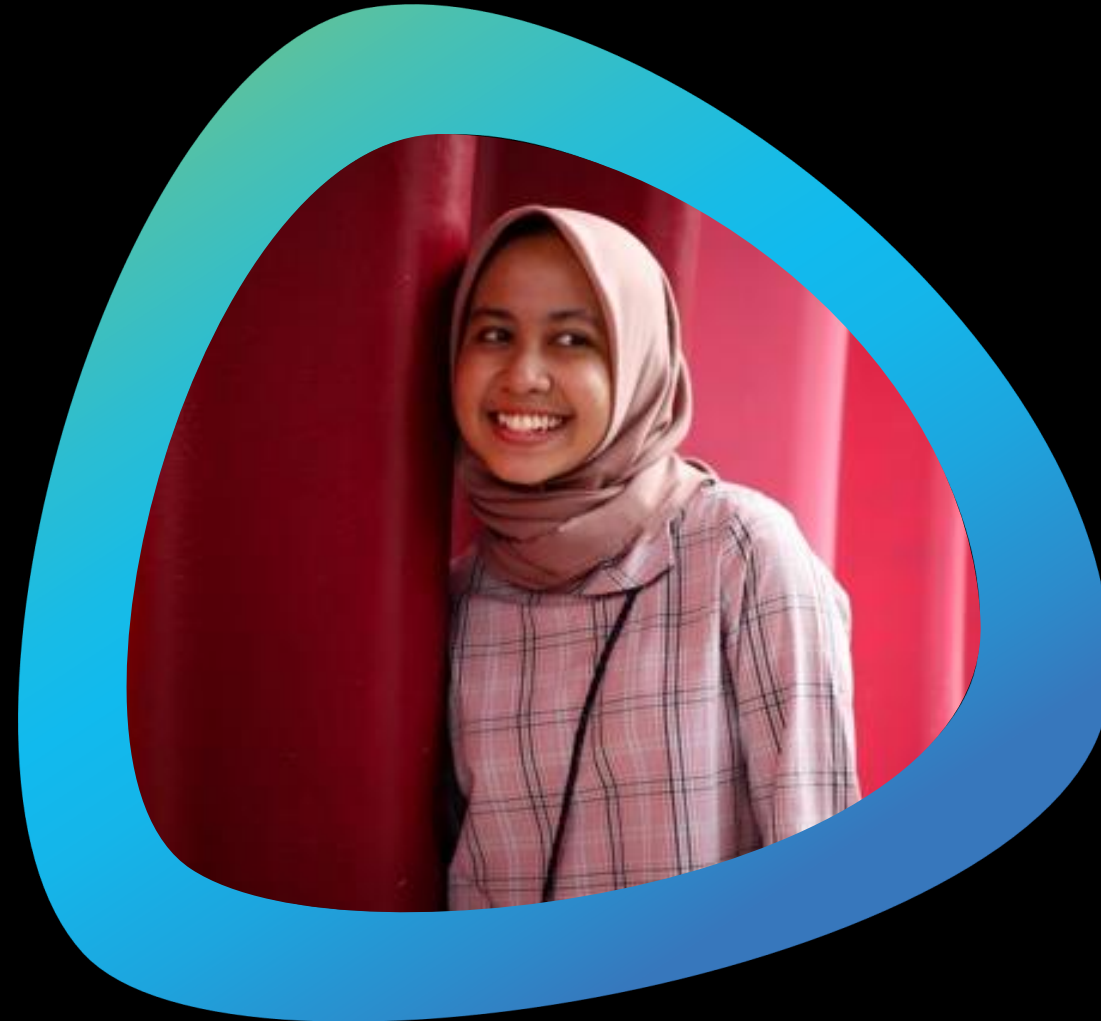
imagery library

tone

Picking imagery is a nuanced task and should be done for the Friends of Youth brand with care. Choose photography that is representative of real life, with individuals existing in relation with other groups of various ages and backgrounds. Look for images that show intersecting relationships and actions within the Friends of Youth community.

- **General:**
 - Colorful
 - Dynamic
 - Abstract
 - Artful
 - Realistic
- **Background:**
 - Natural
 - Modern
 - Textured
 - Deep
 - Complementary
- **People:**
 - Fresh
 - Diverse
 - In Action
 - Inclusive
 - Emotive

When possible, select a photo from the pre-approved Friends of Youth library. <PLACEHOLDER: SharePoint Link>



imagery do's and don'ts

Do

- Choose groups of people interacting with each other, performing actions or movement, in the context of real life
- Choose diverse representations of youth, with thought towards race, gender, age, and identity expression
- Select colorful photos with bright light and layered and/or textually interesting backgrounds
- Select emotive photos that allude to genuine, human experiences

Don't

- Choose inauthentically posed, staged, or intensely “stock” imagery, including headshots or isolated individuals
- Choose subjects with overt luxuries, including background location, housing, or items of dress
- Use photos of real Friends of Youth clients and staff without an appropriate release form
- Use plain, non-dynamic, or muted imagery

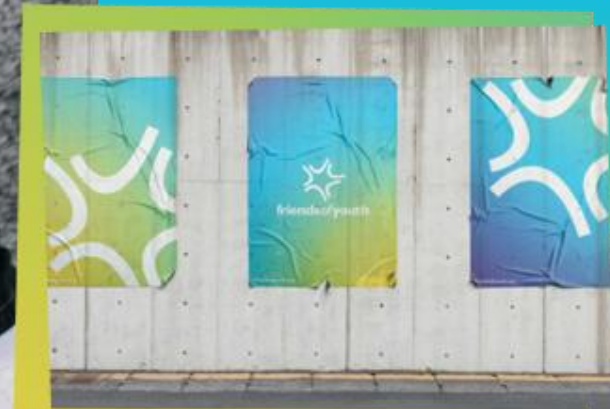


friendsof youth

mockups



brand guidelines



letterheads and promotional fliers

Check out the first slide of each template for a quick guide on how to use. Download here to get started.

<PLACEHOLDER: SharePoint links for templates>

ADD IN LINKING

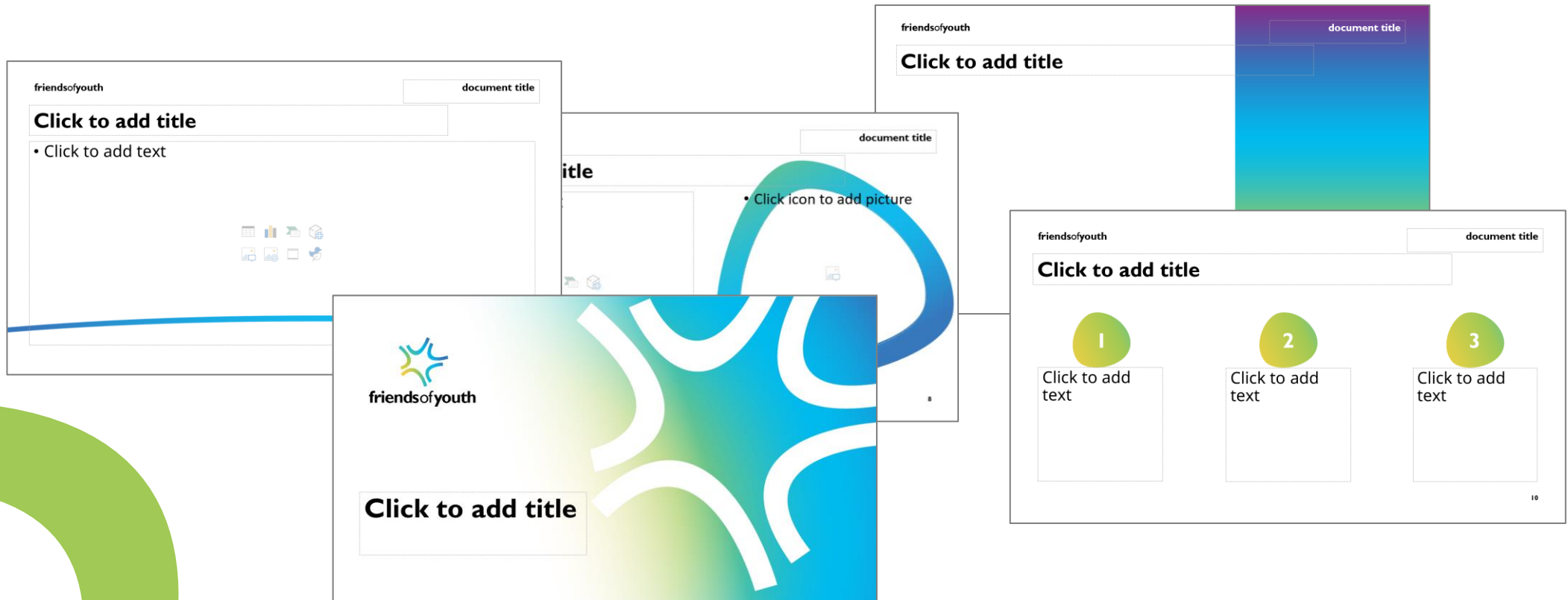


powerpoint templates

[ADD IN LINKING](#)

Check out the first slide of the template for a quick guide on how to use. Download here to get started.

<PLACEHOLDER: SharePoint links for template>



business cards

Need your own set of branded business cards?

Contact communications@friendsof youth.org.



style guide

For consistent application with internal and external documents.

Name: “Friends of Youth” should always be written in full, never as an acronym or abbreviation. The only exception to this rule is when creating legal document or grants. For this exception:

First Mention: Friends of Youth (FOY)

Next Mentions: FOY

Acronyms: Like stated above, always write the full version of your acronym before abbreviating. If your acronym hosts a key descriptor, such as a federal or state qualifier, include the parent or geographic ownership first.

First Mention: The Washington State Department of Youth, Children, and Families (DCYF)

Next Mention: The Washington State DYCF

Phone Numbers: Phone numbers should always include an area code. Separate phone number sections with a period. No dashes, spaces, or slashes.

Example: 425.444.5678

style guide

Dates: When writing dates, always use the day of the week and month. Do not include date descriptors, such as the “1st” or “2nd”.

Example: Wednesday, January 12

Include the year if needed for clarification.

Example: Wednesday, January 12, 2021

Only use abbreviations in mandatory circumstances where space is limited. For abbreviations, always maintain two digits, no dashes or periods, only slashes.

Example: 01/12/21

Friends of Youth Fiscal Year should be referred to as Fiscal Year for first mention, and FY for following mentions.

First Mention: Fiscal Year 2021 (FY21)

Next Mention: FY21

style guide

Times: When referring to a specific window or time, use am and pm. No dots or spacing needed. Always maintain full digits for times. When connecting two times with a dash, do not include spaces.

Example: 8:00am, 4:00pm

Example: Wednesday, January 21 - 12:00-4:00pm

File Names: File names should include a prefix and suffix. Your prefix will be descriptive, and help folks find the document in the future. The Suffix will always include “FriendsofYouth” and the date. The prefix and suffix should be separated by an underscore “_”.

Example: DocumentTitle_FriendsofYouth-DDMMYY

Example: DocumentTitle_FriendsofYouth-FY21

Use capitalization to offset keywords in the file name. Always include the date to maintain version control. Don’t use spaces.

Example: BrandGuidelines_FriendsofYouth-012121

Example: CONTRACT-YouthCare_FriendsofYouth-012121

quick links

Your guide to all things Friends of Youth branding:

<PLACEHOLDERS: SharePoint quick links>

[Friendsofyouth.org/brand](https://friendsofyouth.org/brand)

Your library of Friends of Youth assets:

TBD – Templates

TBD – Fonts

TBD – Graphic Assets

TBD – Imagery Library

NEED TO ADD LINKING



friendsof youth