



Celebrating 160 Years

## OUR MISSION

We help people and communities thrive by providing supports and services to address mental health, substance use, and developmental needs.

## OUR VISION

Howard Center is a national leader in the delivery of integrated and seamless community-based supports for individuals, families, and communities in need. Help is here.

## OUR VALUES

- Clients are at the heart of our decision making.
- We are committed to individual and collective well-being and success.
- We are responsible stewards of the resources entrusted to us.
- We are steadfast in our practice and pursuit of excellence.

[howardcenter.org](http://howardcenter.org)

EXTERNAL BRAND GUIDELINES

# INTRODUCTION

Everything Howard Center does is about helping people. This Internal Brand and Informational Guide is no exception. It is a tool intended to help you consistently communicate about Howard Center – its mission, its people, and the impact it has in our community.

By thoughtfully using this guide, you'll help Howard Center to communicate more effectively. When that happens, our clients know that we're here to help them lead a more meaningful, dignified life. Effective communication helps us to reduce stigma around the issues that we address. And it encourages people in our community to connect with Howard Center.

## ABOUT HOWARD CENTER

Our roots stretch back to the 1865 founding of the Home for Destitute Children to help widows and orphans of the Civil War. Since then we have grown and adapted to meet emerging needs. In 1994, Howard Center for Human Services merged with The Baird Center for Children and Families and Champlain Drug and Alcohol Services to form the Howard Center of current day. Today, we are 1,500 counselors, social workers, teachers, nurses, therapists, and other committed professionals and support staff who provide services at more than 60 locations in four counties. **Each year we help about 19,000 Vermonters – about one in every ten people in Chittenden County.**



*Home for Destitute Children*

# TONE

There are five words we associate with the Howard Center brand. We keep these in mind when creating communications.



**COURAGEOUS.**

Everyday, Howard Center staff work with people who may face stigma or issues which many people don't want to talk about or acknowledge. Howard Center supports people who need our help.



**CARING.**

Howard Center's staff cares deeply about their clients and works tirelessly to support them.



**MEANINGFUL.**

The services Howard Center provides are important to our community and help to make it a better place for everyone to live.



**SINCERE.**

Often, the best way to deal with difficult issues is to face them directly. Howard Center is thoughtful, compassionate, and direct, and its communications should reflect these concepts.



**HUMBLE.**

A big part of what Howard Center does involves listening to what our clients and our community need. Sometimes it's easier to hear what others need by being quiet ourselves.

# THE LOGO

## WITH TAGLINE

A great tagline is defined as something that conveys an organization's benefit with personality and attitude; the most recognizable taglines connect on an emotional level. Howard Center's tagline is "Help is here." It conveys a caring but direct attitude and makes an emotional connection with the community. It says we will help you.

The logo is designed to be used at a minimum size of 1.25" wide. There is no maximum reproduction size. **PLEASE NOTE:** Howard Center is two words, without "The" before it.



Full color



Grayscale



Single color



Single color white



# LOGO USAGE

## ALTERNATE LOGOS

Whenever possible, it is recommended that the Howard Center logo be used in full with the tagline. However, there will be situations where use of the full logo either isn't needed or doesn't work for one reason or another. In those instances, the logos below are approved for limited use. The "HC Icon" logo should be used in social media or as a secondary mark on printed pieces where the full logo has already been used. It may be used on its own in limited instances where it is recognizable on its own.

Keeping the Howard Center logo isolated from other elements is the key to preserving its legibility. A minimum amount of clear space should always surround the logo, separating it from headlines, text, imagery, or the outside edge of a document or application. The minimum amount of clear space on all sides is equal to the height of the word "Howard" in the logo. When adjusting the size it should be done in the appropriate proportions.



Full color with no tagline



Single color with no tagline



Grayscale with no tagline



Single color white with no tagline



Full color "HC Icon"



Grayscale "HC Icon"



# LOGO USAGE

## CLEAR SPACE

Keeping the Howard Center logo isolated from other elements is the key to preserving its legibility. A minimum amount of clear space should always surround the logo, separating it from headlines, text, imagery, or the outside edge of a document or application. The minimum amount of clear space on all sides is equal to the height of the word “Howard” in the logo.



# TYPOGRAPHY

## MAIN FONTS

The Howard Center logo makes use of two fonts, Sanchez Semi-Bold and Gotham HTF Light. The tagline is set in Gotham HTF Light and Book. For ease of use and to complement the logo we have selected the following readily available fonts for use.

### HEADLINES / SANS SERIF

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FRANKLIN GOTHIC BOOK  
*FRANKLIN GOTHIC BOOK ITALIC*  
**FRANKLIN GOTHIC DEMI**  
***FRANKLIN GOTHIC DEMI ITALIC***

### CALL OUT / SLAB SERIF

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ROCKWELL REGULAR  
*ROCKWELL ITALIC*  
**ROCKWELL BOLD**  
***ROCKWELL BOLD ITALIC***

### BODY COPY / SERIF

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ADOBE GARAMOND PRO REGULAR  
*ADOBE GARAMOND PRO ITALIC*  
**ADOBE GARAMOND PRO BOLD**  
***ADOBE GARAMOND PRO BOLD ITALIC***

# TYPOGRAPHY

## ALTERNATE FONTS

When the main font options are not available, on the web for instance, the following fonts can be substituted.

### HEADLINES / SANS SERIF

---

ARIAL REGULAR  
*ARIAL ITALIC*  
**ARIAL BOLD**  
***ARIAL BOLD ITALIC***

### CALL OUT / SLAB SERIF

---

SLABO REGULAR  
*SLABO ITALIC*  
**SLABO BOLD**  
***SLABO BOLD ITALIC***

### BODY COPY / SERIF

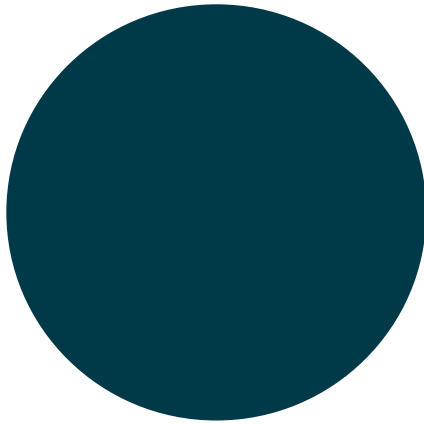
---

TIMES NEW ROMAN REGULAR  
*TIMES NEW ROMAN ITALIC*  
**TIMES NEW ROMAN BOLD**  
***TIMES NEW ROMAN BOLD ITALIC***

# COLOR

## PRIMARY COLORS

Color plays an important role in the Howard Center brand. It is a powerful means of visual recognition. The Howard Center color palette brings the brand to life in a welcoming and lively manner. By using the colors consistently, we will strengthen awareness of Howard Center. These are the primary colors and should be used accordingly.



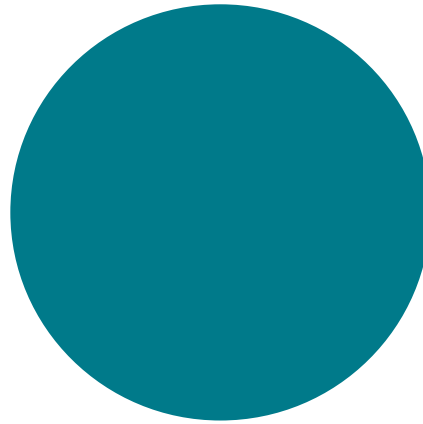
**SPOT COLOR COATED**  
PMS 309C

**SPOT COLOR UNCOATED**  
PMS 309U

**4-COLOR PROCESS**  
C:100 | M:0 | Y:12 | K:86

**RGB**  
R:0 | G:59 | B:73

**HEX VALUE**  
#003b49



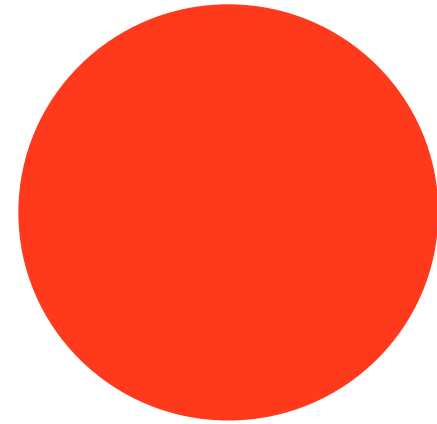
**SPOT COLOR COATED**  
PMS 7713C

**SPOT COLOR UNCOATED**  
PMS 7713U

**4-COLOR PROCESS**  
C:100 | M:0 | Y:36 | K:30

**RGB**  
R:0 | G:123 | B:138

**HEX VALUE**  
#007b8a



**SPOT COLOR COATED**  
PMS Bright Red C

**SPOT COLOR UNCOATED**  
PMS Bright Red U

**4-COLOR PROCESS**  
C:0 | M:90 | Y:95 | K:0

**RGB**  
R:255 | G:58 | B:30

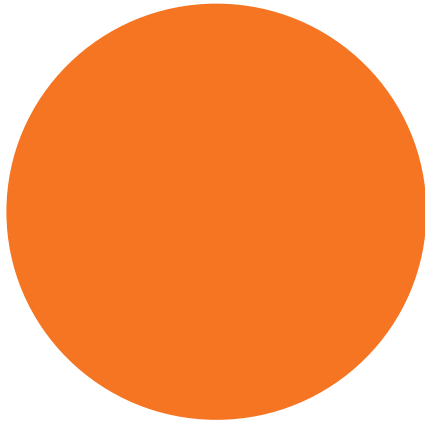
**HEX VALUE**  
#ff3a1e



# COLOR

## SECONDARY COLORS

These colors can be used in conjunction with the primary colors to create a full and vibrant feel.



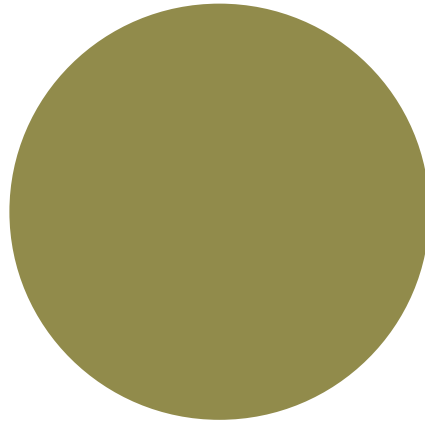
**SPOT COLOR COATED**  
PMS 158C

**SPOT COLOR UNCOATED**  
PMS 716U

**4-COLOR PROCESS**  
C:2 | M:66 | Y:100 | K:0

**RGB**  
R:239 | G:118 | B:34

**HEX VALUE**  
#ef7622



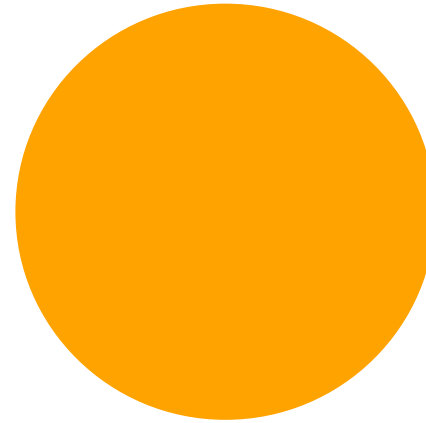
**SPOT COLOR COATED**  
PMS 5767C

**SPOT COLOR UNCOATED**  
PMS 7746U

**4-COLOR PROCESS**  
C:46 | M:33 | Y:85 | K:9

**RGB**  
R:140 | G:140 | B:73

**HEX VALUE**  
#8c8c49



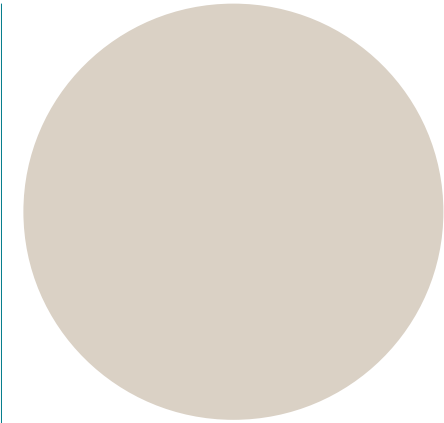
**SPOT COLOR COATED**  
PMS 137C

**SPOT COLOR UNCOATED**  
PMS 129U

**4-COLOR PROCESS**  
C:0 | M:36 | Y:100 | K:0

**RGB**  
R:255 | G:164 | B:0

**HEX VALUE**  
#ffa400



**SPOT COLOR COATED**  
PMS 7527C

**SPOT COLOR UNCOATED**  
PMS 7527U

**4-COLOR PROCESS**  
C:9 | M:16 | Y:22 | K:26

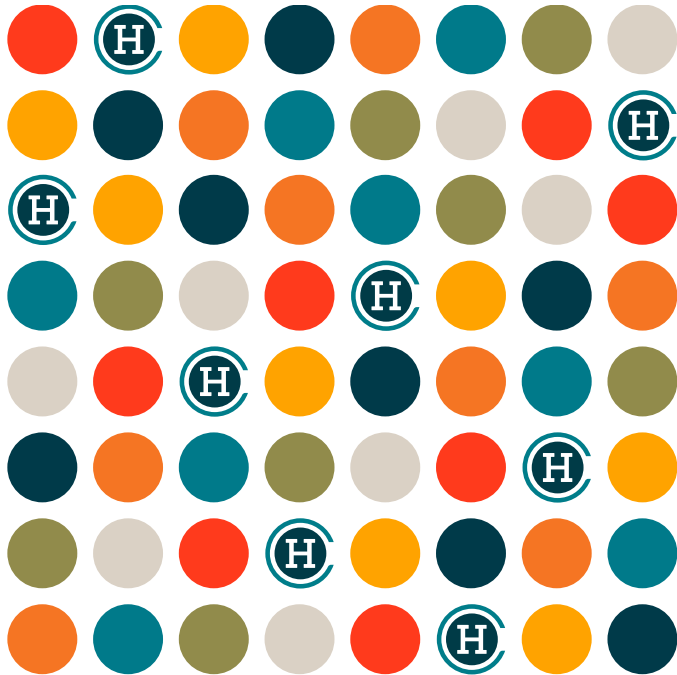
**RGB**  
R:216 | G:210 | B:196

**HEX VALUE**  
#d8d2c4

# BRAND ELEMENTS

## THE CIRCLE

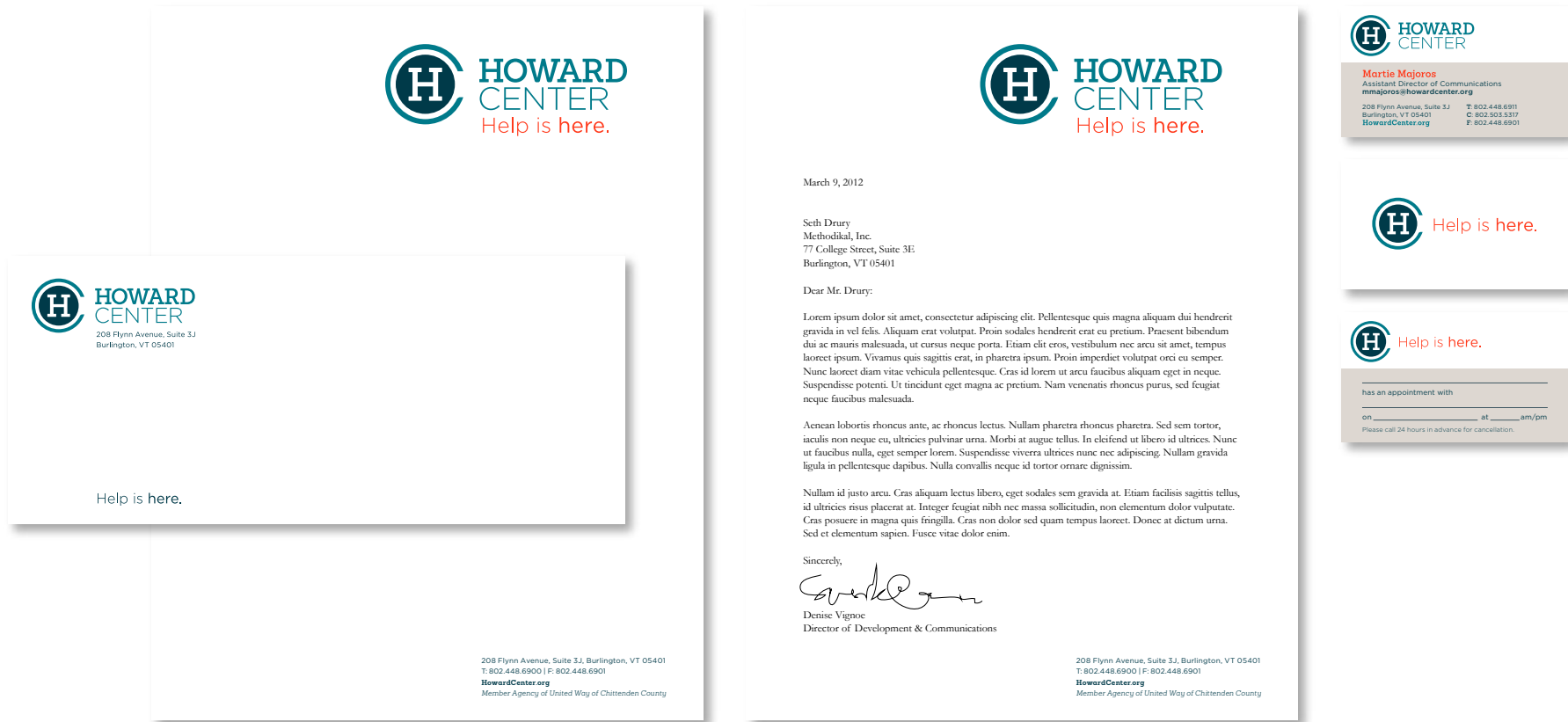
The circle can and should play a central yet reserved role in Howard Center branding materials. Not only does it reflect back to the main logo, it is also a friendly shape that can visually soften materials and make them more welcoming. The following are a few examples of how this can be used, from a simple patterned background used on a social media page to a frame for photography.



# EXAMPLE APPLICATIONS

## BUSINESS MATERIALS

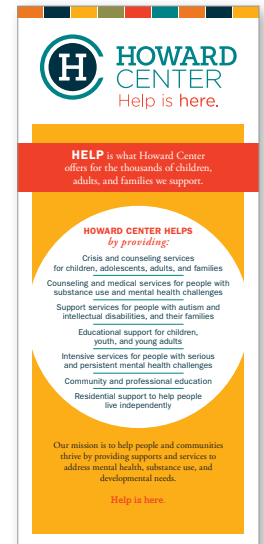
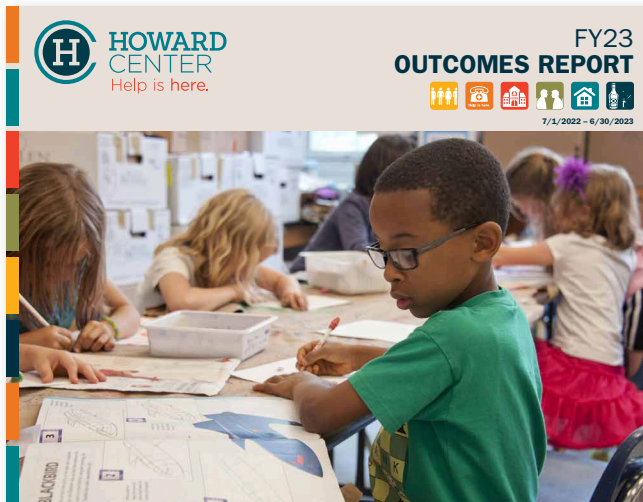
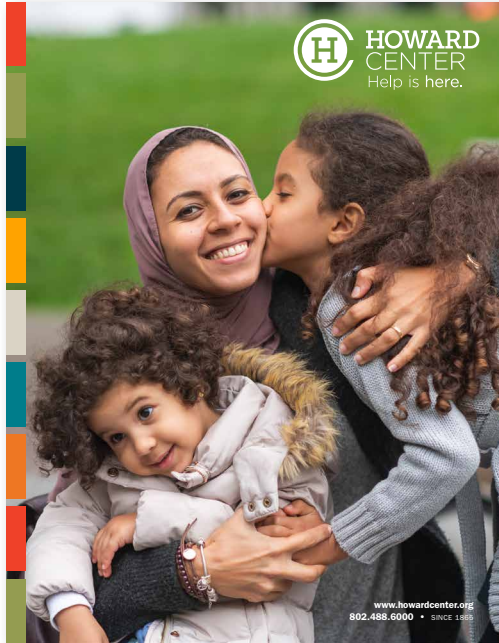
The following pages illustrate how the elements of the brand can be used on various materials and applications. This page shows business materials including letterhead, envelopes and business cards.



# EXAMPLE APPLICATIONS

## PUBLICATIONS

available for download at [howardcenter.org](http://howardcenter.org)




# EXAMPLE APPLICATIONS

## POSTER TEMPLATE

Howard Center presents

# SPRING COMMUNITY EDUCATION SERIES

FREE AND OPEN TO THE PUBLIC




**AUTISM**  
Anita Vernon, MA  
MARCH 31, 2019 | 6:00 pm – 7:30 pm | DEALER.COM | 1 HOWARD STREET BURLINGTON



**TRAUMA**  
Beri Walker, MS, LCMHC, LADC and Kerry Stout, LICSW, LADC  
APRIL 21, 2019 | 6:00 pm – 7:30 pm | DEALER.COM | 1 HOWARD STREET BURLINGTON

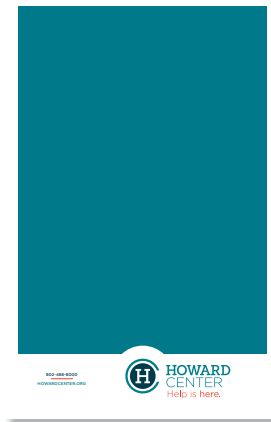
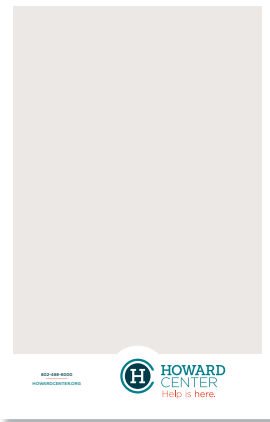
**HEALING VOICES MOVIE AND PANEL**  
APRIL 29, 2019 | 6:00 pm – 7:30 pm | LAKE AND COLLEGE BLACK BOX THEATER | 60 LAKE STREET, BURLINGTON

**SIX MYTHS AND FIVE SECRETS OF BETTER SLEEP**  
Joseph Lamb, MD  
MAY 19, 2019 | 6:00 pm – 7:30 pm | DEALER.COM | 1 HOWARD STREET BURLINGTON

Registration not required.



DEALER.COM  Vermont Community Access Media  **HOWARD CENTER**  
Help is here. 802-488-6000  
howardcenter.org



# EXAMPLE APPLICATIONS

## EXTERNAL SIGNAGE


The new logo and tagline are shown on facility signage, again keeping things bold and clear.



Park Street Program

# EXAMPLE APPLICATIONS

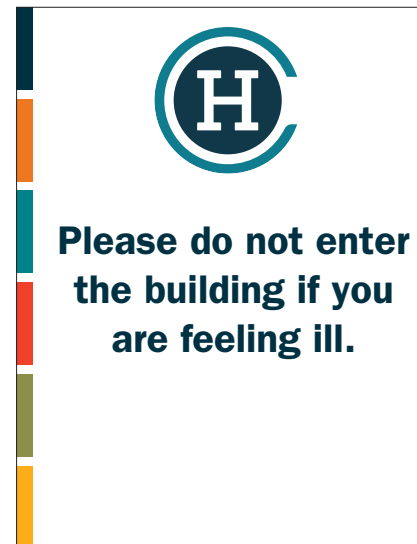
## INTERNAL SIGNAGE

**75 San Remo Drive**  
BUILDING DIRECTORY

|   |           |
|---|-----------|
| Chittenden Clinic<br>802-488-6450         | Suite 101 |
| Chittenden Clinic Offices<br>802-488-6450 | Suite 201 |
| Access & Intake                           | Suite 202 |
| ARCh                                      |           |
| Peer Support Services<br>802-488-6000     |           |

howardcenter.org



# EXAMPLE APPLICATIONS

## APPAREL USAGE

Branded apparel such as t-shirts or hats are examples where it may be appropriate to use the “HC Icon” version of the logo.





# DIGITAL BRANDING AND SOCIAL MEDIA

To reinforce the Howard Center brand within the larger community, Howard Center branding is incorporated into all digital formats, such as our website, marketing materials, and social media.

The organization maintains several social media channels, including Facebook, Instagram, LinkedIn, and YouTube. The Development and Communications team creates and monitors all social media outlets.

## FOLLOW HOWARD CENTER ON OUR SOCIAL MEDIA CHANNELS:

- Facebook: [facebook.com/HowardCenterVT](https://facebook.com/HowardCenterVT)
- Instagram: [instagram.com/howardcentervt](https://instagram.com/howardcentervt)
- LinkedIn: [linkedin.com/company/howardcenter](https://linkedin.com/company/howardcenter)
- YouTube: [youtube.com/@HowardCenter](https://youtube.com/@HowardCenter)

For a brief overview of Howard Center’s impact, view our short film, “Helping Our Community Thrive.” Learn how our services support mental health, substance use treatment, and developmental disabilities.



[Click here to view the film.](#)

For more information about Howard Center or our brand guidelines, contact the Development and Communications Team at [DevelopmentTeam@howardcenter.org](mailto:DevelopmentTeam@howardcenter.org) or call 802-488-6912.

HOWARD CENTER PRESENTS  
**Helping Our Community Thrive**



12/30/24