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# People Incorporated Brand and Style Guide

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Help build and support the People Incorporated brand with this handy guide! Please follow these guidelines to ensure consistent treatment of our visual identity across all communication.



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## Who We Are

Every person needs support from others. People Incorporated promotes the dignity of individuals and families, moves people into the economic mainstream, and works to develop existing strengths and resources within communities. All of our efforts are directed by the concerns, hopes, needs, and dreams of the people we serve.

## The Community Action Promise

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live.

We care about the entire community, and we are dedicated to helping people help themselves and each other.

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# Our Mission & Vision

Our mission is to provide opportunities for economically disadvantaged people to reach their goals in order to enhance their lives, their families, and their communities.

Our vision for the future is in Building Futures, Realizing Dreams: Our communities are safe and healthy places where people live with dignity, build futures, have a true sense of belonging, and realize their hopes and dreams for themselves, their families, and their communities.

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# Our Core Values

## Progress:

We are driven by a passion for service and helping people and communities reach their full potential. Progress is impossible without change, and we are committed to ensuring that the people and places we serve have the tools, resources, and opportunities to build brighter futures.

## Excellence:

We aspire to always do our best for our colleagues, clients, and communities. Details, thoughtfulness, wholeheartedness, and follow-through matter. We accept responsibility for our actions and work together to preserve and grow the resources entrusted to us.

## Openness:

We are open to new ideas and ways of doing things. We respect different viewpoints, personalities, cultures, lifestyles and environments. We communicate in good faith with transparency and candor, and assume that people are doing their best. We believe that all people have a voice, and should be heard and empowered to be active participants in decisions that affect their lives and livelihoods.

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# Our Core Values

## **Partnerships:**

We believe in the power of collective action and know that nothing worth doing can be done alone. We succeed and fail working as a team. We are committed to promoting collaboration, sharing, equity, and inclusion to ensure that we all have the resources, information and opportunity to be successful.

## **Learning:**

We learn from each other, our mistakes, and our shared experiences. We take responsibility for finding answers to the things that we do not know. We encourage innovation, flexibility and accept risk to promote personal, professional, and organizational growth.

## **Execution:**

We believe that “doing” is what matters, and accept that sometimes we will fail. We are committed to continuous improvement and focus on solutions. We hold ourselves, and each other, accountable for the results that we achieve, and strive to do the right thing, at the right time, for the right reason.

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# Brand Fonts

Fonts are the backbone of design. We use practical and easy-to-read fonts. These fonts are optimized for web, print and mobile interfaces.

## Printed Pieces

### **Bookman: Headers**

We use this font sparingly for main headlines.

Body Copy : Open Sans

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# Online Publications

Web Fonts

Adelle: Headers

Roboto: Body Copy

Microsoft Office Fonts

Bookman Old Style: Headers

Calibri: Body Copy

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# Illustration Guide

We use simple, easy-to-understand graphics sparingly to illustrate programs and services or illustrate a call to action.





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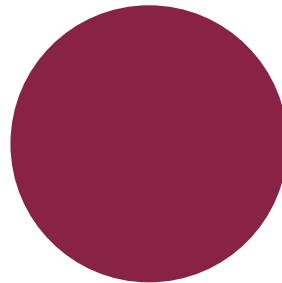
Email Signature Guide

# Primary Color Palette

Our brand colors convey that we are multifaceted, innovative, and service-oriented.

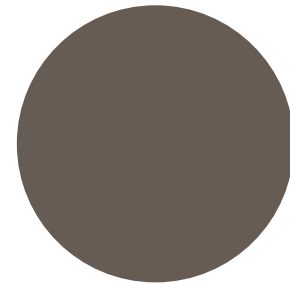
Our primary color palette includes a maroon theme with warm gray supporting tones. White can also be used as a supporting color.

People Inc. Maroon



RGB 136, 35, 69  
CMYK 10, 97, 37, 43  
#882345

People Inc. Warm Gray



RGB 103, 92, 83  
CMYK 23, 32, 31, 64  
#675C53

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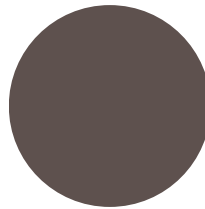
Social Media Guide

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# Secondary Color Palette

Our secondary palette can be used in addition to our primary palette and is often used for individual programs and services:

## Secondary neutral colors:

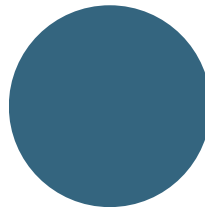


#5e514e

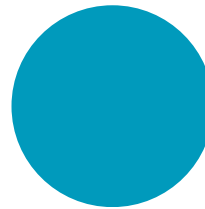


#f3f3f3

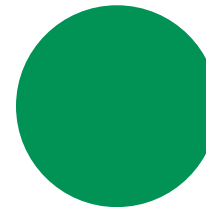
## Secondary main colors:



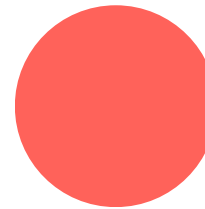
#34657F  
Pantone 7699 C



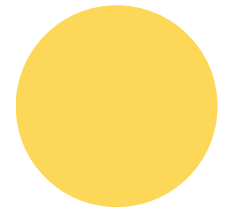
#009ABC  
Pantone 632 C



#009355  
Pantone 355 U



#FF625A  
Pantone  
Warm Red



#FDD757  
Pantone 121 C

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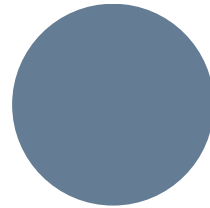
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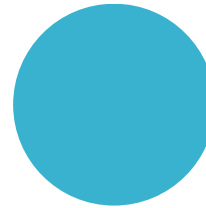
# Lighter Hues

Lighter hues can be used to provide more creativity and options in design. Below are 80% lighter hues:

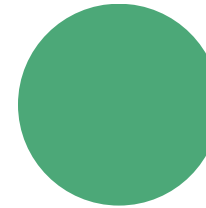
Lighter hue colors:



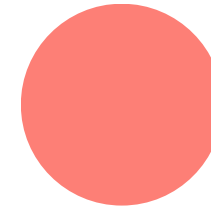
#657d94



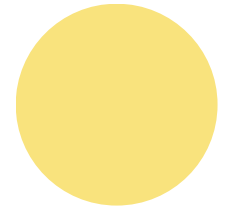
#38b2cf



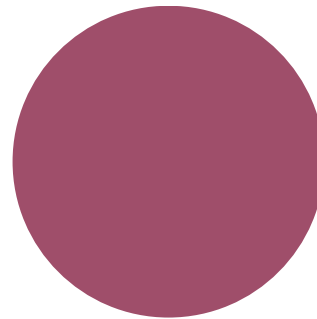
#4ca878



#fd7f76



#f9e37d



#9f4e6a

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# Logo Guide

Whenever possible, the logo should be used in this horizontal configuration:



When horizontal configuration will not work within specific placements, the stacked version of the People Incorporated logo is permitted with and without tagline:



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# Logo Guide

The logo can reverse from dark background areas when needed for legibility:



Anytime you are advertising a People Incorporated program or service, be sure to include the logo!

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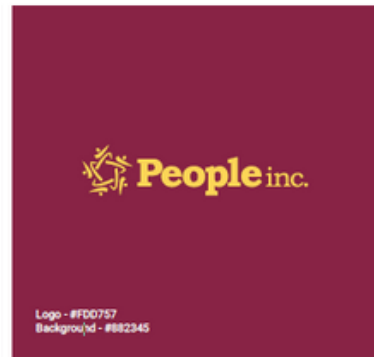
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# Logo Combinations

When using secondary palette colors, use a dark background color with a lighter logo, or vice versa:



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# Logo Dos

Provide some blank space around the logo to increase the impact:



Use the logo most appropriate for the project:



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# Logo Don'ts

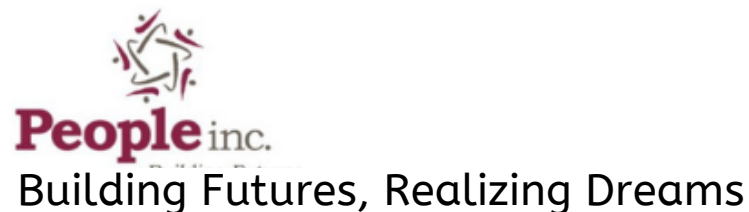
Don't distort or crop the logo:



Don't rotate the logo:



Don't change the typeface:





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# Ordering Branded Materials

Be sure to stay consistent with logos, font, style, and colors when ordering branded materials.

The Communications team helps individual programs order swag materials!



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# Logo and Color Guide

Need to get logos and colors to a vendor?

Want to dive deeper into how to use our colors and logos to stay "on brand?" Look no further than this handy, downloadable and share-able guide:

**[Link to Logos and Color Guide](#)**



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# Photo Guide

Photography plays a crucial role in our visual identity.

When you take photographs, please ask for permission. Make sure you have a signed photo release before you publish photographs.

Do you need photos? Contact Communications to access a bank of quality photos!



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# Photo Dos and Don'ts

Use full color



No images with a filter:



For web use, images should be at least 72 DPI.  
For print, images should be at least 300 DPI:



Do not allow a photo to become pixelated from expanding the photo's size too much:



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# Social Media Guide

Social media helps us bring awareness to partners and clients alike. How can you help make People Incorporated's social media channels even better?

- Follow us! We have accounts with Facebook, Twitter, Instagram, LinkedIn and YouTube
- Like, share, and comment on our posts to boost engagement
- Have a great photo for social media? Send it to the Communications team!
- Tag us in posts about the agency

People Incorporated and associated hashtags:

#PEOPLEFirst

#CommunityAction

#CommunityActionWorks

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# Instagram Guidelines

## Reels

In order to remain consistent, reels should all be casual, informative videos related to the company, each of which are under two minutes long. In order to maintain a reputable brand image, the company will not partake in trends or fast fads.

## Captions

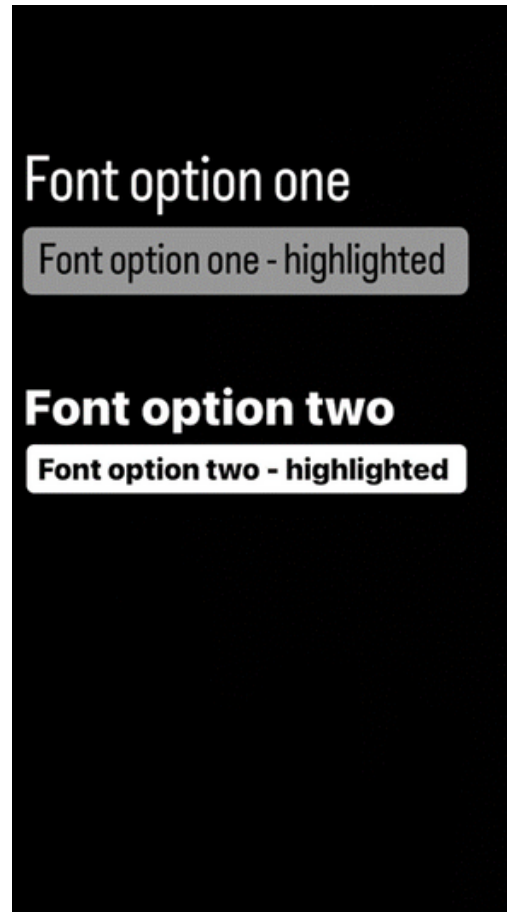
Captions on reels are to have correct punctuation, capitalization, and grammar. They may contain a few emojis, but they are not to be used excessively. They can contain relevant hashtags.

Sample Caption: Join People Inc. this Sunday at our community bonfire to learn more about our Affordable Childcare program.

Sample Hashtags: #peopleinc #nonprofit  
#nonprofitsofinstagram #giveback #nonprofitorganization  
#makeadifference #children #bethechange #community

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# Email Signature Guide

A common email signature among staff helps strengthen brand identity across the organization. See the email signature template below or access it in Jostle.

*[Your First and Last Name]*  
[Your Job Title]  
  
People Incorporated of Virginia  
[Street address of your office]  
[City, State, Zip of your office]  
Office- [Your office or work mobile phone number]  
Cell – [Optional]  
Fax – [Optional]  
[your\\_email@peopleinc.net](mailto:your_email@peopleinc.net)



[These links to People Inc.'s social accounts are optional]

## Example:

**Meghan Copenhaver**  
Communications Specialist  
  
People Incorporated of Virginia  
1173 West Main Street  
Abingdon, VA 24210  
Office - 276-274-3461  
[mcopenhaver@peopleinc.net](mailto:mcopenhaver@peopleinc.net)







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# Contact Us!

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Reach out to  
[communications@peopleinc.net](mailto:communications@peopleinc.net)  
with any questions!