



# BRAND GUIDELINES

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Family Reach Foundation is a 501(c)(3) nonprofit organization (ID No. 91-2192211) dedicated to alleviating the financial burden of cancer for families fighting cancer. For more information on our mission, sponsorships and engagement, visit us online at [familyreach.org](http://familyreach.org).

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## INTRODUCTION

The purpose of this guide is to familiarize Family Reach staff and external partners with current standards and regulations surrounding the Family Reach brand. These guidelines apply to all forms of branding from print to digital.

As Family Reach continues to grow and reach new partners, it is important that the messaging and branding of Family Reach remains clear and consistent across internal and external publications alike. Strong messaging and consistency are cornerstones to the success of a brand and the overall success of a brand's ability to reach, stimulate, and retain the support of its audience.

The Family Reach Branding Guidelines should be reviewed annually for updates, revisions, and expansions where necessary in order to maintain and improve its quality and efficiency.

Family Reach staff and external partners are expected to conduct best practices as outlined in this guide regarding logo usage and media publications featuring the Family Reach brand.

## BACKGROUND

Family Reach was established as a joint effort of the families of Christopher Colangelo and Kristine Morello-Wiatrak. In 1981, 11-year-old Christopher lost his battle with neuroblastoma. Kristine passed away in 1995 at 27 years old after fighting Ewing's sarcoma. The Colangelo and Morello-Wiatrak families were astounded by the expenses associated with treatment that compounded during the challenge of helping their loved one—transportation, special nutritional needs, day care, etc. Motivated by their personal experiences, both families independently sought to help others with the financial and emotional burdens of pediatric cancers.

In 1996, the families of Christopher and Kristine decided to combine forces. For seven years, they provided support to families at Memorial Sloan-Kettering and Columbia Presbyterian Hospital in New York through grassroots efforts and fundraising. In 2003, the founders launched Family Reach as a formal 501(c)(3) nonprofit organization. Since then, Family Reach has helped more than 45,000 individuals from 49 states keep a roof over their head, put food on the table and maintain safe, reliable access to treatment. Family Reach provides these families with financial assistance, education, planning and navigation.

## BOILERPLATE

Family Reach is a national organization alleviating the financial burden of cancer for patients and their families. Cancer cuts many household incomes in half as patients and caregivers put careers on hold during treatment. This loss of income paired with new, out-of-pocket costs forces families to make dangerous decisions - do they skip a chemo appointment to pay their mortgage? Through financial assistance and innovative financial interventions, we're empowering families with the tools and knowledge they need to keep a roof over their heads and maintain access to treatment, ultimately increasing their loved one's chances of survival. For more information visit [www.familyreach.org](http://www.familyreach.org).

*For the most up-to-date boilerplate language and message guides, please visit **[www.familyreach.org](http://www.familyreach.org)** or contact the Communications Manager (contact information available on page 10.)*

## LOGO OVERVIEW

Family Reach was registered with the USPTO (United States Patent and Trademark Office) on December 8, 2015 under the registration number 4865811. Affidavit of Use is due between December 8, 2020 and December 8, 2021, and an Affidavit of Incontestability will be due after December 8, 2020. First Renewal will be due between December 8, 2024 and December 8, 2025. For more information, refer to internal Family Reach trademark records and documentation, or consult trademark guidelines as outlined by USPTO at [www.uspto.gov](http://www.uspto.gov).

The name Family Reach strives to encompass the compassion and connection between our network of social workers and families in need across the country. The logo features two green shapes in an abstract depiction of a protective parent over a child, communicating the duality of familial bonding and the message of care and support provided by the services delivered to families dealing with cancer.

The Family Reach logo and its iterations are managed by the Website & Graphic Design Coordinator. The alteration and/or distribution of unauthorized content and/or native files pertaining to Family Reach assets including but not limited to digital images, printworks, logos, and copy is prohibited. For more information, please contact a member of the Family Reach Marketing and Communications department.

# LOGO USE

## Horizontal Orientation

The horizontally oriented logo is suited for print, digital, and some promotional items such as pens, notebooks or other items where it will be clearly legible and meet minimum size requirements. The minimum size for the horizontal logo without tagline is 1 inch. The minimum size for the horizontal logo with tagline is 2.5 inches.

## Stacked Orientation

The stacked logo is primarily used in conjunction with casual communication tones, such as athletics events, student programs, or informal marketing campaigns. The minimum size should be no less than 1 inch.

## Abstract Green "Ear"

Commonly known by staff as an "ear" is the green vector that precedes 'Family Reach' in the logo. It can be isolated and used for abstract backplash or design elements but should not be used without a full logo present somewhere else on the document or object. No other elements of the Family Reach logo are permitted to be isolated from the rest of the logo. As indicated by the grid to the right, when isolating the "ear" as a design element it may be obscured on the left and bottom, but be sure a clear visual of the inner swirl remains in order to maintain the integrity of the visual character of the "ear" and it's recognizeability.

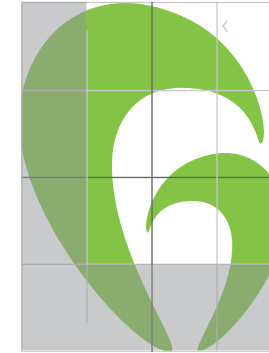
## Co-Branding

All co-branded logos, and their usage, and co-branding opportunities are determined by the Family Reach Marketing and Communications department, in conjunction with participating partners, on a case-by-case basis specific to each partnership. For more information on the details of co-branding or co-branded logos, contact the Director of Partnerships & Marketing.

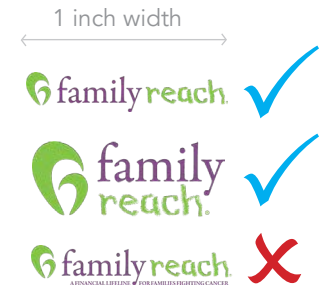
Scaling with constrained proportions is the only alteration permitted for any form of the Family Reach logo's use. Any other form of distortion of the Family Reach logo and/or its components compromises brand integrity, deteriorates brand recognition, and is therefore prohibited. This includes rotating, stretching, flipping, recoloring, obscuring, or any other manipulation that is not strictly for the purpose of scaling.

## Avatars

Avatars used on official Family Reach social media accounts or elsewhere where avatars are used should feature the stacked Family Reach logo on white background wherever possible to encourage legibility while also promoting brand recognition.



Abstract Green "Ear":  
Gray zones can be obscured but maintain visual of the inner swirl.



Above: Avoid scaling logos any smaller than 2.5 inches for horizontal tagline, and 1 inch for stacked and non-tagline.



Promotional Items



Avatars

## COLORS & SPACING

### GREEN

**CMYK:** 53, 0, 96, 0    **HEX:** #85c446  
**RGB:** 133, 196, 70    **PMS:** 368C



### PURPLE

**CMYK:** 57, 83, 18, 2    **HEX:** #824a87  
**RGB:** 130, 74, 135    **PMS:** 7662C



### GRAY

**CMYK:** 0, 0, 0, 50    **HEX:** #939598  
**RGB:** 147, 149, 152    **PMS:** Cool Gray 7C



#### Fig. 1: Color usage

The Family Reach primary color is green and is favorable when only one color choice is available. Gray should be used sparingly and only in designs that already use a balance of green, purple, and white.

When choosing logos, if a design is better served by a monochromatic or white logo, it is an equally acceptable design solution as long as the logo remains legible. Avoid placing logos on red, purple or green.

#### Fig. 2-3: Spacing - General

Clear space around logos should measure around the same width as the "h" in the word "reach" on the logo. Design elements such as colors, shapes, images or text should not permeate the clear space.

In the event that the logo must appear on top of a design element but is not legible, a solid white outer glow or stroke must be added with a width that is equal to half the size of the clear space, or one of the alternate Family Reach logos such as should be used as shown.

#### Spacing - Partners and co-branding

Any co-branding between two or more logos as part of a partnership is determined on a case-by-case basis with between the Family Reach Marketing and Communications department and partners.



Fig. 1: Choose the appropriate logo depending on the background.



Fig. 2: Use the 'h' in Reach as a guide.



Fig. 3: Keep an appropriate perimeter of space between other images, text, or the trim line and the logo.

# TYPOGRAPHY & COMMUNICATION

## Avenir

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
! ? @ + - 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m  
n o p q r s t u v w x y z ! ? @ + - 1 2 3 4 5 6 7 8 9 0

Avenir Light	<i>Avenir Light Oblique</i>
Avenir Book	<i>Avenir Book Oblique</i>
Avenir Roman	<i>Avenir Oblique</i>
Avenir Medium	<i>Avenir Medium Oblique</i>
<b>Avenir Heavy</b>	<b><i>Avenir Heavy Oblique</i></b>
<b>Avenir Black</b>	<b><i>Avenir Black Oblique</i></b>

**Avenir:** Primary font family

Designer: Adrian Frutiger

Created: 1988

Publisher: Linotype

Including: Light, Light Oblique, Book, book Oblique, Roman, Oblique, Medium, Medium Oblique, Black, Black Oblique, Heavy, Heavy Oblique

Avenir is a sans serif font with a versatility that enables it to reflect different moods, from bold and informative to light and friendly, all through a simplistic, contemporary style of communication.

Use externally on all web and print communications where available. In instances where the font is not available (ex: Web/social media applications with limited font choices) the secondary font should be used instead.

## Calibri

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
! ? @ + - 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m  
n o p q r s t u v w x y z ! ? @ + - 1 2 3 4 5 6 7 8 9 0

Calibri Light	<i>Calibri Light Italic</i>
Calibri Regular	<i>Calibri Italic</i>
<b>Calibri Bold</b>	<b><i>Calibri Bold Italic</i></b>

**Calibri:** Secondary font family

Designer: Luc de Groot

Created: 2002–2004

Publisher: Microsoft

Including: Light, Light Italic, Regular, Italic, Bold, and Bold Italic

Calibri is a clean sans serif font with rounded corners that balances the contemporary look and feel of Avenir with friendly personality.

When neither the primary nor secondary fonts are available choices, it is recommended to use Arial as a fallback due to its standardization as a web safe font. However, Arial should never be used on printed design works when access to Avenir or Calibri are available.

### Voice

Family Reach's voice is clear, direct, friendly and straightforward. Working in the cancer space, what we do can be heavy. We hit the hard stuff straight on, without over dramatizing. Our priority is explaining the issue - cancer-related financial toxicity - and helping our community understand the tangible impact they can have on patients and families by joining us. We want to educate and empower people to take action, without overly saddening or confusing them.

### Tone

Family Reach's tone is usually informal, but always sensitive and thoughtful. In our writing, we try to consider the audience and adjust the tone accordingly. Are they looking for a cause to get involved with? Are they facing a cancer diagnosis and seeking financial support? Are they assessing our value as a corporate partner or major donor? Once we have an idea of their emotional state, needs and baseline understanding of our mission, we adjust our tone accordingly.

Within the healthcare and oncology space, our tone tends to be a little more serious and fact-driven. All of our communications efforts within healthcare reaffirm our place as the leading expert in cancer-related financial toxicity. We share hard data and real stories without embellishing too many details.

### Grammar and Mechanics

Family Reach follows Associated Press style and standardized way of writing dates, ages, etc. in all content.

### Tagline

"Family Reach is a financial lifeline for families fighting cancer."

Modifications or use of older taglines are not permitted. When using the tagline throughout copy, avoid using the logo with tagline.

# ICONOGRAPHY

## Style and Use

Icons indicating services and programs such as education and transportation are an integral part of the Family Reach brand. They add a friendly and knowledgeable side to Family Reach communications and are comprised of flat vector graphics in brand colors rendered to be simple, clean, and easily recognizable. Icons are used throughout web and print to compliment copy, illustrate program services, and emphasize output statistics.

Listed below are details of some foundational icons that are either regularly used or used in part with communicating key facets of the Family Reach mission, programs, or values:

## Fig 4: Core Values

These icons illustrate Core Values as detailed on the Family Reach website.

## Fig. 5: Financial Treatment Initiative (FTI)

These icons represent the four pillars of the mission, as derived from the FTI infographic.

## Fig. 6: How It Works

These icons cover various aspects of the organization's outreach and engagement.

## Fig. 7: How We Help

These icons demonstrate areas of financial assistance covered through grants.

## Fig. 8: Social Media

Social media icons on communications in which Family Reach is the author and/or primary subject of content such as but not limited to brochures, banners, web pages or advertisements should be uniform flat vector style and in brand colors.

## New Icons

While staples maintain frequent use for familiarity, new icons are often crafted to suit communication and design needs.

When crafting new icons, avoid complex shapes, gradients, or using more than three colors, with the exception of monochromatic schemes utilizing tints and shades, which should be limited to five colors total. Maintain a balance of purple and green across the collection of icons used, such as Fig. 3, or stick to a monochromatic scheme of either purple or green such as Fig. 4. Simplify shapes and use negative space to carve out details. Unless icons are white, avoid placing them on colored background as the result will clash and hinder legibility.



Fig. 4: Icons symbolizing Family Reach Core Values.



Fig. 5: Financial Treatment Initiative iconography.



Fig. 6: Icons communicating program aspects and offerings.



Fig. 7: Icons communicating means of financial assistance.



Fig. 8: Social media icons styled in green, purple, or white.

# PHOTOS

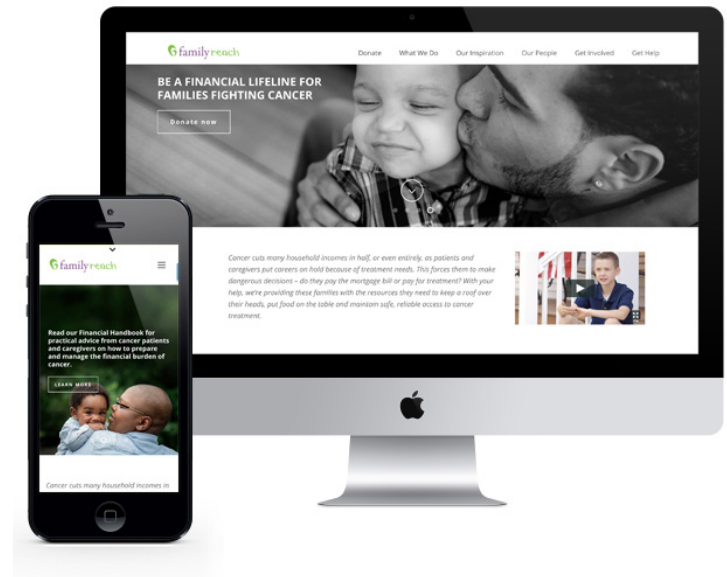
Photos are one of the pillars of the Family Reach brand, showcasing the families and faces supported by the mission. They are used as large backdrops, accent images, or cover images accompanied by simple complementary elements such as color or text.

Bright, colorful photos of smiling families and/or patients that communicate feelings of warmth, security, and inclusion should be used for all general materials. Close-up black and white photos of patients and families are also a cornerstone of the Family Reach brand when communicating a calm, thoughtful tone of trust.

Photos used for work associated with Family Reach should reflect all races, genders, and ages and primarily highlight patients who are undergoing cancer treatment.

Family Reach uses photos submitted from families or taken of patients who have been supported by the mission, and retains the rights to edit or withdraw photos on a family's behalf. **Photos should not be used or edited without permission from Family Reach.** To inquire about a photo release, please contact the Communications Manager.

Stock photography of families or patients is not permitted for use in Family Reach marketing materials, publications, or reporting. Outdated materials that use stock images should be updated or removed from circulation.





# STYLE

Family Reach follows a clean, simple, and contemporary style that seeks to balance bold, colorful photos and engaging, informative copy. Various style cues are outlined below that should be consistently demonstrated throughout Family Reach branding in order to achieve this result and maintain brand continuity.

Halos, glows, and drop shadows should be avoided throughout the whole of the Family Reach branding style. Utilize other elements to emphasize clean blocking and simplicity instead.

**Fig. 9:** Images often fill dimensions or extend past edges to create blocks or bands of separation between content. These blocks of content should be diverse and alternating uses of color, font, photos and negative space as shown.

**Fig. 10:** Buttons on digital and print are flat solid rectangles with rounded edges. An outline stroke can be applied but avoid using green and purple on the same buttons as they will clash. Avoid drop shadows and glows in order to maintain the clean and simple style.

**Fig. 11:** Transparent bands or blocks of color in Family Reach brand colors can layer over large photos to create a space for text or without obscuring meaningful visuals or photos.

**Fig. 12:** Isolated images and square shapes that have rounded corners have a roundness of between 0.125 inch and 0.0625 inch or equivalent scale as shown.

**Fig. 13:** Strokes used to frame images should be added to round-cornered images only and have a weight of 5 pt or equivalent thickness as shown. The color of the stroke should be either green or purple. When used on darker backgrounds, green is preferable as purple will suffer legibility.

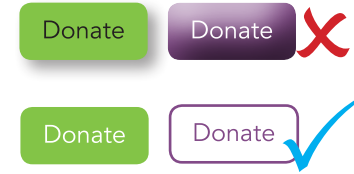
**Fig. 14:** Shapes with corners such as photos or buttons utilize both sharp and rounded corners, but should be kept consist rather than mixing.

**Fig. 15:** Utilize capitalizing, italicizing and/or bolding in order to create emphasis, direct the reader's attention, or stand apart from body copy. Fonts should never be mixed and must always remain from the Avenir family unless specified otherwise.

**Fig. 16:** When selecting color schemes for copy, avoid using green and purple on top of each other. The colors clash in a manner displeasing to the eye and also diminish legibility. It's best to stick with pairing green or purple with white or using a balance of the three.



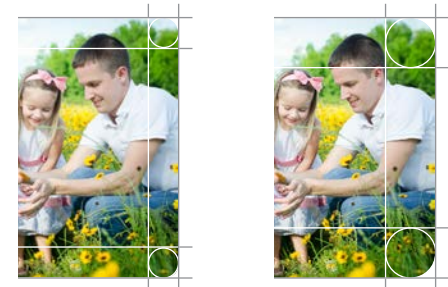
**Fig. 9:** Use alternating blocks of color, images, and text to separate content.



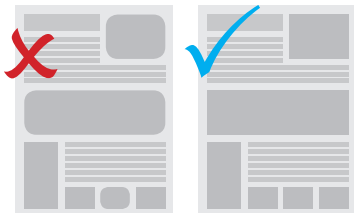
**Fig. 10:** Avoid gradients and shadows on buttons. Stick with flat, clean styles instead.



**Fig. 11:** Layering transparent blocks of color.



**Fig. 12:** From 0.0625 inch (left) to 0.125 inch (right) rounded corners.

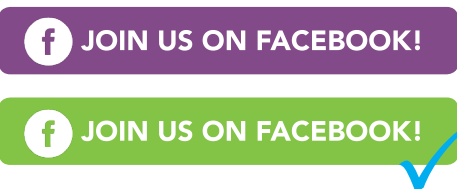
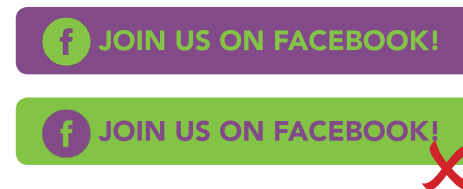


**Fig. 13:** Avoid adding a stroke to non-rounded images. **Fig. 14:** Avoid mixing corner styles.

**Every day**, families fighting cancer struggle with unthinkable choices between paying for treatment or putting a meal on the table. **One third of families** battling cancer have **unmet basic needs** during treatment.

Family Reach believes that everyone deserves a fair shot at getting to the other side of cancer. We fight to bring this vision to life **every day** with:

**Fig. 15:** Vary text to distinguish headings and details to guide the eye through documents.



**Fig. 16:** Avoid clashing color combinations by using cleaner pairings with white instead.

## GENERAL KNOWLEDGE

### **Print/Digital prep**

All print materials should be formatted for CMYK, including promotional items and screenprinting. All digital files should be formatted for RGB. Photos should be 300dpi for optimum print quality.

### **Trademark/registration usage**

All official iterations of the Family Reach logo should be accompanied by the registration mark (®) in the lower right corner of the graphic. This does not apply to sub-brands of the Family Reach organization such as Reach Athlete, Key Holder, or Hope for the Holidays, nor to the isolated use of the green abstract logo. All documents, graphics, and materials bearing a registration mark should be replaced and updated, and outdated or defunct files removed and/or archived to prevent use.

### **File locations**

Staff can find documents referenced in this guide along with other marketing and design resources in FR Documents/Messaging in the Dropbox directory.

External constituents can download resources at [www.familyreach.org/downloads](http://www.familyreach.org/downloads).



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The 2018 Family Reach Brand Guidelines were written and designed by Graphic Design and Website Coordinator, Alex Lewis, with contributions on communication and editing made by Communications Manager, Lauren Mello, and Director of Partnership and Marketing, Rosie Cunningham.

For questions on the Family Reach Brand Guidelines or to obtain the most up-to-date version of the guidelines, please contact the Family Reach Marketing and Communications Department.

