

PASCALE SYKES
FOUNDATION

"A Whole Family Approach Grantee"

Messaging and Brand Guidelines

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Pascale Sykes Foundation

Messaging Guidelines for Partners

This message platform provides a guide for all of Pascale Sykes Foundation partners and Whole Family Approach implementors on how to communicate about the Whole Family Approach. It identifies the key words all spokespeople can use to accurately and consistently communicate about the work of the Foundation and Whole Family Approach. The more consistently the Whole Family Approach is described from person to person, the more awareness and recognition and common understanding you will build for the Approach. These messages can be applied to communications across various channels (print, digital, verbal).

You'll notice the guide includes Pascale Sykes Foundation core messages which specifically describes why and how the Foundation supports the Whole Family Approach. All partners are welcome to pull from Foundation messaging as it includes language relevant to all Whole Family Approach implementors. Whole Family Approach talking points and elevator pitch are not specific to the Foundation and can equally be used by all partners.

In the real world, messages rarely appear in a bulleted list. Throughout this document, messages are packaged in various ways to provide you with flexibility on how to convey your message based on your audience and communication channel.

The messages are particularly oriented towards fellow grantmakers, policymakers and social service agencies who are pivotal to ensuring the Whole Family Approach is understood and adopted by those concerned with family well-being programs.

Messaging Target Audiences

- Grantmakers (other foundations, including local, regional and community foundations)
- Local and regional policymakers
- Community leaders
- Social service agencies

Pascale Sykes Foundation:

Our Mission

Your mission statement summarizes why you exist and what purpose you serve. It should be short and easy to repeat, with simple language that others can easily understand. It's focused on what you DO, making it slightly different from the who we are statement.

Our mission is to build strong families by advocating for and funding innovative, holistic social and economic programs that transform the lives of working, low-income families.

Our Vision

Your vision statement articulates what the world will look like after your work is complete. This, and your mission statement can live together on your website and on collateral materials.

We envision a world where all working, low-income families can be self-sufficient and thrive. A world where all members of a family are able to identify and use all the tools and services they need so they can do more than just get by. A world where working families become economically stable and no longer live paycheck to paycheck. A world where they define, create and live the futures they dream of.

Pascale Sykes Foundation: Our Values

Brand values communicate the ideals upon which your mission and vision are built. You can think of them as the “guiding stars” that inform what you do and how you do it.

- **Families define themselves.** Thriving families include at least two dependable adults. They can be married moms and dads, two caregivers, single parents, grandparents, relatives or even friends who provide a circle of support for each other and the children they care for.
- **Advocates for the Whole Family Approach.** We believe that in order for working low-income families to thrive, adults and the children in their care need affordable access to a range of tools and resources that enable them to achieve economic stability.
- **Pioneers.** We are leading the way in parts of New York and New Jersey that have been left behind by traditional social services. We champion the Whole Family Approach, which is being increasingly recognized for its unique structure and long-term effectiveness.
- **Collaborators.** Our grantee partners learn from the families they serve because families know what they need. We invest in organizations who practice the Whole Family Approach in their communities, and fund collaborations across New Jersey and New York so that implementing partners can share information and resources with each other, and best assist low-income families.
- **We are flexible.** We look at the landscape, listen to families and invest in customized tools and services individual families and whole communities need to thrive, such as social supports, transportation and non-traditional loans.
- **We focus on prevention.** We help families discover economic and social supports so they can avert a crisis before it takes hold.
- **We believe in solutions.** Every goal, every dream, can be achieved. We work with grantees and partners to connect families to the holistic resources and supports they need to set collective goals and improve their circumstances for the long term.

What is a Master Narrative?

Every brand begins with a story.

The Pascale Sykes Foundation's master narrative is a common jumping-off place to tell your story. It is not the same thing as the history, but it serves to introduce, position and define your organization. It speaks to your audiences' shared values, connects your cause to solutions and highlights the impact of your work. It serves as the foundation for your content, whether that content is a fundraising appeal or a speech. Think of it as bringing your core message to life and into one long narrative. You can choose to use all of it in certain instances, or to pull sections of it where relevant in your work.

Pascale Sykes Foundation: Master Narrative

“Hope is setting a goal and moving toward that goal, taking steps toward the future. That’s what gets families and individuals through challenges of daily life and makes a difference in the community.”

— *Fran Sykes, President and CEO, Pascale Sykes Foundation*

Families are the foundation upon which strong communities are built. In many ways, working, low-income families are the backbone of our country, working the jobs that keep America running. Yet the system is not working for them right now. These individuals are doing all the right things — working, getting their children to school, nurturing their families. But they live paycheck to paycheck. If a single circumstance in their lives changes, such as a parent losing a job, or someone falling ill, it could threaten the entire family’s long-term well-being.

These families know what they want for themselves and for their future, but are unsure of how to save or take actions to reach the future they dream of. Working, low-income families are told they aren’t “poor enough” to qualify for social services and as a result are at risk of falling into poverty. In a supportive environment, however, the entire family unit is able to stabilize themselves and make decisions that get them closer to their long-term goals and keep them out of poverty.

The Pascale Sykes Foundation champions the Whole Family Approach so that working families can collectively stabilize themselves, establish their self-sufficiency and reach their dreams. Research shows that children thrive when there are two responsible, married, adult caregivers in the home. While not every family looks the same, it’s always possible to identify grandparents, extended family or neighbors dedicated to the well-being of the children. This circle of support is essential to achieving long-term success for the entire family.

We opened our doors in 1992 out of a belief that all members of a family — adults *and* children — can achieve and maintain a stable, supportive environment if they have the tools and support network to cope with short-term stresses.

Prevention, rather than crisis management, is key. This is why we are steadfast champions of the Whole Family Approach – a collaborative and family-led strategy that empowers adults and children as they set goals for themselves and achieve their dreams. We know that every family’s goals are achievable. It’s why we invest in and support partners who work with adults and children in a family, so that the entire family unit can thrive as one. We support innovative social and economic initiatives, making investments into social supports, transportation, non-traditional loans and more. We believe that no family should be seen as not “poor enough” or not “bad enough” to access the tools that could potentially transform their lives.

Over the years, we have seen many families transform their circumstances. Like the dad who’d been unemployed for a long period of time, and his wife, a stay-home mom who cared for their two small children. They were behind in their bills and in danger of losing their home. Working with our grantees who use the Whole Family Approach, the family set goals relating to financial stability and maintaining loving relationships. First, Mom found a work-from-home job and Dad found a temporary job. As they gradually caught up on their bills and maintained their home, Mom was able to return to college, graduate without debt and obtain a job in education. Dad was then able to go to school, learning skills to begin a new career. Five years later, the family has two adults with well-paying jobs, a ‘rainy day’ account for emergencies, a stable marriage and well-adjusted children. Stories like this show what the Whole Family Approach is all about: integrated support for adults and children, so the family unit can thrive.

We envision a world where all families define, create and live the futures they dream of. Just as one person cannot do it alone, no nonprofit or government agency working alone can address all the needs of the whole family. This is why the Pascale Sykes Foundation advocates for the Whole Family Approach, and funds collaborations that bring together the strengths of a range of partners who can coordinate efforts to strengthen the entire family unit.

What are messages? How do we use them?

Messages are short, clear statements that communicate our purpose. They should convey information and emotion, opening the right door to understanding. Messages should introduce the central ideas that will engage the listener and invite engagement.

At the same time, messages do not describe every single facet of your organization. They serve to open the door to deeper conversations. It helps to think of messages as scaffolding; we need to start simply and then build up depending on how far we need to reach. The general rule is to be clear, concise and simple. It's better to say fewer words clearly and then add as needed. Overwhelming someone with too much information doesn't advance our cause.

Using messages consistently and repetitively will reinforce your brand over time. But this is not a script. Messages never appear to the outside world as they do below — in a list on one or two pages. This is a menu to pull from and use across communications in speeches and remarks, press materials, website copy and presentations, even the conversations you have.

When preparing your communications, select a few proof points that best support the information you are hoping to convey to your audience. You are not required to use all proof points, only select those most relevant to your situation.

Pascale Sykes Foundation: Core Messaging

Who we are:

We are a foundation focused on empowering working low-income families, so they can collectively strengthen their relationships, establish stability and reach their dreams.

Proof points:

- We invest in other organizations that provide services aligned with the Whole Family Approach.
- We are a hands-on partner, with offices in the center of New Jersey's Heartland — the area that we support most.
- We have partners supporting working, low-income families in Cumberland, Gloucester, Salem and Western Atlantic Counties in New Jersey, as well as the South Bronx in New York.

The challenge before us/what's at stake:

Too many of America's working low-income families are one crisis or one paycheck away from falling into poverty. The daily stresses they endure cause harmful long-term effects, particularly on children.

Proof points:

- [1.3 million people in the state of New Jersey](#), or 37 percent of New Jersey residents, are struggling to make ends meet, but don't qualify for or can't afford assistance.
- Many of these families live and work in the heartland of New Jersey.
- Too few social programs recognize that families are units that can and should be seen as a whole. Treating children and parents or caregivers as an integrated unit will help more than dividing their needs.
- Through [research](#), we know that traumatic experiences in the early lives of children can impact their healthy growth and development. Strengthening the bonds between children and their parents can help to ensure they learn to manage stress throughout their lifetime.
- Working, low-income families can find themselves in difficult situations where they are forced to choose between improving their financial stability and losing access to other support systems they still need to continue to progress, or compromising their personal successes in order to maintain access to support systems for the rest of their family.
 - For example, accepting a promotion at work might mean a parent no longer qualifies for free or subsidized child daycare, even though their new salary is not adequate to cover new day care services.

Our perspective:

Families know what they want and need in life. When all members of a family work together, they can set goals and create plans to successfully establish and maintain their stability and well-being.

Proof points:

- We shouldn't expect families' stress levels to get to the breaking point before we offer them tools that could potentially help them transform their lives and achieve stability.
- People shouldn't have to be "poor enough" or "bad enough" to qualify for the tools that could potentially help them transform their lives.
- Whether a family's goals center around education, strengthening their relationships or securing jobs for the parents, a collective approach that involves the entire family in reaching those goals has shown to produce better, longer-lasting results.
- Preventing a family from falling into poverty to begin with has far better long-term benefits for a family than helping them once they have already reached poverty.
- We recognize that each family member's success is linked to the success of the other members of the family. When the whole family succeeds together, lasting change occurs.
- All members of a working family need access to tools that meet the needs of their individual situation, so the family can become stable for the long-term.
- Years of research have correlated adult and child well-being with two-parent families or, when that is not possible, families with two adult caregivers working together in the best interests of the child.

- **Family success story:** The Family Strengthening Network, a collaborative that implements the Whole Family Approach with support from the Pascale Sykes Foundation, helped the Garcia family cope with the stresses of being a newly single, working parent and losing the family's home. With a plan in place and access to a range of tools and services provided through the Family Strengthening Network, the Garcia family improved their relationships and grew their social support network, which made single parenting and work more manageable. With those stresses managed, the family is now focused on their next goal: home ownership.

- **Family success story:** The Family Strengthening Network, a collaborative that implements the Whole Family Approach with support from the Pascale Sykes Foundation, helped the Logrande family achieve their financial and professional goals. The family was facing long-term unemployment, mounting household and education bills, and deteriorating family relationships. With a plan in place and access to a range of tools and services through the Family Strengthening Network, both parents were able to find employment, set a new financial plan and habits, and revitalize their family support network. The family has now transitioned from the brink of crisis to independently thriving.

— *Note: Spokesperson is welcome to use their own example of a family success story focused on child well-being, financial stability, healthy relationships and informal supports.*

How we do it:

We champion the Whole Family Approach, investing in and supporting partners who work with adults *and* children, so that the needs of the entire family can be served. We support innovative social and economic initiatives, making integrated investments into social supports, transportation and non-traditional loans, so that families can work together to set goals and plan for the future they imagine.

Proof points:

- Families are a holistic unit, and one change in circumstance for one family member affects the whole unit.
- Since our founding in 1992, we have funded major initiatives which support all members of a working low-income family, removing the barriers that block their paths to success.
- Across Southern New Jersey, we work with collaboratives — teams of social service providers — that make available a range of personalized tools to families seeking to set and reach their goals. Each collaborative meets regularly to share information, evaluate families' progress and assess any changes required in services.
- The collaborative approach means teams of agencies work together towards one family plan, avoiding the competing priorities and disjointed supports that often occur when agencies do not coordinate their efforts for one family.
- Everyone needs informal support — someone they can call in the middle of the night for help during an emergency, and someone they can call in the middle of the day to share good news.
- No two families need exactly the same things. We are flexible, taking care to listen to what a family wants, and work with partners to ensure families can access the resources they need to transform their lives.
- **Collaborative success story:** In the Bronx, NY, the Familia Adelante/Family Forward collaborative was formed with four organizations that work together to help families meet their short- and long-term goals. The collaborative includes Mercy Center (Lead Agency), Fiver Children's Foundation, Qualitas of Life Foundation and Tanya Valle (Mindfulness Practitioner). Using the Whole Family Approach, the agencies work together

to help families create and implement plans to meet their goals, with each collaborator focusing on their areas of expertise, such as education from the Fiver Children's Foundation or financial planning from Qualitas of Life Foundation. The collaborators regularly meet to evaluate families' progress and share learnings across interactions with the family. Working as one, the collaborative has supported over 30 families in improving their communication to decrease conflict, improving relationships between fathers and children, and improving children's academic achievements.

— *Note: Spokesperson is welcome to use their own example of a collaborative and insert examples of programs focused on child well-being, financial stability, healthy relationships and informal supports.*

• Research:

- We are currently collaborating with the Senator Walter Rand Institute of Public Affairs at Rutgers University to determine whether two-caregiver families who receive concerted, individualized support and coaching have improved quality of life over families who do not receive concerted, individualized supports.
- In our research with Rutgers, there is preliminary evidence that families who engage with our grantee collaboratives using the Whole Family Approach have significantly strengthened family relationships compared to families who are not engaged with collaboratives. In addition, children of families engaged with the Child Connection Center (CCC) have significantly improved academic grades.
- We are also collaborating with the University of Pennsylvania (UPenn) on a data project testing how the Whole Family Approach benefits Spanish-speaking families in the South Bronx, NY, and Arabic-speaking immigrants from Egypt in Jersey City, NJ.
- The preliminary findings of the UPenn study indicate that collaborative approaches that focus on a family's holistic needs lead to a decrease in cases of depression, an increase in parental coping skills, an increase in positive mindsets and a higher likelihood of youth investing in building a close relationship with a friend.

Calls to action:

Join us in building stronger, thriving families. Just as one person cannot do it alone, one agency cannot do it alone, either. The Whole Family Approach requires collaborative, multi-agency efforts, and a commitment to strengthen underserved, working low-income families.

For other Grantmakers

- Improve the efficacy of your family support programs by looking at the needs of the entire family. Find and fund groups who are effectively implementing and advancing the Whole Family Approach.
- Assess your grant making and consider how the Whole Family Approach can make an impact on the work you are doing.
- Fund the work of our grantees — and support them as they scale their programs.

For Social Service Agencies:

- Working low-income families are a truly underserved group that are often overlooked. Prevent these families from falling into poverty by implementing holistic, stabilizing Whole Family Approaches to allow them to reach their full potential.
- Look at the needs of the entire family. Implement Whole Family Approaches, which support children as well as the adults who care for them.

For Policymakers:

- Focus on preventing working low-income families from lapsing into poverty. Invest in holistic programming that prioritizes Whole Family Approaches to support families' physical, emotional and economic well-being.
- Support policies and align systems to improve families' access to education, training, employment and more, so that families can become thriving members of the middle class.

Message Box

The message box (on the following page) is a tool that serves as a one-page cheat sheet to easily reference your core messaging all on one page. This is a helpful tool to distribute to your spokespeople during a speaking engagement so they make sure to address every one of your core messages.

What's at stake

Too many of America's working low-income families are one crisis or one paycheck away from falling into poverty. The daily stresses they endure cause harmful long-term effects, particularly on children.

Call to action

Join us in building stronger, thriving families. Just as one person cannot do it alone, one agency cannot do it alone, either. The Whole Family Approach requires collaborative, multi-agency efforts, and a commitment to strengthen underserved, working low-income families.

Who we are

We are a foundation focused on empowering working low-income families, so they can collectively strengthen their relationships, establish stability and reach their dreams.

Our perspective

Families know what they want and need in life. When all members of a family work together, they can set goals and create plans to successfully establish and maintain their stability and well-being.

How we do it

We champion the Whole Family Approach, investing in and supporting partners who work with adults and children, so that the needs of the entire family can be served. We support innovative social and economic initiatives, making integrated investments into social supports, transportation and non-traditional loans, so that families can work together to set goals and plan for the future they imagine.

Whole Family Approach Elevator Speech

The elevator speech is a short introduction that aims to set up the next conversation or engagement. It opens the door to conversation by leaving a positive impression. It is meant to be a conversation starter. An effective elevator pitch should inspire audiences to say, "Tell me more."

At [insert your organization's name], we implement the Whole Family Approach which empowers all members of a family, children and adults, to work together to set goals, establish stability in their lives, and plan for the future they imagine. We recognize that while families are made up of individuals, their challenges and successes are interdependent. Many social service systems are fragmented and focus on the individual in response to family's needs. We aim to change that by using the Whole Family Approach.

[Then follow up with specific examples based on your audience's interests]

Ways to Use it:

- 30–60 second speech to invite questions
- Practice in the mirror and with colleagues
- Make it feel natural to you
- Use the similar terminology and phrases to maintain consistent meaning, but doesn't have to be verbatim

Whole Family Approach Talking Points

Use the talking points below to guide how you talk about the Whole Family Approach. By ensuring the Foundation, your grantees and partners talk about the Whole Family Approach in the same way, you will collectively build recognition and understanding of the Approach. This document also provides talking points for why the Foundation is sunsetting and what that means for the future of the Whole Family Approach. All talking points can also be incorporated into communications across other channels, including print and digital.

What is the Whole Family Approach?

- Strong families are essential to the well-being of children, adults and the community. The Whole Family Approach is a family-led strategy which provides adults and children in the family with the tools they need to set goals together, create plans and to achieve their goals.
- While families are made up of individuals, their challenges and successes are interdependent. When the whole family works together to support each other's goals, as in the Whole Family Approach, long-term change and stability become a reality.
- The Whole Family Approach recognizes that reaching large goals, and maintaining them, requires the support of all family members.

How is the Whole Family Approach implemented?

- Implementation of the Whole Family Approach can vary from a mission-driven collaborative model where multiple agencies come together to provide services, or a single-agency model with partners. In the single agency model, one agency coordinates the services of several agencies around a holistic approach to family strengthening.
- There are four components that are critical to successful implementation of the Whole Family Approach:
 1. Two dependable adult caregivers actively engaged with the children in the family. At least one must be working or able to work.
 2. Families develop plans with long- and short-term goals.
 3. A team of agencies working together to help a family reach their goals.
 4. Collaborating agencies meeting regularly to collectively manage family plans, share data and synchronize their efforts.

How is the Whole Family Approach different from other ways of improving family well-being?

- Many of the current social service systems approach family well-being from an individualistic, fragmented and crisis-oriented perspective. We aim to change that by using the Whole Family Approach.
- Several factors make the Whole Family Approach unique in improving family well-being:
 1. Families self-identify their goals. Members work together to accomplish both individual and family-wide goals.
 2. Families create and implement a plan with behavioral objectives to reach their goals together.
 3. Families have simultaneous access to a range of organizations to equip themselves with the social support and tools to accomplish their goals.
 4. Collaborating agencies adopt one mission to contribute to a family's plan, avoiding competing priorities and disjointed supports.
- The Whole Family Approach breaks down silos in existing social services. It puts equal priority on the needs of adults and children in the family and enables seamless collaboration among multiple organizations to support a family's plans for the future.
- The Whole Family Approach is prevention rather than crisis-driven. Empowering a family with the tools to reach their goals and stay out of poverty has far better long-term benefits than helping them once they have already reached poverty.

Why does the Pascale Sykes Foundation focus the Whole Family Approach on working low income families?

- We support the Whole Family Approach because it provides an effective strategy for families as they work together to strengthen their relationships, establish stability and reach their dreams.
- Working low-income families are most likely to be overlooked by the current social services system. They are often told that they “earn too much” or otherwise don’t qualify for support. The Pascale Sykes Foundation believes that no family should be seen as not “poor enough” or not “bad enough” to access the tools that could potentially transform their lives.
- We shouldn’t expect families’ stress levels to get to the breaking point before we offer them tools to achieve stability.
- The Pascale Sykes Foundation supports innovative social and economic initiatives, making investments into social supports, transportation, non-traditional loans and more – the very tools working low-income families need to build a self-sufficient future.

Why is the Pascale Sykes Foundation sunsetting?

- The Pascale Sykes Foundation is sunsetting in 2022.
- The Pascale Sykes Foundation’s goal is to make the Whole Family Approach, focused on working low-income families, accepted as part of American culture and mainstream social services delivery.
- The Pascale Sykes Foundation made the decision to spend-down, and eventually sunset, for a number of reasons:
 - The founder wants to give her children the freedom to pursue their own charitable callings, and not be restrained by her own passions.
 - To maintain the original intent of the Foundation throughout the Foundation’s life cycle.
 - To dedicate the Foundation’s finite funds to rapidly building a successful large-scale demonstration of the Whole Family Approach that would significantly inform and make a difference to the field of family well-being.

Whole Family Approach Materials

Below are materials you can use to spread awareness and understanding of the Whole Family Approach.

Whole Family Approach Infographic

This infographic is a highlevel overview of the various steps families complete as part of the Whole Family Approach. Use the detailed version as your default. Use the simple version for small spaces where small text will be difficult to read. The infographic can be printed or used on digital channels (social media, website, presentations).

DOWNLOAD:

- Detailed version: [PDF](#), [PNG](#) or [EPS](#)
- Simple version with website: [PDF](#), [PNG](#) or [EPS](#)
- Simple version without website: [PDF](#), [PNG](#) or [EPS](#)

DETAILED INFOGRAPHIC



SIMPLIFIED INFOGRAPHICS (WITH AND WITHOUT WEBSITE)



Whole Family Approach Brochure

This brochure provides a more detailed overview of what the Whole Family Approach is, why it is important, and how it is different from other approaches to improving family well-being. The infographic can be printed or used on digital channels (social media, website, presentations).

Printing Note: The infographic is designed to be printed on 14"x8.5" sized paper. If printing professionally, use the "WFA_brochure_withbleed.pdf" version as this includes an additional 1/8" bleed area and crop marks. If printing on a normal office printer, use the "WFA_brochure.pdf" version. If you are printing on regular letter sized paper (11"x8.5"), make sure the print page size settings are set to "fit" or "shrink oversized pages" in order to prevent the brochure from being cropped off the edges.

DOWNLOAD:

- [Brochure without bleed](#) (regular version)
- [Brochure with bleed](#) (professional printing version)

Whole Family Approach Social Media Content

Below are copy (text) and social share graphics you can use on to talk about the Whole Family Approach on your social media channels. Feel free to cut and paste the copy to use as is, or tweak slightly to tailor it to your organization. You may also use your own visuals, though it's important the image still be relevant to the copy.

DOWNLOAD:

[Social share graphics](#)

Share Graphic #1

1. The numbers don't lie: the Whole Family Approach helps families become stable and pave their way for a successful future. <https://bit.ly/2SuW2yB>
2. Our approach breaks down silos in social services to help families achieve their goals. Learn about solutions that work: <https://bit.ly/2GQa5h1>
3. Too many working, low-income families are one crisis away from falling into poverty. Learn about smart solutions. <https://bit.ly/2SuW2yB>
4. How can families truly achieve their goals? Through an approach that allows adults and children to create and implement a plan together. <https://bit.ly/2SuW2yB>
5. With a holistic approach, we can empower families to achieve their goals. <https://bit.ly/2SuW2yB>

Share Graphic #2

6. With the Whole Family Approach, families define themselves and their goals. We give working families the tools they need to identify and create the futures they dream of. <https://bit.ly/2SuW2yB>
7. Thriving families don't have to follow a strict formula. We believe that families need two dependable adults, whether that's two parents, two caregivers or two friends. <https://bit.ly/2SuW2yB>
8. No two families are the same. We listen to families and invest in customized tools and services such as social supports, transportation and non-traditional loans. Learn more: <https://bit.ly/2SuW2yB>

Share Graphic #3

9. The Whole Family Approach works in parts of New York and New Jersey where families have been left behind by traditional social services. <https://bit.ly/2SuW2yB>
10. People shouldn't have to be "poor enough" to qualify for the tools and services that could potentially help them transform their lives. <https://bit.ly/2SuW2yB>
11. Let's help these families reach their full potential by investing in the Whole Family Approach. <https://bit.ly/2SuW2yB>
12. Policymakers need to stand up for working families by supporting programs that prioritize the Whole Family Approach. <https://bit.ly/2SuW2yB>

Share Graphic #4

13. We believe in a collaborative approach. Teams of agencies work together to give a family what they need to thrive. Just as one person cannot do it alone, one agency cannot do it alone either. <https://bit.ly/2SuW2yB>
14. We need to invest in a holistic model that works for the entire family. Prevent families from falling into poverty by supporting the Whole Family Approach. <https://bit.ly/2SuW2yB>
15. The Whole Family Approach thinks outside the box, creating a model that includes social supports, transportation and non-traditional loans. These are the tools that working, low-income families need to build a self-sufficient future. <https://bit.ly/2SuW2yB>

Whole Family Approach Brand Guidelines

Below are the brand guidelines to follow when using the Whole Family Approach logo and when creating Whole Family Approach related materials.

Logo

These are two full-color versions of the logo that should be used on collateral.

DOWNLOAD:

Full color vertical logo: [PNG](#), [PDF](#) or [EPS](#)

Full color horizontal logo: [PNG](#), [PDF](#) or [EPS](#)

VERTICAL LOGO



HORIZONTAL LOGO



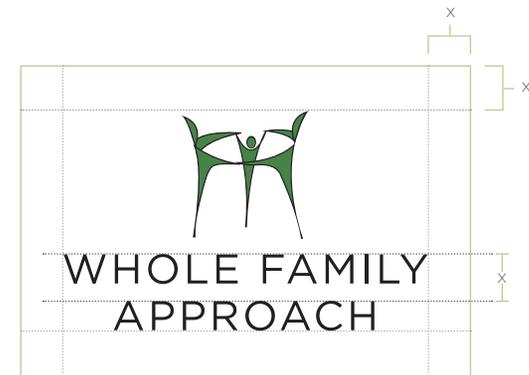
Logo Dimensions

To keep the logo legible, please note the minimum sizing and white space dimensions below.

The white space (“x”, which is the height of one line of typography in the logo, plus the height of the space between the two lines of type) is the minimum area around the logo that should always be clear of any other graphics.

For how to use the Whole Family Approach logo in conjunction with a partner organization’s logo, see page 30.

VERTICAL LOGO



MINIMUM SIZE (NOT TO SCALE)



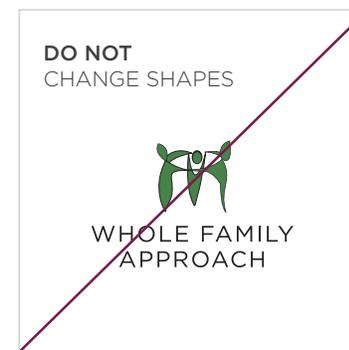
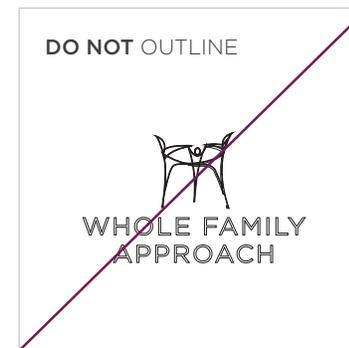
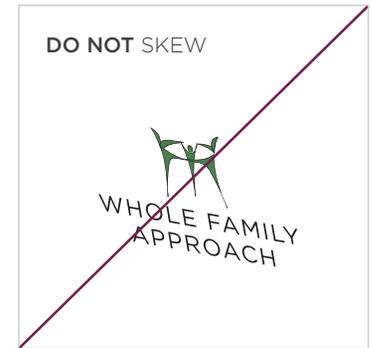
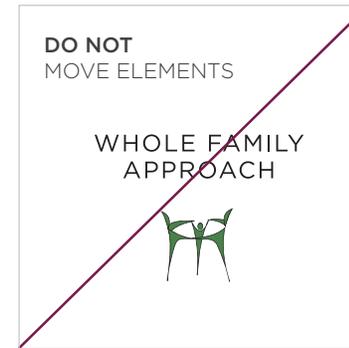
HORIZONTAL LOGO



Logo Usage

Please use the logo only as directed. Here are a few common misuses to avoid.

Note that this logo has an updated typeface from the old logo (shown below), which should not be used. The Whole Family Approach logo should also never be used in conjunction with the Pascale Sykes Foundation logo; they should only be used independently from each other.



Logo in Black and White

The black and white version of the logo is only to be used when color is unavailable.

The inverse logo is for use on dark or low-contrast backgrounds.

DOWNLOAD:

Black and white vertical logo: [PNG](#), [PDF](#) or [EPS](#)

Black and white horizontal logo: [PNG](#), [PDF](#) or [EPS](#)

Inverse vertical logo: [PNG](#) or [EPS](#)

Inverse horizontal logo: [PNG](#) or [EPS](#)

BLACK AND WHITE



INVERSE



Logo with Partner Organizations

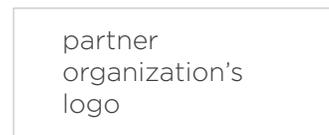
When using the Whole Family Approach logo in conjunction with the logo of a partnering organization, the same minimum white space rules should be applied, and a thin grey line should be inserted between the two logos. The Whole Family Approach logo should be displayed at a similar size to the other organization's logo.

The two logos should never be merged together.

VERTICAL LOGO



HORIZONTAL LOGO



Logo Mark

The Whole Family Approach logo mark can be used as a creative addition for collateral that requires Whole Family Approach branding but has limited space, and only where the Whole Family Approach brand is already known to the audience and/or has been established in other ways.

Some examples include:

- A document that displays the full Whole Family Approach logo on the cover, then uses the mark on the internal pages.
- Social media graphics that are being posted from the Whole Family Approach account or have tagged the Whole Family Approach account.
- Promotional items (e.g. buttons, stickers, pens, etc.) where a simple mark would be more legible and recognizable than the full logo at a small scale.

The logo mark should never be used on its own without any context or reference to the Whole Family Approach. It is not a replacement for the full Whole Family Approach logo, but should be used with careful creative consideration.

The logo mark should never be changed or merged with other graphics in any way when used as a mark to represent the Whole Family Approach.

One exception is when the logo mark is used as an extra design element, for example as a watermark or background pattern. In this case the logo mark should be a lighter opacity and inversed (white) where appropriate.

DOWNLOAD:

Full color logo mark: [PNG](#), [PDF](#) or [EPS](#)

Inverse logo mark: [PNG](#) or [EPS](#)

THE LOGO MARK



EXAMPLE INVERSE LOGO MARK AS A BACKGROUND PATTERN



Color

The following are the official colors of the Whole Family Approach visual identity. They can be used alone or in combination as required.

Green is the preferred color to be used predominantly, along with white and grey, with the other colors used as accents.

PMS 7742 C CMYK 75,28,89,13 RGB 73,130,73 HEX #498249	PMS 7546 C CMYK 69,28,0,71 RGB 23,54,75 HEX #17364B
PMS 7489 CMYK 20,0,54,29 RGB 145,181,83 HEX #91b553	PMS 618 CMYK 0,8,64,28 RGB 184,169,67 HEX #b8a943
PMS 7687 CMYK 66,55,0,38 RGB 53,71,157 HEX #35479D	PMS 7655 CMYK 0,49,6,33 RGB 172,88,162 HEX #a c58a2
PMS 7522 CMYK 0,45,54,29 RGB 182,101,84 HEX #b66554	PMS 222 CMYK 0,74,35,54 RGB 117,31,76 HEX #751f4c

Typography

The official typeface to use for all Whole Family Approach print and digital materials is “Gotham”. Different weights from the font family are listed here and can be used as appropriate.

Gotham Light
abcdefghijklmnopqrstuvwxy
z 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Light Italic
abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Book
abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Book Italic
abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Medium
abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Medium Italic
abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Bold
abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Bold Italic
abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography — Alternative

The “Verdana” font family should be used for situations where the primary fonts are unavailable, for example:

- Email communications, where only specific shared fonts are available for use within the email client.
- Documents that need to be opened and edited by multiple individuals on different computers, where not everyone has the primary font installed.

Verdana

abcdefghijklmnopqrstuvwxyz

0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana Italic

abcdefghijklmnopqrstuvwxyz

0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana Bold

abcdefghijklmnopqrstuvwxyz

0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana Bold Italic

abcdefghijklmnopqrstuvwxyz

0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Photography

Imagery used in relation to the Whole Family Approach should feature real, diverse, happy families. Ideally, use photos showing multiple generations of a family to reinforce the idea that adults and children are involved. Photos of real life families participating in Whole Family Approach programs should also be used where possible (examples below).

