

findhelpidaho.org

# BRANDING & STYLE GUIDE



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# why a brand guide

We know that to increase access to resources, we must make sure our communications are accessible too.

For us, a brand guide is about more than fonts and logos. It's about who we are and what we value. More than what we do, it's why and how we do it.

This brand guide is meant to share what findhelpidaho.org is all about and to provide partners and stakeholders with the tools to understand and communicate about findhelpidaho.org. With that goal in mind, the following pages outline our story, voice, design elements, audiences, and the messages that will resonate with our target audiences.

**As with everything we do, this brand guide is ultimately about making sure Idahoans can find the help they need to live healthy, successful lives.**

# our story

findhelpidaho.org began with the recognition of a problem: The state of Idaho is resource rich, but often connected poor. The difficulty of navigating resources is a barrier for both providers and community members seeking services, ultimately leading to poorer health and social outcomes.

findhelpidaho.org is a database with the potential to solve this. It provides localized, up-to-date resources and tools that are easy to navigate and customize. The website is free for community members and resource providers. The goal of findhelpidaho.org is to make obtaining resources easy, so that Idahoans can get the help they need to lead healthy, successful lives.

findhelpidaho.org launched in 2022, utilizing the nationwide findhelpidaho.org platform through Idaho Health Data Exchange's statewide license. Led by a number of statewide collaborators and organizations including, but not limited to, Genesis Community Health, Idaho Health Data Exchange, The Idaho Foodbank, The Idaho Nonprofit Center, and United Ways in Idaho, findhelpidaho.org serves all 278 zip codes in our state and is committed to including free and reduced-cost services that meet the needs of Idahoans.

# positioning statement

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**findhelpidaho.org** connects community resource providers and the people they serve to improve health and social outcomes throughout Idaho.

It's **free, confidential, easy to use, and provides up-to-date information.**

# our voice

Our voice describes the way we present findhelpidaho.org to our partners and people across the state. Our voice communicates who we are and what we value.

We want findhelpidaho.org to be a trusted, accessible, and useful community resource: the digital version of your family doctor, school counselor, or local librarian. A resource that is trusted and provides helpful, relevant information on where to go next.

Not only will findhelpidaho.org guide you in the right direction, it will follow up to make sure you get the help you need.

Across our communications, **findhelpidaho.org is:**

- **informed**
- **accessible**
- **trustworthy**
- **helpful**

# our design guidelines

## logo

The findhelpidaho.org logo reflects a collaborative process between in-state partners. Our logo highlights the most important components of findhelpidaho.org: that it is a service for Idahoans, that it's a place to search for and find resources across a number of needs, and that it's an online platform.

The logo should be used in the configurations provided, and should not be graphically altered. main logo for findhelpidaho.org and should be used on all first references for marketing materials. The full logo should be used as the default in all communications. As shown below, the full logo should always include the four service icons at the bottom. A version of the logo without the icons exists for special uses.

**Full logo:** The full logo should be used for most vertical and round applications. If white space allows, the full logo should be the priority for logo use.



**Horizontal logo:** This logo should be used for horizontal applications, such as web pages and other areas where vertical space is limited.



**Logo without icons:** When white space does not allow for the full logo, the logo without icons can be used as a substitute. It can also be used in materials where the full logo has already been introduced.



**Reverse logo:** The reverse logo is intended for use over a color or photo background, where it appears more clearly than the full logo design. The example below shows the logo on a color background.



## color palette

The findhelpidaho.org color palette helps amplify our values and our voice: these colors are friendly, accessible, and trustworthy.



**PMS 293**



**PMS 361**

When spot color printing is available,  
use these Pantone colors.



**PMS 293**



**PMS 361**

**R 55 G 88 B 162**  
**C 88 M 73 Y 4 K 0**  
**HEX #3758A2**

**R 67 G 176 B 73**  
**C 74 M 3 Y 100 K 0**  
**HEX #43B02A**

For all process printing, use these color conversions.  
Use HEX codes for all digital applications.



## in print

“findhelpidaho.org” should be printed in all lower case letters without spaces. Make sure to start with a lower case “f,” even when starting a sentence. And always include the “.org” in print to help signal that this is an online platform and a nonprofit organization.

## typography

Consistent typography helps maintain a clean, consistent, and trustworthy brand identity. Helvetica is the primary typeface used for the logo. Use size, weight, and placement to establish a clear hierarchy of information.

### Headlines:

#### Helvetica Bold

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Body Text:

#### Helvetica Regular

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# our messages

These messages are what we share with a general audience, the default language we should all be familiar with using when we talk about findhelpidaho.org.

**findhelpidaho.org connects Idahoans seeking help with resource providers in their community.**

findhelpidaho.org specializes in connecting individuals to housing, education, transportation, health resources, and more.

**All services listed on findhelpidaho.org are free or reduced cost.** The database includes local, statewide, and national resources to make sure Idahoans get the help they need.

**findhelpidaho.org is a free and easy-to-use online platform** for both community members and community resource providers. The platform is compliant with national standards for accessibility (WCAG 2AA compliant) and can be translated into more than 100 languages using the Google Translate feature.

**findhelpidaho.org is safe and confidential.** Privacy is a priority: findhelpidaho.org is HIPAA and FERPA compliant and Hi-Trust Certified. Those seeking services can also choose to search anonymously.

**findhelpidaho.org is a local tool tailored to local communities.** findhelpidaho.org focuses on connecting Idahoans to local resources. Zip code searches prioritize the closest programs first. Combined with the backbone of a national platform, findhelpidaho.org can also pull in regional, statewide, and national services.

**findhelpidaho.org connects Idaho's community-based organizations to better serve Idahoans.**

findhelpidaho.org allows organizations to more easily and effectively provide referrals, ensure warm handoffs, and follow up with clients. It also allows our provider networks to gain insight into how we can better work together to direct resources and serve our communities.

# photos and visuals

Photos and visuals will help highlight findhelpidaho.org as a trustworthy local resource that is here to help. General findhelpidaho.org materials will use photos from across the state, emphasizing diversity and inclusion and reflection populations across Idaho. Approved photos are forthcoming and will be accessible online. Selections will include statewide images, along with more localized photos for regional use.

# accessibility

Increasing access to resources is what findhelpidaho.org is all about. That means making sure our communications are accessible too.

## images

**Whenever possible, use actual text rather than images of text.** Exceptions can be made in instances when a particular image is essential to the information conveyed, but should be used sparingly.

Develop and include alternate text for all images and meaningful non-text elements. Alternate text should be concise, describe the image, and convey the image's meaning.

## PDF documents

**Designed webpages are preferred to PDFs.** If using PDF files, they must be made accessible. When possible, avoid scanned documents because it is difficult to convert them to text and make them accessible.

## online forms

**HTML fillable forms are recommended for anything that may be submitted electronically.** Forms must be keyboard accessible and form controls must have associated text labels.

Accessible PDF forms are appropriate if the user is expected to print out the form before transmitting it (e.g., fax, by-mail, hand-delivered, etc.).