

BRAND GUIDELINES



V 2.1 - February 2022

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DEFINING OUR BRAND

UNDERSTANDING THE PAST
BEING CURRENT WITH PRESENT TRENDS
MOVING TOWARDS THE FUTURE

This section expresses the brand's meaning: guiding principles, our mission, what sets us apart, why the logo looks like it does, and our voice and personality.

*** We will update this guideline annually or as needed.



“ A FORUM TO SERVE PARENTS...”

In the spring of 1974, a group of Massachusetts parents and advocates gathered around a kitchen table to discuss how they could organize to better assist children with special needs. From this modest beginning, the Federation for Children with Special Needs (FCSN) has grown into a nationally recognized 501(c)(3) organization that annually serves more than 60,000 Massachusetts families and their children with special needs.

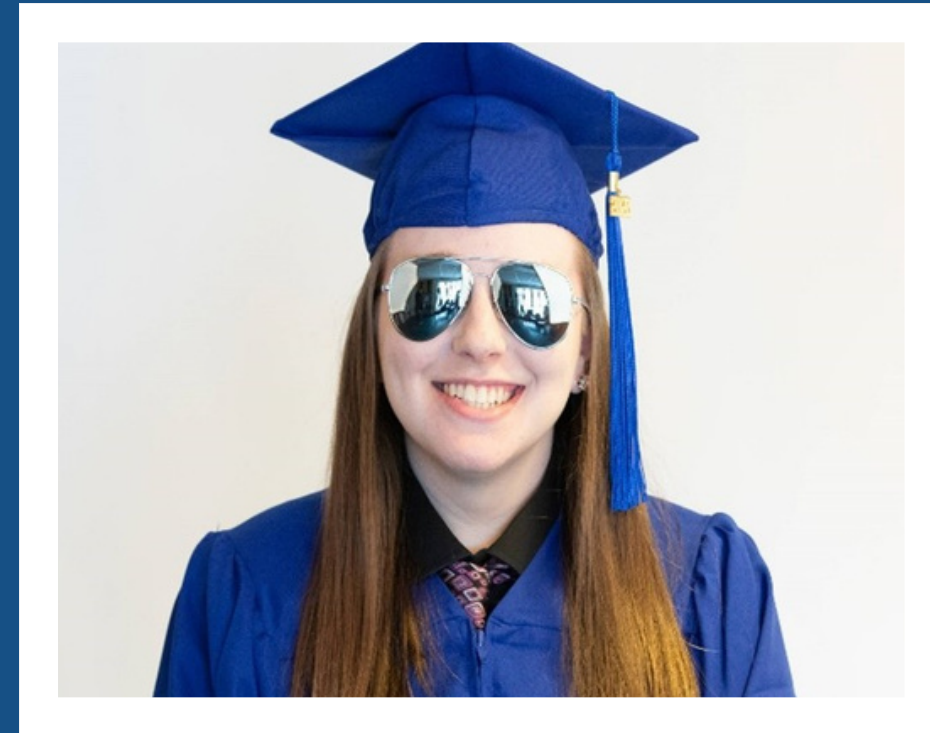


MARTHA ZIEGLER, FOUNDER, FCSN



DEFINING THE BRAND
PRESENT

BRAND GUIDELINES



FEDERATION FOR CHILDREN WITH SPECIAL NEEDS

PAM NOURSE, EXECUTIVE DIRECTOR

"No matter what type of connection you are seeking, the Federation is here to help."

Contact our [Information Center/new language line](#) to access our Information Specialists [in 250 languages](#).

Register today for upcoming training, workshop, or orientation at www.fcsn.org/news.





MISSION

VALUES

DEFINING THE BRAND

OUR MISSION

THE FEDERATION FOR CHILDREN WITH
SPECIAL NEEDS...

Provides information, support, and assistance to parents of children with disabilities, their professional partners, and their communities.

We are committed to listening to and learning from families and encouraging full participation in community life by all people, especially those with disabilities.





DEFINING THE BRAND

FCSN'S GUIDING PRINCIPLES

- The Federation promotes the active and informed participation of parents of children with disabilities in shaping, implementing, and evaluating public policy that affects them.
- The Federation believes in the power of parents helping parents and has infused a proven model of peer support throughout all its work.
- The Federation places a tremendous value on parents because of the contributions they make as the leaders of families toward supporting the health, education, and development of their children at home and in society.





FEDERATION FOR CHILDREN WITH SPECIAL NEEDS

BRAND PERSONALITY

- Our style is fresh, spirited, vibrant, energized, engaging, inclusive, and representative.
- We focus our efforts on promoting our mission through expanding our outreach to include all communities.
- We broaden our scope to bring forth innovative engaging empowering educational opportunities.
- We facilitate connections, disseminate information, share stories, and pioneer strategies in the field.



HOW WE USE THE NAME

FEDERATION FOR CHILDREN WITH SPECIAL NEEDS

The definitive article “the” should always be used but not be capitalized except for at the beginning of a sentence or when the name of the organizations is explicitly defined as in the sentence above this paragraph.

Other examples are:

1. Our organization is called the “Federation for Children with Special Needs.”
2. But: We have been working together with the Federation for Children with Special Needs.
3. The abbreviation should be “FCSN” (without quotation marks). When using the abbreviation FCSN, do not use the definite article “the”, i.e., do not use “the FCSN.” Proper use is shown in the following sentence: “The primary goal of FCSN is to support families.”
4. The organization may be also referred to as “the Federation.” In these instances, the word “Federation” is to be capitalized.



VOICE AND TONE

The Federation's voice reflects our brand personality.

Here are some things to consider when writing for the Federation:

- We are passionate. We are driven by a desire to support our communities and broaden our impact. We are informative and speak with purpose.
- We are thoughtful. We're careful in how we speak because we know that words have an effect and we are culturally sensitive when speaking. Our language is well-considered and empowers people.
- We are plain-spoken. We are knowledgeable yet convey our message in an accessible way to all.

The tone that the Federation takes in its writing should shift pending on the audience. We speak to parents, youth, professionals, and many others, so it's important to adjust the tone in your writing. Let's meet people where they are, while always keeping to the central aspects of our brand voice.

Here are some examples of our audience.

- Parents, Families, Caregivers, Grandparents
- Professionals
- Educators, School Admin
- Community Leaders
- State Agency personnel, Stakeholders
- Cultural Diverse Communities
- Transition-age Youth



DESIGN ELEMENT

LOGOS
TYPOGRAPHY
COLORS

This section contains the nuts and bolts: logo forms, colors, typography, how to use the brand elements.

*** We will update this guideline annually or as needed.



OUR LOGO



**LOGO
ABBREVIATED NAME/
EMAIL ADDRESS**

Header for Agency-wide Weekly Newsletters and Social Media posts



**PRIMARY LOGO
FULL NAME
WITH TAGLINE**

Header for Stationery, Letterhead and Brochures



**SQUARE LOGO
FULL NAME**

Header for Project Newsletters, print materials, and webinars



OUR LOGO



**LOGO
WHITE/BLUE BACKGROUND**

All white logos with colored backgrounds used for special pre-approved campaigns



**PRIMARY LOGO
BLUE/WHITE BACKGROUND**

All colored logos with white background used for special pre-approved campaigns



**SIGNATURE LOGO
ICON ONLY**

Icon to be used on the bottom right of flyers, ads, and reports



OUR LOGO & CORE COLORS



FEDERATION FOR CHILDREN
WITH SPECIAL NEEDS

Federation-color-hor-300dpi.jpg

PRIMARY WEBSITE LOGO
FULL NAME

ALL LOGOS CORE COLORS

Green	HEX# 007258
Orange	HEX# 9f6338
Blue	HEX# 00577f
Purple	HEX# 64414c
Red	HEX# 914236



FONT & TYPOGRAPHY

Breakout Pages: Header

Text Color ● #00296B
Background ● #FFFFFF
Font: Lato
Size: 42px
Line Height: 1

Breakout Pages:
Header

Text Colors



Background Colors

Section Header

Text Color ●
RGBA(65,65,65,0.51)
Background ● #FFFFFF
Font: Lato
Size: 30px
Line Height: 1

Header

Text Colors



Background Colors



FONT & TYPOGRAPHY

Buttons & Icons

Text Color ● #000000
Background ● #FFFFFF
Font : Roboto
Size : 23px
Line Height : 1

Buttons & Icons

Text Colors

Background Colors

Section Body

Text Color ●
RGBA(65,65,65,0.51)
Background ● #FFFFFF
Font : Roboto
Size : 14px
Line Height : 1

Section Body

Text Colors



Background Colors



USE ON BACKGROUND

The full-color logos should be used only on white backgrounds. Or, Light Gray at 50% opacity, but never 100% opacity. Avoid using full-color logos on dark backgrounds, backgrounds with similar logo color hues, or dark photographs unless the logo sits on a brighter area of the image.



ONE-COLOR USE

The one-color logo should be used only on photographs and color backgrounds within the Federation color palette and on special campaigns that are pre-approved.

FEDERATION FOR CHILDREN WITH SPECIAL NEEDS PRESENTS:



VISIONS
OF COMMUNITY
2022 VIRTUAL
CONFERENCE

Saturday | March 19, 2022 AT 8AM

Learn More & Register: FCSN.org/VOC



ICONS

We recommend using icons with a style that uses a thicker line weight and full-color fill. The lines can have a mixture of straight lines with rounded edges to match the logo style. Note that the style of the icons recommended is simple, identifiable, and clean.



DESIGN ELEMENTS

PHOTOGRAPHY

Photography presents a lens from inside the community and it should complement the message. In addition, photography should help tell the story without taking away from the main focus.

Do NOT treat photography with color overlays or other stylistic treatments. We represent our community as they are, unfiltered and untreated. The photographs seen here are directional.



DESIGN ELEMENTS

VIDEO

Lower thirds

Design should be clean and clear. Names and titles should be set in Blogger Sans and backgrounds set to 80% opacity.

Ending slates

All videos should end with the Federation's logo, animated or still.

Watermarked logos

Watermarked logos should be placed in the upper left at 50% opacity or on a white background.



BRAND EXTENSION

EXPRESSIONS
STATIONERY AND REPORTS
SWAG
SOCIAL MEDIA

How the visual brand is applied across
media.

*** We will update this guideline annually
or as needed.



EXPRESSIONS

A. The colored hearts from the logo “hold” and “support” the text content as a reflection of the logo concept. This graphic approach is simple and understated.



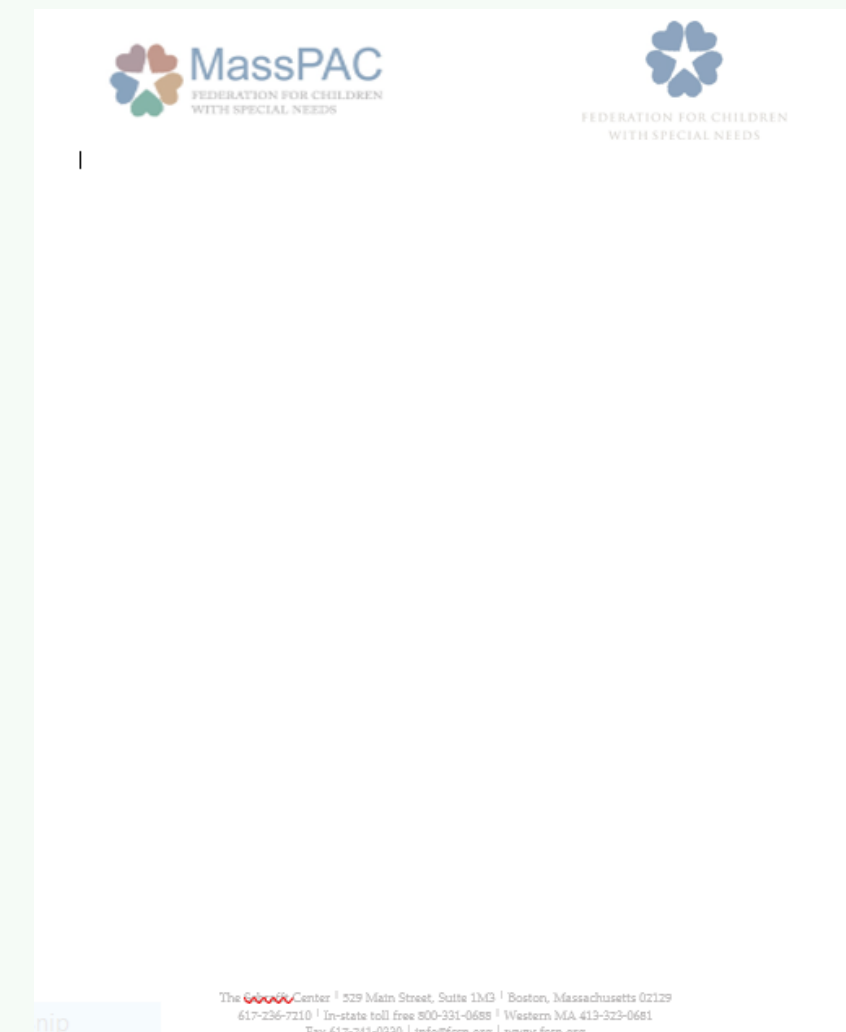
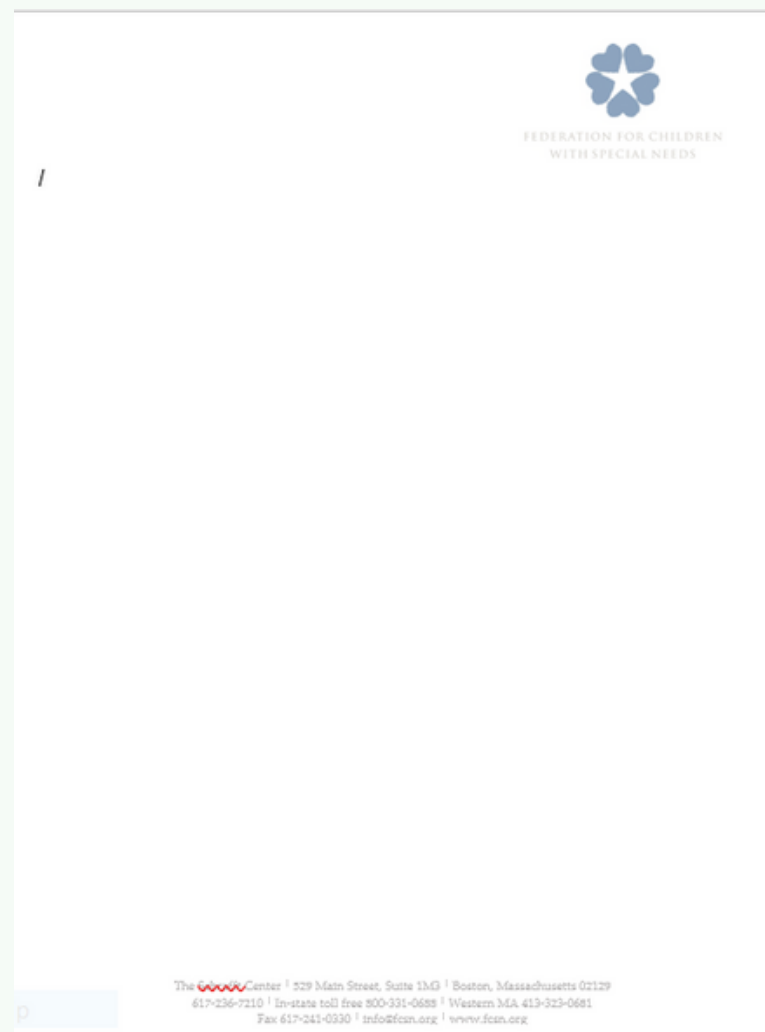
B. The tagline from the logo reflects the mission of the organization and the logo ties in the entire concept with full imagery.



LETTERHEADS

C. Letterhead will depict the blue logo. Board letterhead will reflect the board names.

D. Project Letterhead will depict both logos; FCSN blue logo and Project name with color FCSN icon.



BRAND EXTENSION

SOCIAL MEDIA

Profile icon & Background image

The profile icon for all Federation social media pages will use the full-color FCSN icon. The Background image will depict the FCSN agency-wide focused event or the standard image.

*** Images must all be pre-approved prior to change.



FEDERATION FOR CHILDREN WITH SPECIAL NEEDS

THANK YOU

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(617) 236-7210

(800) 331-0688

www.fcsn.org

ONLINE INTAKE FORM

<https://fcsn.org/fcsn-intake-form/>

