Style Guide

INTRODUCTION 2
WRITTEN STYLE 2
- Usage 2
- Punctuation 7

YOUNG & HEALTHY-SPECIFIC STYLE & LANGUAGE 11
- Young & Healthy Words and Phrases 11
- Boilerplate Language 12

HISTORY/CHRONOLOGY OF THE ORGANIZATION 14
VISUAL STYLE 15
- Fonts 15
- Specific Young & Healthy Fonts 15
- Colors 19
- Color Schemes 20
- Logo & Its Usage 22
- Icons 28
- Images 29

LAYOUTS 31
- Email 31
- Letter, Fax and Memo Templates 31

INTRODUCTION

Young & Healthy is a dynamic organization whose consistent goal—for more than 25 years—has been to provide high-quality healthcare for uninsured and underserved children and families and to improve the quality of life for all children in the greater Pasadena area.

Yet the organization has not always demonstrated such consistency in the documents and materials we distribute.

To continue to strengthen Young & Healthy's mission, this guide lays out consistent standards for the organization, with a wide range of written and visual functions. Our goal, simply, is to make everything look as if it came from the same group.
This style guide should serve as a road map—one that can help guide us toward a place where both visual and written style reflect our unified commitment to helping Pasadena's children and families.

WRITTEN STYLE

Usage

It's important that the words we write and the phrases we use reflect an overall consistency of style. Below are some guidelines for written communications. They should be used in both internal and external communication.

Academic Degrees

If a person has an advanced degree, use it after his or her name (preceded by a comma), especially when listing a group of healthcare professionals. No periods. MD, OD, PhD, MFT, EdD, CFP.

Meredith Grey, MD
Albus Dumbledore, PhD

It may be necessary to refer to someone by his or her title; in this case, using "Dr." before the person's name is appropriate for individuals who have their MD, OD, DDS or PhD.

The meeting will start with a speech by Dr. Giancarlo DiMassa.

Addresses

When writing a person's address, spell out the full name of street.

Peoria Place
Lincoln Avenue

When mentioning a postal box, write it as “PO Box” with no periods.

Young & Healthy’s address is:
PO Box 93397
Pasadena, CA 91109-3397

Always include Young & Healthy’s Web address with the street address in printed materials.

Use the postal codes for states.
AL AK AZ AR CA CO CT DE FL GA HI ID IL IN IA KS
KY LA ME MD MA MI MN MS MO MT NE NV NH NJ NM
NY NC ND OH OK OR PA RI SC SD TN TX UT VT VA WA
WV WI WY

The District of Columbia should be written as “Washington, D.C.”

Age

A person or thing’s name should always be written with numerals, regardless of that person’s age. If written in text after a person’s age, the age should be set off with commas. Please note that hyphens are used when using the phrase “year old” as an adjective. If using age ranges, leave spaces after hyphens until the end of the series.

Johnny, 7, was….
7-year-old Johnny
The project is for 4-, 5- and 6-year-olds.

Currency

When writing out a financial amount, do not list dollars and cents unless they are more than zero. Always use a dollar sign preceding the amount. Use a comma after the thousands place when the amount is more than $999.

$1,500
$454.99

Dates

Month names should always be spelled out, whether they are used alone or with a year. Do not abbreviate.

If the phrase only includes a month and a year, do not separate the year out with commas.

He started working for us in September 2015.

Use a comma after the numerical date and before the year. Use all four digits in a year.

January 1, 2016
July 4, 1776
The group's last meeting was in September. The next meeting will be held on March 8, 2016.

Doctor

Dentists, physicians, PhDs and ODs all can be called "doctors." When referring to a group of many different specialties together, it may make sense to use "doctors" as a catchphrase. But in do your best to identify those different specialties. A group of medical doctors who are board-certified should be called physicians. See the section on "Academic Degrees" for more information about how to identify people.

Email

Note the absence of a hyphen in the spelling of email. When used in print materials or online, email addresses should be written all in lower case.

For most staff members, Young & Healthy email addresses include the person's first name only.

jan@yhpasadena.org

Email addresses should not be underlined unless they are hyperlinked in a document or email. If the document is printed only, remove any underlining that Word often automatically generates.

Fewer/Less Than

Use "fewer" when referring to people or things in the plural (pennies, houses, children).

People are buying fewer newspapers these days.
Fewer doctors are available this year to help us.

Use "less" when referring to something that can't be counted or doesn't have a plural (e.g. *money*, *air*, *time*, *music*, *rain*).

It's a better job but they pay you less money.
People want to spend less time in traffic jams.

“Less” is also used with numbers when they are on their own and with expressions of measurements or time.

Their marriage lasted less than two years.
Pasadena is less than 10 miles away from downtown Los Angeles.

Names

When addressing a letter, the recipient’s full name should be at the top of the letter, above the address. The level of formality used in a letter to address a person or persons at the salutation depends entirely on the sender’s familiarity with the letter recipient.

In general, when listing a heterosexual couple, use the woman’s name first and then the man’s. The word “and” should connect their names, rather than “&”, if possible.

Always use Ms. to refer to a woman—never Miss or Mrs.

Numbers and Numerals

When writing numbers, use the following rules:

- For numbers less than 10, write out the number, unless it is for a person’s age.
- For numbers 10 or greater, use numerals.
- Use a comma in a series of numbers above 999: 1,000.
- Do not begin a sentence with a number. If you must, spell out the number.
  Twenty-five dentists worked at the Mobile Dental Clinic.
- Always use numerals for ages, percentages, speeds, temperatures (except for zero), dimensions, clock time (except for noon and midnight), decimals, ratios, proportions, dollars and cents, court districts, highway numbers, military units, political divisions, scored and times.
- For ordinals (1st/first, 2nd/second), spell out “first” through “ninth” when they indicate a sequence in time or location, and then use numerals starting with “10th.”
  First Amendment, first base, the 10th person to apply for the position
- Use numerals (1st, 2nd) when the sequence has been assigned in forming names.
  1st Congressional District
- Use numerals for a child’s grade level. (Capitalize Kindergarten.)
  1st grade, 2nd grade, etc.

Over/More Than

“Over” is generally used for spatial relationships.

The plane flew over the city.

She jumped over the log.

When writing about amounts, use “more than.”

She worked here more than a decade.
More than 50% of people in the city voted for the initiative.
Their salaries went up more than $20 a week.
Young & Healthy has coordinated professional services valued at more than $5 million.
More than 300 local volunteer pediatricians, physical therapists, optometrists, and other specialists are available to provide medical treatment to children in their offices.

In general, use “older than” for ages, but “over” can be acceptable. *She is over 30.*

Phone Numbers

When writing a phone number, use periods to differentiate between the different sections of the number. Always include an area code.

626.123.4567

Time

When writing a time, use a colon to separate the hours from minutes. Use “am” and “pm” without the periods. Include the minutes even if an event is on the hour. Use numerals except for noon and midnight.

11:59 am
12 noon or just *noon*
The event begins at 5 pm.

Titles

Always upper case a person’s title, whether or not it precedes a person’s name.

Executive Director Mary Donnelly-Crocker
Founding Member
Board Member
Board President

Websites

When writing a Web site address, always include the www. before the site’s address.

www.yhpasadena.org

Always use lower case when writing a Web address name. Do not allow the website address to be broken onto two lines in a text. Do not allow the Web address to be underlined unless it functions as a hyperlink.

Always include the Web site information with Young & Healthy's regular street information.

Punctuation

The Apostrophe (')

- Use an apostrophe in contractions: I've, don't, rock 'n' roll, it's (contraction for "it is"; use "its" to indicate possession
  The Board issued its annual report.
- Use an apostrophe when figures are omitted: *The Class of '96. The '60s.*
- Use for plurals of single letters: *Mind your p's and q's. The Oakland A's won the pennant.*
- Do not use for plurals of numerals or multiple-letter combinations: Add s:
  The custom began in the 1920s. The airline has two 727s.She knows her ABCs. Four VIPs were there.
- Observe the following rules for possessives:
  - Plural nouns not ending in s, add 's: *women's rights.*
  - Plural nouns ending in s, add only an apostrophe: *the doctors' fees.*
  - Nouns plural in form, singular in meaning, add only an apostrophe: *mathematics' rules.*
  - Nouns the same in singular and plural, treat as plurals: *one corps' location.*
  - Singular nouns not ending in s, add 's: *the manager's agenda.*
    Singular common nouns ending in s, add 's unless the next word begins with s:
    the hostess's invitation,the hostess' seat,the witness's answer,the witness' story.
  - Singular proper names ending in s, use only an apostrophe:
    Dickens' novels, Achilles' heel,Tennessee Williams' plays
  - Pronouns: Certain pronouns have separate forms for the possessive
    mine, ours, your, yours, his, hers, its, theirs, whose.
  - If you are using an apostrophe with a pronoun, always check to be sure that the meaning calls for a contraction: *you're, it's, there's, who's.*
  - **Compound words:** Follow the above rules and add an apostrophe or 's to the word closest to the object possessed —*the major general's decision,the major generals' decisions.*
  - **Joint and individual possession:** Use a possessive form after only the last word if ownership is joint —*Fred and Sylvia's house.* Use a possessive form after both words if the objects are individually owned —*Fred's and Sylvia's houses.*

- **Descriptive phrases:** Do not add an apostrophe to a word ending in s when it is used primarily in a descriptive sense —*a writers guide.*
- **Descriptive names:** Some governmental, corporate and institutional organizations with a descriptive word in their names use an apostrophe; some do not. Follow the user's practice —*Actors' Equity, Ladies' Home Journal.*
- **Quasi-possessives:** Follow the rules above for such phrases as *a day's pay, two weeks' vacation, your money's worth.*

The Comma (,)

- Use a comma in a series. Drop the comma before the conjunction.
  This doctor helped Susan, Jose and Lucas.
  The organization has been assisted by physicians, dentists and therapists.
- Do not use a comma before the word "of."
  The speaker was Lisa Dawe of DaVita.
- Use a comma before a conjunction when two independent clauses are joined by a coordinating conjunction (and, or, for, but, yet, nor).
  The Gala will be held in January, but we haven't set a date for the holiday party.
- Use a comma after introductory clauses and phrases, including those that begin with although, if, because or since.
  Because of the recent news that homelessness has been eradicated,we are postponing our next meeting.
- The comma may be omitted after short introductory phrases (fewer than five words) if no ambiguity would result: *During the introduction the audience was silent.* But use the comma if its omission would interfere with comprehension: *On the stage below, the children were noisy.*
- Do not overuse commas, but do use one whenever it is needed to clarify meaning.
  (a) The meeting, said Whitney, was pretty boring.
  (b) The meeting said Whitney was pretty boring.
- Use a comma before **not** when showing contrast.
  The girl said she preferred vanilla, not chocolate ice cream.
- Use a comma to set off an individual's hometown or age when it is placed in apposition to a name.
  Mary Smith, Los Angeles, and John Doe, Altadena, attended the meeting.
  Jane Brown, 36, was named President.

Use a comma before phrases starting with the word **including.**
  The Board has a number of standing committees, including the Finance and Planning committees.

- Do not use a comma at the start of an indirect (a paraphrase) or partial quotation.
  He said his plan was "the biggest and best."
- Do not use commas in street addresses, telephone numbers and serial numbers.
- Use a comma for most figures higher than 999: $*1,000.*

- Use a comma to introduce a direct quotation of one sentence that remains within a paragraph. Use a colon to introduce longer quotations within a paragraph and to end all paragraphs that introduce an additional paragraph of quoted material.
  She said, "The fiscal year begins next month."
- With quotation marks: Commas **always** go inside quotation marks.

The Colon (:)

- The most frequent use of the colon is at the end of a sentence to introduce lists, tabulations, texts, etc. Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.
  It is true: She dances a mean salsa.
- Use a colon to introduce longer quotations within a paragraph and to end all paragraphs that introduce a paragraph of quoted material. Use a comma to introduce a direct quotation of one sentence that remains within a paragraph.
- **With quotation marks:** Colons go outside quotation marks unless they are part of the quotation itself.

The Dash (—)

An em (or long) dash is two hyphens placed next to each other or one long dash. There is no space on either side of the dash. The typographer's em dash [—] is created using shift+opt - (Mac) or shift+alt - (PC). In Microsoft Word, typing two hyphens next to each other and then the space bar will also give you an em dash.

Use this dash sparingly. But when you do, follow these guidelines:

- Use a dash to indicate a sudden change in thought or an emphatic pause.
  We will fly to Paris in June—if I get a raise.
  Smith offered a plan—which was unprecedented—to raise revenues.
- When a phrase that otherwise would be set off by commas contains a series of words that must be separated by commas, use dashes to set off the full phrase:
  He listed the qualities— intelligence, humor, independence—that he liked in a leader.
- Use a dash before an author's or composer's name at the end of a quotation:
  - *"Who steals my purse steals trash."—Shakespeare.*

The Hyphen (-)

- Use hyphens to avoid ambiguity or to form a single idea from two or more words.
  He recovered his health.
  He re-covered the leaky roof.
- Use when a compound modifier—two or more words that express a single concept—precedes a noun: *a full-time job, a 40-hour week, a 35-year-old executive.*
  Exceptions: Don't use with an adverb ending in "ly" or with the adverb very: *an easily remembered date.*

- Use a hyphen when using two nouns of equal value as a compound: *dinner-dance,singer-songwriter,actor-director.*
- Hyphenate great and in-law: *great-grandfather, mother-in-law.*
  Hyphenate two-thought compounds: *socio-economic.*
  Use a hyphen to avoid duplicating vowels and tripling consonants: *pre-empt, shell-like.*
- With certain prefixes and suffixes. The most frequently used prefixes are: self *(self-defense)*, all *(all-star)* and ex when used to mean former *(ex-wife)*. The suffix, in, normally forms a hyphenated word: *stand-in, run-in.*
- "Suspensive" hyphenation: *10- to 20-year contract.*

Quotation Marks (" ")

- **Punctuation placement:**
  - The comma and period **always** go inside quotation marks.
  - The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.
- If a quotation runs more than one paragraph, do not use quotation marks at the end of the first paragraph. Do put open-quotation marks at the start of the second paragraph. Continue using this format for subsequent paragraphs.

  "Allison has done an outstanding job expanding her committee.
  "Her expertise,enthusiasm and tenacity will..."
- Use single quote marks for a quotation within a quotation.

  "The word 'community' is at the very heart of what we do," said Mary.

The Semicolon (;)

- Use a semicolon to link independent clauses that are not joined by a coordinating conjunction.

  The Federal Express package was due yesterday; it arrived today.
- Use a semicolon to separate elements of a series when individual segments contain material that also must be set off by commas. (Note that the semicolon is used before the final **and** in such a series.)

  He leaves a son, John Smith of Chicago; three daughters, Jane Smith of Wichita,Kan., Mary Smith of Denver, and Susan Kingsbury of Boston; and a sister, Martha Warren.
- With quotation marks: The semicolon goes within quotation marks when it applies to the quoted matter only. It goes outside when it applies to the whole sentence.

YOUNG & HEALTHY-SPECIFIC STYLE & LANGUAGE

Young & Healthy Words and Phrases

Organization's Name

Young & Healthy should always be written out, with an ampersand (&), not the word "and," between the words "Young" and "Healthy."

The organization's name should be abbreviated (mostly as "Y&H") in **internal documents only.**

Other Organization-Related Names

Alma Stokes Healing Fund

Founders Circle

J. Donald Thomas Award (given out at annual gala)

Mobile Dental Clinic

It's Possible: The name of this annual event is always uppercased, followed by a Roman numeral to mark the year of the event. The 15th It's Possible event (It's Possible XV) was held in 2015.

Teeny Teeth

Young & Healthy Alliance: This social wing of the organization should be referred to in the singular. *The Young & Healthy Alliance is holding its first event of the year.*

Commonly Used Phrases

The following are words that are used often in Young & Healthy publications:

501(c)(3)
Affordable Care Act
All Saints Episcopal Church Pasadena
Covered California
healthcare
IRS
Medi-Cal
Ostrow School of Dentistry at USC
Pasadena Unified School District (or PUSD on second reference)

Boilerplate Language

Young & Healthy Mission Statement

Young & Healthy's mission is to provide access to high-quality healthcare for uninsured and underserved children and families, and to improve the quality of life for all children in the greater Pasadena area through prevention, education, and enhanced healthcare services.

(adopted by the Young & Healthy Board in April, 2014)

Young & Healthy Beliefs

• We believe it is the right of every child to have access to quality healthcare.
• We believe that if enough people volunteer their expertise and services, the community can make a substantial difference in the lives of its children.
• We believe that our mission can best be accomplished through collaboration with other community institutions.
• We believe that it is our responsibility to advocate for children's healthcare needs.

What We Do

We broker the delivery of comprehensive direct and preventive medical, dental and mental health services, free-of-charge, to low-income school children throughout Pasadena and its surrounding communities through a network of XXX*** dedicated physicians, dentists, mental healthcare providers and others who volunteer their services to the program. In addition to our volunteer health professionals, XXX trained community volunteers support *Young & Healthy* through countless programmatic, organizational and fundraising tasks.

***XXX refers to a number that should be filled in with an up-to-date count

Young & Healthy Descriptions

Founded in 1990 and incorporated as an independent 501(c)(3) organization in 1995, Young & Healthy was established to provide comprehensive healthcare to children throughout greater Pasadena who lacked adequate health insurance.

Young & Healthy maintains a network of more than XXX*** physicians, dentists, mental health, and other professional health providers who volunteer their services to the program. The organization is also supported by nearly XXX*** community volunteers who perform countless programmatic, organization, and fundraising tasks.

Since 1990, Young & Healthy has coordinated professional services donated by its network of healthcare providers valued at over $XXX to more than XXX local children in need.

Young & Healthy, a Pasadena-based 501 (c)(3), is an organization whose foundation was built upon the dedication and commitment of its volunteers. It began in 1990 as a small group of 19 physicians who agreed to donate their time and services to Pasadena area children who lacked access to medical and dental care and is now sustained by the generosity of a volunteer workforce of healthcare professionals that is XXX strong.

Young & Healthy is based on the two-fold conviction that every child should have access to quality healthcare regardless of their family's income, and that giving a child early and consistent medical attention is an investment in the future of the community. Young & Healthy's program arranges free medical, dental, and psychological services for low-income, uninsured children in Pasadena, South Pasadena, Altadena and Sierra Madre. Generous volunteer physicians, dentists, therapists, optometrists, pharmacists and other healthcare professionals treat the children Young & Healthy refers to them free of charge in their own offices. They have proven that if enough people volunteer their services, a community can make a substantial difference in the lives of its children.

***XXX refers to a number that should be filled in with an up-to-date count

HISTORY/CHRONOLOGY OF THE ORGANIZATION

1990	Young & Healthy is founded. By the end of its first program year, 143 children were served by 91 volunteer professionals.
1991-92	The Mental Health Program begins. Young & Healthy expands services to all PUSD Elementary & Middle Schools.
1992-93	Young & Healthy partners with PUSD, and a School Nurse is assigned to the organization.
1993-94	Young & Healthy begins services to High School students and hires its first fulltime case manager
1994-95	In its fifth year, Young & Healthy begins the Mobile Dental Clinic. The organization begins presenting the J. Donald Thomas Award; J. Donald Thomas, M.D. is its first recipient. The number of children served has grown to 1,014, with 197 volunteer professionals.
1998-99	The Guide to Effective Compassion names Young & Healthy as one of America's 150 most effective charities.
2001	It's Possible, which becomes an annual event, is held for the first time.
2006-07	The value of donated services procured by Young & Healthy surpasses $1 million for the first time. This year, 1,338 children were served by 253 volunteer professionals.
2007-08	Teeny Teeth Program begins
2010-11	Young & Healthy named one of the 50 Most Inspiring Nonprofits by THE Magazine
2012	Young & Healthy begins work with insurance enrollment after passage of the Affordable Care Act
2015	Young & Healthy named Pasadena's Best NonProfit by the Pasadena Weekly

VISUAL STYLE

Fonts

Your choice of fonts in a document is important to how the material you are presenting is conveyed. And it's especially important as we use visual cues to tell readers that these materials are coming from Young & Healthy.

A few rules of thumb:

- Never use more than three fonts in a document.
- Try to use a combination of Serif and Sans-Serif fonts for visual appeal.
  Young & Healthy Serif Fonts: Bitter, PT Serif
  Young & Healthy Sans Serif Fonts: Arial, Trebuchet, Myriad Pro/PT Sans
  Young & Healthy "Novelty" Font: Pupcat
- Use Pupcat (the font that is also contained in the Young & Healthy logo) with restraint, and be sure that it does not compete with the logo.
- While sometimes it's necessary to use smaller fonts, be sure that whatever you are doing is still readable. **If you're unsure, try performing the Il1 test.** This test is a good indicator of how easy it is to distinguish between the letters of the alphabet using your font type. If you type out, "Il1" and cannot immediately tell which is the capital 'i' or which is the number '1,' you might want to select a different font or a larger size.

Specific Young & Healthy Fonts

Arial

This font (used in this style guide for the main body text) comes standard on most operating systems and is a good all-purpose font. It should be used more for body text than headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.

Bitter

This Google (free) font is featured predominantly on the Young & Healthy website. In printed materials, it works well for headlines. Use it sparingly for substance.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Bitter Regular
Bitter Italic
Bitter Bold

I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.

PT Serif

This is another Google (free) font. It's an elegant choice for use in both headlines and text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
PT Serif Regular
PT Serif Italic
PT Serif Bold
PT Serif Bold Italic

I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.

Pupcat

This all-capital-letter font is the basis of the Young & Healthy logo and should be used sparingly in a document that includes the logo. This font tends to look smaller than others in the same point size.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
Pupcat Regular

I QUICKLY EXPLAINED THAT MANY BIG JOBS INVOLVE FEW HAZARDS.

Trebuchet

This font comes pre-loaded on most PCs and with Microsoft Word. It can be used for headlines or text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Trebuchet Regular
Trebuchet Italic
Trebuchet Bold
Trebuchet Bold Italic

I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.

Myriad Pro

This font comes pre-loaded on Mac computers but is not highly accessible on PCs. (It was used in the "33" pieces. If a Mac is not available, use the Google Font PT Sans (below) instead.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Myriad Pro Regular
Myriad Pro Italic
Myriad Pro SemiBold
Myriad Pro Bold

Myriad Pro Bold Italic
Myriad Pro Condensed
Myriad Pro Bold Condensed
Myriad Pro Bold Condensed Italic

I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.

PT Sans

This Google font can be used instead of Myriad Pro. It's the font that should be used for Young & Healthy's basic communications (letters, faxes, etc).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PT Sans Regular
PT Sans Italic
PT Sans Bold
PT Sans Bold Italic

I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.
I quickly explained that many big jobs involve few hazards.

Colors

Young & Healthy Burgundy
PMS 1807C
RGB: 133, 21, 41
CMYK : 10, 93, 71, 33
Hex: #851529
websafe: #993333

Alliance Orange
PMS 151
RGB: 255/130/0
CMYK: 0/50/100/0
Hex: XFF8200
web #FF9900

Laker Purple
Medium Purple C
RGB: 67/21/121
CMYK: 90/97/3/9
#431579
web #330066

Olive Green
PMS 5747 C
RGB: 51/51/0
CMYK: 38/34/91/62
#424100
web #333300

Stone Gray
PMS Cool Gray 9C
RGB: 121/121/121
CMYK: 55/46/42/3
#787979
web #666666

Sunshine Yellow
PMS 114C
RGB: 254/213/53
CMYK: 1/11/87/1
#FED535
web #FFCC33

Eggplant
PMS 7652C
RGB: 67/9/66
CMYK:63/96/18/43
#531944
web #330033

Oscar Green
PMS 7496
RGB: 101/121/48
CMYK: 40/2/96/40
#657930
web #66633

Marine Blue
PMS 7708C
RGB: 0/80/105
CMYK: 92/42/22/33
#005069
web #003333

Marigold Yellow
PMS 7548C
RGB: 252/192/6
CMYK: 0/2/94/1
#FCC006

Each color description contains the following information, which should be given to any graphic designer or printer working on Young & Healthy publications:

CMYK: Colors for print communications. Almost all print communications today are produced using the four-color (CMYK) process. You should use a color's CMYK breakdown any time you are creating a print project, whether the job is being sent to a professional printer or being printed on your office inkjet printer.

RGB & HEX (#): Colors for electronic communications. Communications that appear on the web, including e-mail, or are projected or displayed on a screen use different color codes than print communications. You should use a color's hexadecimal (HEX) code or RGB breakdown when designing electronic communications. In some cases, a "websafe" color is listed as well.

Pantone (PMS): Colors for specialty printing. Occasionally you may need to have something produced that doesn't utilize the four-color CMYK process but is printed

using spot colors. This process is typically reserved for merchandise. In these cases, you should use a color's Pantone Matching System (PMS) color.

Please note that colors printed here are only approximations.

In addition to the 10 colors above, black and white are also in the Young & Healthy palette…

Black

RGB: 0/0/0
CMYK: 74/71/64/87
#000000

White

RGB: 255/255/255
CMYK: 0/0/0/0
#FFFFFF

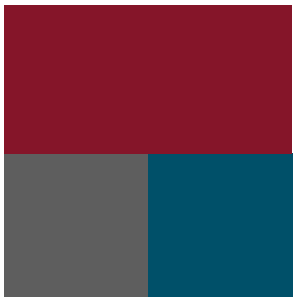
Instructions for creating a default "palette" in Microsoft Office:
https://support.office.com/en-us/article/Change-a-theme-and-make-it-the-default-C846F997-968E-4DAA-B2D4-42BD2AFEF904

Color Schemes

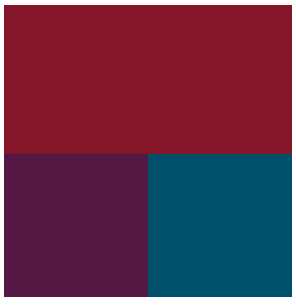
While it's nice to combine colors, it's important not to overdo it. Too many colors should never be used within one piece. It's best to find a strong combination of three or four colors and use that color scheme consistently throughout a piece or series of pieces.

And remember, the Young & Healthy Burgundy should be prominent in every communication!

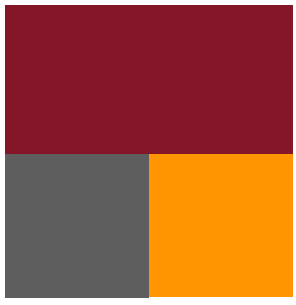
The color combinations below are some suggestions of how to use the Young and Healthy color palette, always including the Young & Healthy Burgundy.



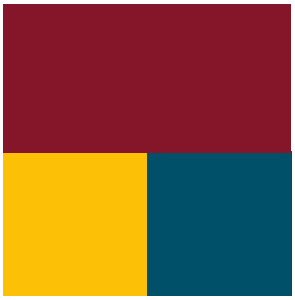
Stone, Marine



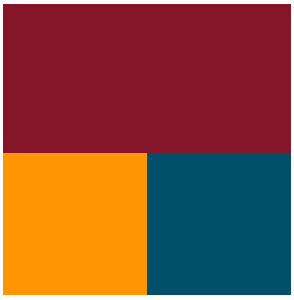
Eggplant, Marine



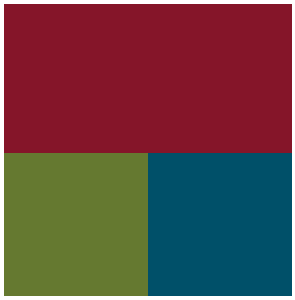
Stone, Alliance Orange



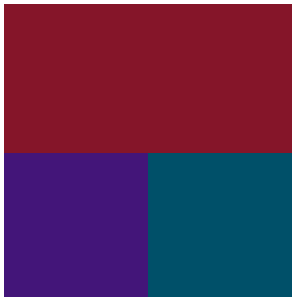
Marigold, Marine



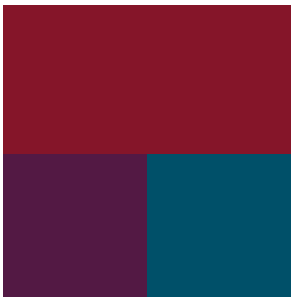
Alliance Orange, Marine



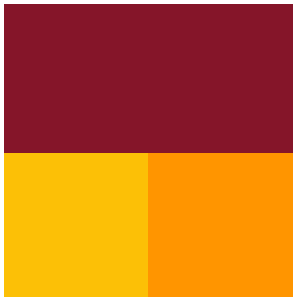
Oscar, Marine



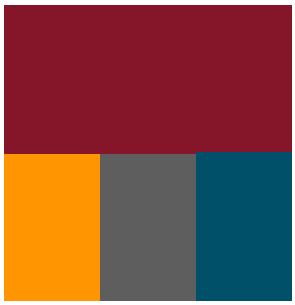
Laker Purple, Marine



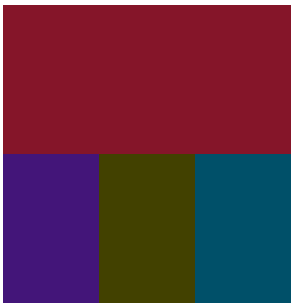
Eggplant, Marine



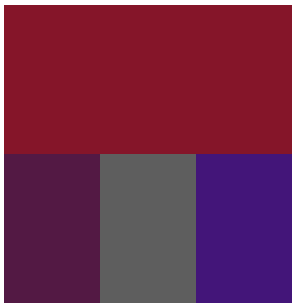
Marigold, Alliance Orange



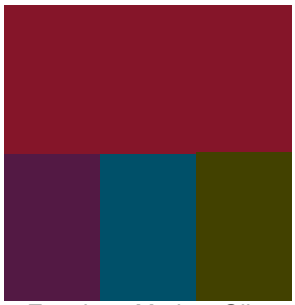
Alliance Orange, Stone, Marine



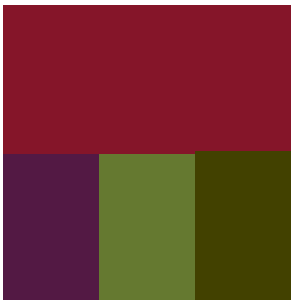
Laker Purple, Olive, Marine



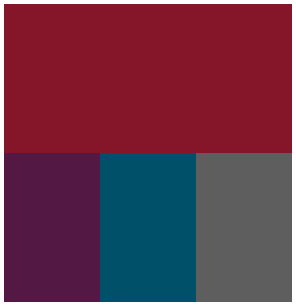
Eggplant, Stone Gray, Laker Purple



Eggplant, Marine, Olive



Eggplant, Oscar, Olive



Eggplant, Marine, Stone Gray

Logo & Its Usage

The Young & Healthy logo is the organization's primary identifier. It must be present on all external communications.

The logo combines two elements: a sketched couple and the words "Young & Healthy."

When the logo and name are reproduced for use in any medium, the precise dimensions should be in exact relationship to the 3 ¼"x 1 ½" horizontal/vertical proportions represented on this page.

Current Young & Healthy Logos

This logo was adopted in mid-2012. The words "Young" and "Healthy" are written in Pupcat font (see "Fonts"); the ampersand is Myriad Pro.

(see variations below)

The Young & Healthy Alliance has its own unique logo. It should be used on all Alliance communications.

Young & Healthy - Standard Logo Options

Standard Logo

Standard Gray and Burgundy

Standard Black

Standard Burgundy

Here are four versions of the Young & Healthy logo. While the burgundy and black logo is considered the "main" logo, there may be instances in which a different version would work better. The white version (shown on burgundy) should be used on a color background so that the background shows through.

Standard White Alone and White with Burgundy Background

The white version (shown on burgundy) should be used on a color background so that the background shows through.

If using a burgundy background that is larger than the one that comes with the "White with Burgundy background," drop the white logo onto your background. Do not try to "patch" it together.

Young & Healthy - Horizontal Logo Options

What follows are examples of different versions of the Young & Healthy logo and how to use them.

Horizontal with kids - Standard

Horizontal with kids - Black

Horizontal with kids - Burgundy

Horizontal with kids - White with Burgundy Background

Horizontal with kids - White

Horizontal No Kids - Standard

Horizontal No kids - Black

Horizontal No kids - White with Burgundy Background

Horizontal No kids - White

These horizontal versions of the Young & Healthy logo should be used with care. The logo without the people should only be used if the people will appear elsewhere in the same document.

Young & Healthy - Logo Mark

Logo Mark - Black

Logo Mark - Burgundy

Logo Mark - Gray

Logo Mark - Burgundy Background

Logo Mark - White

The Young & Healthy people can occasionally appear on their own. But the organization's name should be close by!

Young & Healthy - Square

Square - Standard

Square - Black

This version of the Young & Healthy logo should be used when a square image or logo is needed (i.e. social media profile pictures

Square - White

Square - Burgundy Background

Historic Young & Healthy Logos

Historical logos, though not currently used, are part of Young & Healthy's heritage.

This logo was used until mid-2012.

This logo was used from July 2014 to June 2015 to celebrate the organization's 25th anniversary. (JT)

Improper Use of the Young & Healthy Logo

See-through (PNG) logo not properly used

Squashed so out of proportion. When this was being sized, proportions were not constrained.

Logo is blurry. This usually happens because the original file (and/or logo) is not big enough for the way it is being used. Start with a better original.

This combines the "old" (rainbow) and "new" logos.

Logo Dos

- Always use the Young & Healthy logo in all external communications.
- Always start with the files housed on the Young & Healthy server.
- Whenever possible, use the logo with the standard "Young & Healthy Burgundy" color.
- Always allow for space around the logo to ensure legibility.
- If using a colored background, use a "see-through" (PNG) logo. Be sure that the entire logo is legible on the colored background; in most cases, the white logo will work best for such use.

- If altering the size of the logo, be sure that the proportions are fixed before you begin changing the size.

Logo Dos

- Don't alter the logo files by stretching, squeezing, skewing or otherwise distorting proportions.
- Don't adjust the layout or design of the logo—use a different version of the logo if you need to.
- Don't redesign the logo yourself. If you need a different version of a logo, please contact one of the talented designers who work with Young & Healthy!

Icons

When adding icons to a flyer or other printed material, be careful that the icons are consistent with Young & Healthy's overall look (and not *too* cutesy), and look farther than the icons and illustrations that come packaged with Microsoft Word.

There are several good online resources for free icons. PNG/JPEG icons can simply be dropped into documents; vector icons can be re-sized and used in other ways for both print and web.

thenounproject.com
www.flaticon.com/
www.freepik.com

If using an online site to get an icon, be careful to check for whether the site demands attribution for use.

Once you've used an icon, it would help to drop it into the shared folder that contains all of Young & Healthy's graphic images.

For most social media brands, icons/badges are available online.
These include:
https://www.facebookbrand.com
https://www.youtube.com/yt/brand/downloads.html

Images

Using images can be important in conveying the work that Young & Healthy does. However, care must be taken to ensure that the organization is using such images properly.

A few guidelines:

- Should Young & Healthy want to use a photo of a child in its service, written photo permission must be obtained from his or her parent(s). If using such a photo, make sure that it is of a high quality and an appropriate size (both in terms of dimension and file size).
- If using a photo off the Internet, be sure that the photo is of appropriate size and is in the public domain. (One good source of such free photos is the Creative Commons search on Flickr, which allows you to search for an image based on whether it can be used and how it should be credited.) https://www.flickr.com/creativecommons/
- If the photo needs attribution or credit, use one of the following credit lines. Such attributions should be small but readable.
    - *"Photo by Jane Goodall"*
    - *"Jane Goodall"*

Image-Related Terms

DPI: Dots per inch. The number of dots in a printed inch. The more dots the higher the quality of the print (more sharpness and detail).

PPI: Pixels per inch. Most commonly used to describe the pixel density of a screen (computer monitor, smart phone, etc…) but can also refer to the pixel density of a digital image.

Resolution: Resolution is the measure of pixels in the display, usually expressed in measurements of **width x height**. For example, a monitor that is 1920 x 1080 is 1920 pixels across and 1080 pixels down.

Print v. Web: Size Matters

Often, when an image is viewed on a computer screen, it looks detailed and natural—a perfect depiction. But when that same image is printed at full size, it can seem not-so-perfect. That's because of the nature of the image. Pay special attention to this when choosing how and where to use images.

When you have a choice of image sizes at your disposal, such as from an in-house image library or stock photo site, it's best to go for the largest image you can get. Any image can be made smaller as needed, but it can't be sized up without losing quality.

A monitor set to 1024 x 768 will show an 1024 pixel wide by 800 pixel tall image as a full screen image. On a monitor that is 1920x 1080 the image will only take part of the screen. Long story short, the image will look much smaller on that screen even though the image is the same size because the screen has higher resolution. But if choosing an image for the web, always be sure that you are adjusting the image size to what you need. Ignore the DPI or PPI just use the dimensions you need it to be such as 400 pixels by 800 pixels. After all, 400 x 800 pixels is always going to be 400 x 800 pixels.

For professional print graphics, 300 DPI is standard. Higher resolution means more detail. Higher DPI means higher resolution. Resolution is not "size", but it's often confused with it because higher resolution images are often bigger, but that doesn't necessarily have to be the case.

Sometimes 150 is acceptable—but never go lower than that.

If you want to use a web image in print, you can run into problems—please be sure that a photo is of the right quality and size for the medium in which you are working.

LAYOUTS

Email

In order to achieve consistency in Young & Healthy written communications, the standard email should also use PT Sans font. Users are free to choose the font size that works for them.

But in all cases, Young & Healthy staff members should adopt a uniform method of e-mail signature:

Name [Arial font, 16 pt bold (black)]
Title [Arial font, 13 pt (grey)]
Y&H logo in burgundy/black (1.2" wide)
email address [Arial font, 12 pt (burgundy)]
626.795.5166 | P.O. Box 93397 | Pasadena, CA 91109-3397 [Arial font, 12 pt (grey)]
www.yhpasadena.org [Arial font, 12 pt (burgundy)]

---

example:

Whitney Harrison
Program Director
whitney@yhpasadena.org
626.795.5166 | P.O. Box 93397 | Pasadena, CA 91109-3397
www.yhpasadena.org

Letter, Fax and Memo Templates

These items follow on subsequent pages. They will be loaded on the Young & Healthy computers.

The standard Young & Healthy letter should use 11 pt, PT Sans font. An example of this is shown below.

LETTER INDENTED ↓ TO 1.65" IN

June 26, 2015 ← **DATE BEGINS AT LEAST 1.25 DOWN**

Young & Healthy
P.O. Box 93397
Pasadena, CA 91109-3397

www.yhpasadena.org

Mary Donnelly-Crocker
Executive Director
(626) 795-5166
(626) 795-8154 (fax)

Board of Directors
Darrell Done, President
Jane Abascal
Brian Arnold
Laura Babcock
Kwame S. Brathwaite
Lisa Dawe
Terrie Dean
Giancarlo P. DiMassa, MD
Mike Gunter
Charles J. Korth, OD
D. Jason Lyon
Yvette Martinez-Rea
Lorna Touryan Miller
Tom G. Polenzani
Sandy Roberts
Mariana Robles, PhD
Melissa Springstead, MFT
Tamu Usher-Nama
Leslie White

Honorary Life Director
J. Donald Thomas, MD

Advisors
Margaret Allen
Bonnie Armstrong
Mike Babcock
Karen E. Bertero
Chris Bicos
John Bicos
Betty Chin Ho
Monica J. Hubbard
Elizabeth D. Jones
Roberta H. Martínez
Judith R. McDonald
Eddie Newman, EdD
Kathy Onoye, EdD
Drew Pinsky, MD
Shelby Dietrich Rector, MD
Elsie C. Sadler
M.D. Sam Smith, CFP
Alma Stokes
Dorothy L. Trice, MD
Larry Wilson

Ms. Cara DiMassa & Mr. Shawn Nelson ← **FULL NAME OF COUPLE**
2051 Midlothian Drive
Altadena, CA 91001-1451

Dear Cara and Shawn, ← **LESS FORMAL SECOND REFERENCE (FRIENDS OF Y&H)**

You recently received our invitation to join the Young & Healthy Alliance. The Alliance, you may recall, is the social wing of Young & Healthy, designed to raise awareness of the vital need for our programs and services in a casual, fun atmosphere. After introducing the Alliance at preview events over the past several months, we are now officially launching our very first program year.

The Alliance is the next generation of support for Young & Healthy. In addition to fun social events, each Young & Healthy Alliance program year will culminate in an invitation to join us for a unique, first-hand volunteer experience at our amazing Mobile Dental Clinic.

Participating in the Mobile Dental Clinic is transformative. Fo one week a year, we provide kids in need of dental care with access to comprehensive dental services in a single, convenient location set up just for them. If you have seen the clinic in action, you already know what an impressive operation it is. If you have not seen it yet, we cannot think of a better way to experience the vital work of Young & Healthy in an up-close, personal and meaningful way. We look forward to sharing that experience with you.

We invite you, as a valued friend of Young & Healthy, to become a Founding Member of the Young & Healthy Alliance. For a tax-deductible contribution of $1,500 per individual or couple, Founding Members will receive lifetime invitations to Alliance events, including the Mobile Dental Clinic volunteer experience. In addition, Founding Members will be listed proudly alongside the Young & Healthy Board on Alliance letterhead as a lasting acknowledgement of the special role they played in establishing the Alliance.

Please join us to make access to quality healthcare a reality for all children in our community.

Sincerely,

Laura Babcock
Alliance Committee

Sonia Singla
Alliance Committee

Jason Lyon
Alliance Committee

Fax

⬅ Pupcat Font

DATE

Bitter ➡ Font

From:	SENDER'S NAME	⬅ PT Sans Font
Company Name:	Young & Healthy	
Phone:	626.795.8154	
Fax:	626.795.8154	
To:	RECIPIENT	
Company Name:	RECIPIENT COMPANY	
Phone:	RECIPIENT PHONE	
Fax:	RECIPIENT FAX	
Number of Pages:	NUMBER OF PAGES	

Comments:

[Comments]

The information contained in this fax is confidential, intended only for the use of the individual named above. If you are not the intended recipient, please be advised that any dissemination, distribution or copy of this information is strictly prohibited. If you have received this fax in error, please notify the sender immediately.

⬅ Important Legalese

Thank you for your cooperation.

YOUNG & HEALTHY

memo

← Pupcat Font

Bitter ➡ Font

← PT Sans Font

To:	RECIPIENT
From:	SENDER'S NAME
CC:	CC'd people
Date:	March 11, 2016

Text of Memo Here.

YOUNG & HEALTHY