ACCESS MISSION

Through partnership with a caring community, ACCESS provides immediate and long-term solutions that lead people in need toward self-sufficiency.

ACCESS VISION

To create a sustainable environment that inspires self-sufficiency, self-respect and service to others.
WHY BRAND GUIDELINES

To develop a strong and consistent image and voice that reflect our identity

To elevate the look, tone and feel of all communications

To foster recognition and loyalty with every message
GOALS OF BRAND GUIDELINES

To communicate effectively and to be easily and clearly understood

To project confidence in our mission

To inspire action by engaging our varied audiences
LOOK, TONE, FEEL

CLEAN
RESPECTFUL
COLLABORATIVE
**Logo Formats**

- **Logo with gradient** to be used on full color jobs that will be printed on white backgrounds only.

- **Logo without gradient** to be used on full color jobs that will be printed on backgrounds other than white backgrounds.

- **Logo to be used on one color jobs**

- **Logo to be used on jobs that will be printed in b/w**
LOGO FORMATS

For print: Use ai, eps, pdf or jpg logo file formats

For online, digital and web purposes: Use jpg or png logo file formats

Make sure to use logo file formats indicating “TO” for “Type Outlined” for files you’ll be sending to contractors such as printers.

EMAIL SIGNATURE

All upper and lower case

All black

Name (Calibri 12 Bold)
Title (Calibri 12 Italic)
P: (541) Office Number (Calibri 12 Regular)
C: (541) Cell Phone Number (Calibri 12 Regular)
– For those who have work cell phones only
F: 541-Fax Number (Calibri 12 Regular)
www.accesshelps.org (Calibri 12 Regular)
**Typeface Style 1: Source Sans Pro**

Use Source Sans Pro (or Calibri when Source Sans Pro is not available) for:

- headlines and paragraph headers
- bullet points
- lists
- paragraph text that will be read online or digitally

Any form of Source Sans Pro can be used: Extra Light, Light, Regular, Bold, Black, etc.

ACCESS follows Associated Press Style in all writing.

Always turn off hyphenation.

ACCESS should always be spelled out in all caps.
**Typeface Style 2: Source Serif Pro**

Use Source Serif Pro (or Times when Source Sans Pro is not available) for:

- paragraph text that will be printed

Any form of Source Serif Pro can be used: Light, Semibold, Black, etc.

ACCESS follows Associated Press Style in all writing.

Always turn off hyphenation.

Always justify paragraphs left.

Always use “Optical” kerning for paragraph text.

ACCESS should always be spelled out in all caps.
BRAND GUIDELINES

All collaterals (internal/external), signage, flyers, brochures, etc. need to be developed and approved by ACCESS’ Marketing & Brand Strategist (or senior leadership in Marketing’s absence) prior to production/distribution.

No media should ever be on-site or responded to without ACCESS’ Marketing & Brand Strategist’s or ACCESS’ Executive Officer’s knowledge (before, not after).

No pictures should be taken of the ACCESS campus by outside sources without prior consent and shadowing by ACCESS’ Marketing & Brand Strategist or ACCESS’ Executive Officer.

Any photos of clients/volunteers, etc. require a media/photo release form.

Any stories written for articles/newsletters/etc. need to be reviewed by the Marketing & Brand Strategist.

Any stories written for articles/newsletters/etc need to be reviewed ACCESS’ Marketing & Brand Strategist.
Honorable Mention

After Two Years of Homelessness, Veteran Finds Housing

Military service. Careers. Life crises. Sometimes all just lines on a timeline. These HCBS supported families have been there, done that. And now they’re here to give back.

Barbara, 39, and Jerald, 48, served their country in the U.S. Army. When their veteran husband died in 2010, the couple was forced to rely on Social Security to make ends meet. After Jerald’s cancer diagnosis, they lost their jobs, and Barbara was unable to work due to her health issues.

Jerald found ACCESS through the VA’s Support for Veterans Families (SSVF), a program that provides assistance to homeless and at-risk veterans and their families. SSVF helped Barbara and Jerald stabilize their housing situation and provided them with the resources they needed to access medical care.

Thanks to SSVF, Barbara and Jerald were able to find a new home and get back on their feet. They now work together to give back and help other veterans in need.

SUPPORT SERVICES FOR VETERAN FAMILIES (SSVF)

The SSVF Program can provide outreach, assessment, and case management services to help veterans and their families navigate the complex system of services and benefits available to them. These services may include housing assistance, financial counseling, medical care, and more.

~Anonymous SSVF participant

Providing immediate and long-term solutions that lead people in need toward self-sufficiency since 1974

Food

Warmth

Shelter

Information & Referral