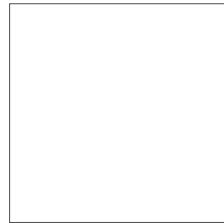# BRANDING GUIDELINES

for Serve Denton

Logo + Colors

PRIMARY COLORS:

Orange
HEX: #f27721
RGB: 242/119/33
CMYK: 1/66/100/0
Pantone: 158 C

White
HEX: #ffffff
RGB: 255/255/255
CMYK: 0/0/0/0

SECONDARY COLORS:

Light Grey
HEX: #4d4d4d
RGB: 77/77/77
CMYK: 63/55/55/30

Dark Grey
HEX: #333333
RGB: 51/51/51
CMYK: 69/63/62/58

TERTIARY COLORS:

Yellow
HEX: #fab015
RGB: 250/176/21
CMYK: 1/34/100/0

Marigold Yellow
HEX: #f4a416
RGB: 244/164/22
CMYK: 2/40/100/0

Apricot Orange
HEX: #f6921e
RGB: 246/146/30
CMYK: 51/99/0

Orange
HEX: #f27721
RGB: 242/119/33
CMYK: 1/66/100/0

Sandstone Orange
HEX: #ef5a28
RGB: 239/90/40
CMYK: 0/80/95/0

Blush Red
HEX: #ed4036
RGB: 237/64/54
CMYK: 0/90/85/0

Red
HEX: #c42025
RGB: 196/32/37
CMYK: 16/100/100/6

Rose Red
HEX: #920b0d
RGB: 162/11/13
CMYK: 24/100/100/20

Acceptable Logo Variations

The Serve Denton logo should always be displayed as orange when possible. A white background can also be added behind the logo.

If the design would look more cohesive with the logo being a different color, try the options listed below in this order:

1. ORANGE
2. WHITE
3. GREY
4. OUTLINE
5. OTHER

Unacceptable Logo Variations

The logo cannot be stretched horizontally.

The logo cannot be stretched vertically.

The "Serve Denton" text cannot be removed.

The logo opacity should not be lowered.*

The logo cannot be two different colors.

The "Serve Denton" text cannot be changed to a different font.

The only acceptable time the logo opacity can be lowered is when used as a watermark or added to a background to provide depth.

The official logo typeface for Serve Denton is Bebas Neue Bold.

ABCDE
FGHIJKLMN
OPQRSTU
VWXYZ

012345
6789#$%&

Leading should be 36 points when font is 30 points.

BEBAS NEUE THIN
BEBAS NEUE LIGHT
BEBAS NEUE BOOK
BEBAS NEUE REGULAR
BEBAS NEUE BOLD

HEADLINES

Bebas Neue Bold is to be used for headlines.

| TOO LITTLE TRACKING | SUITABLE TRACKING | TOO MUCH TRACKING |

Tracking should range from 0 to 40, with 20 being the ideal. It should never go over or under.

PARAGRAPH TEXT

No weights of Bebas Neue can be used as paragraph text.

Secondary Typeface

The official paragraph text for Serve Denton is Lato Regular.

abcde
fghijklmn
opqrstu
vwxyz

012345
6789#$%&

Leading should be 36 points when font is 30 points.

Lato Hairline
Lato Thin
Lato Light
Lato Regular
Lato Medium

Lato Semibold
Lato Bold
Lato Heavy
Lato Black

HEADLINES

Lato Regular through Lato Black can be used for headlines.

Too Little Tracking   Suitable Tracking   Too Much Tracking

Tracking should range from 0 to 40, with the ideal being 0. It should never go over or under.

PARAGRAPH TEXT

Lato Regular is the standard paragraph text. Do not use any other weight.

Facebook

When writing Facebook posts, follow these guidelines below:

- Use an image with EVERY post.

- Do not use more than 3 emojis in one post and remove the punctuation mark when using an emoji on the last line.

- When posting a link from our website, use the link preview.

- Preference link previews when available. If one is not available, use a bit.ly link. Preface the link with a direction such as "Learn More." Create a space between the main post and the line with a link. Upload a picture with the post. If you do not have a picture, find one on Unsplash.com for free.

  Please Note: *Always remove the http:// before the link.*

- Try to keep every post 6 lines or less on desktop (including spaces).

- When using exclamation points, spread them out by using a sentence with a period in between.

- The ideal image size for a Facebook post with an image is a square. The ideal image size for a link preview image is 1500x785 pixels.

EXAMPLE POST
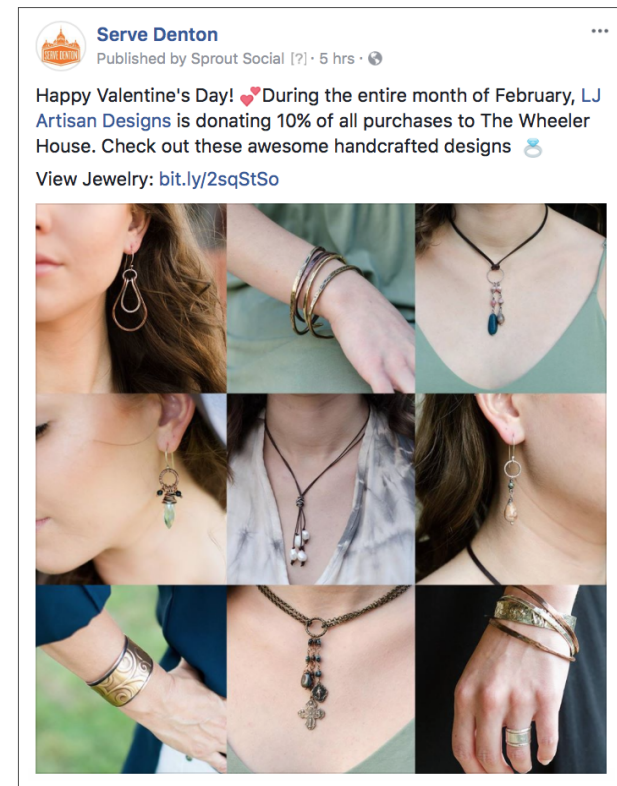
Instagram

When writing Instagram posts, follow these guidelines below:

- Do not use more than 3 emojis in one post.

- Do not use a link in your post. If you would like to refer people to a link on our website, end the post with, "Link in bio." and update our linktree account with the new link.

- Post at least 3 times a week.

- You can post 1 or multiple pictures. Preference photographs over graphics.

- When using exclamation points, spread them out by using a sentence with a period in between.

- Try to include at least 1 hashtag and a location tag. If there is not a location tag, use, "Denton, TX."

- Use periods (.) to separate paragraphs. Example:

    We are so excited to welcome our new partner!
    .
    Their organization will provide housing assistance.

- The ideal image size for Instagram is a square at least 1500x1500 pixels.

EXAMPLE POST

servedenton
Serve Denton

servedenton WOW! We are still blown away by the amount of support we received at our Open House. Thank you to everyone who stopped by to help us #celebrate this enormous milestone!

81 likes
MAY 7

Add a comment...

When writing tweets, follow these guidelines below:

- When posting a link from our website, use the link preview.

- Preference link previews when available. If one is not available, use a bit.ly link. Preface the link with a direction such as "Learn More." Create a space between the main post and the line with a link. Upload a picture with the post. If you do not have a picture, find one on Unsplash.com for free.

  Please Note: Always remove the http:// before the link.

- Try to use at least 1 hashtag and emoji in every tweet, but do not use more than 3 emojis.

- Try to keep every tweet under 140 characters. You can increase the character count if needed.

- When using exclamation points, spread them out by using a sentence with a period in between.

- Use an image with EVERY tweet.

- The ideal image size for Twitter is 1012x506 pixels.

EXAMPLE TWEET
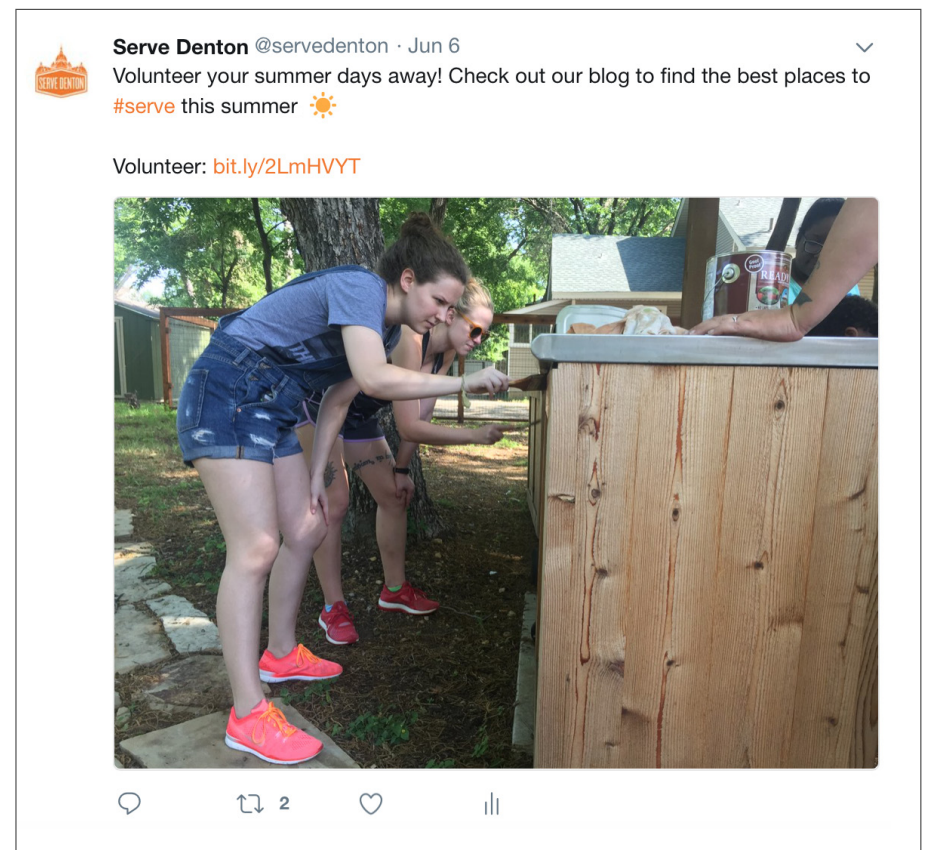
Blog Posts

When writing blog posts, follow these guidelines below:

- Try to keep blog posts between 500-1,000 words.*

- Try to use at least 2 visuals (picture, video, graphic) in every blog and at least 2 subheaders throughout the blog.

- Bold important text throughout the blog post.

- Make your intro paragraphs shorter and build int longer ones as the blog goes on, still sprinkling in shorter paragraphs and one-line paragraphs to keep the cadence light.

- Include "Click to Tweet" links when possible. These are sentences you think people would be interested in tweeting. Learn more: clicktotweet.com

- Always include a related header image with NO text because the blog title will be overlayed on the picture.

- Always end the blog post with a call-to-action button.

- Try to attribute the author before a quote.

- Consider turning blog posts into media releases and vice versa.

- Always include 1 "category" and multiple "tags."

EXAMPLE BLOG POST

SERVE DENTON'S HISTORY

May 23, 2018 · Denton

She formed a commission to study the idea, and they identified several potential properties; however, a lack of funding prevented the idea of moving forward.

In 2001, a group of community leaders formed a nonprofit called the Denton Assistance Center, Inc. in the hopes of resurrecting this idea. They raised some funding but were not able to find a building or the necessary support. Eventually, the organization went dormant.

In 2011, Denton Bible Church (DBC) sought ways to better use the excess property they owned and returned to the idea of creating a nonprofit office complex. Remaining members of the Denton Assistance Center, Inc. met and agreed to transfer the 501(c)3 to the new group. Pat Smith, Priscilla Sanders and Gary Henderson led this group. **They retained the legal name but changed the operating name to Serve Denton.**

A new board of directors was seated February 9, 2012, and Serve Denton began operations.

Where Serve Denton is Now

Serve Denton operates two properties—both provide quality space at a reduced cost to nonprofit organizations. This arrangement enables nonprofits to allocate more of their funding toward their mission, instead of overhead costs and provide services that help individuals and families become self-sufficient.

Use AP Style for all writing/grammar guidelines.

Letterhead

When formatting letterhead, follow these guidelines below:

- Use these margin dimensions in Word before you print:

    Top: 1.75"
    Bottom: 1.75"
    Left: 0.75"
    Right: 0.75"

    Please Note: You can print the letter on a blank piece of paper first, then hold it up against the letterhead to confirm it will properly fit. You can then copy the letter directly to the letterhead to save paper and ink.

- Always leave space between the bottom of the letter and the mission statement.

- Use the font "Lato Regular" when possible.

- Use the font size 12 point, but you can go down to 10 point if needed.

- The signature always goes above the name and title.

EXAMPLE LETTERHEAD

Hello,

We are asking for your help to close a $167,000 gap in funding for the Serve Denton Center project. This $167,000 is critical to our closing on the New Market Tax Credit deal, which will bring $2 million in external funding to the project. We are about two weeks from closing.

The reason for the gap is two-fold. First, construction prices for steel, copper and aluminum have increased 33% over the last six-months due to tariff increases. We had anticipated a 10% increase when we were preparing the budget, but we never anticipated a 33% surge. Second, in the last 30 days, the cost of masonry has gone from $400 for 1000 bricks (installed) to $1,000 for 1000 bricks. In addition, the city is requiring us to add brick to the exterior of the Denton Community Food Center (DCFC) pantry that we were originally told would not be required.

We have reduced the costs for construction by over $140,000 through value engineering, and our contractor has reduced his already low fee by 66%. The surety has cut their fee from 3% of construction costs to 2% — this is almost unheard of in the construction industry and we are thankful for this. But, we still need your help.

We are asking for your help to get us across the finish-line in the next two weeks. All funds contributed will go directly toward construction and any amount is appreciated. Naming rights are available for gifts over $10,000.

Your support will go a long way in helping us support nonprofits that open doors for people to become self-sufficient!

Sincerely,

Carlie Kuban

Carlie Kuban,
Executive Director

OUR MISSION
Serve Denton supports nonprofits that open doors for people to become self-sufficient.

info@servedenton.org • www.servedenton.org • Tax ID#: 75-2946412
306 N. Loop 288, Denton, TX 76209

Media Releases

When writing a media release, follow these guidelines below:

- Copy the header from a previous media release. Double click on the header of your new Word document and paste the header there.

- Use the font "Cambria" and 12 point font size.

- Start every media release with:

    Denton, TX (date of release)—

- Start every media release with the most important information first, then end the media release with the least important information even if the flow seems off.

- Write in third person.

- End every media release with contact information:

    For more information about Serve Denton, contact Executive Director Carlie Kuban at ckuban@servedenton.org or visit www.servedenton.org.

- Try to keep the media release to one page. If it bleeds over onto a second page, adjust the spacing from double-spaced to single-spaced.

EXAMPLE MEDIA RELEASE

Media Release
For Immediate Release
Denton, Texas

SERVE DENTON

Enterprise Security Solutions of Texas, Inc.
Named Serve Denton's Business Partner of the Month

Denton, TX (date of release)—Serve Denton honored Enterprise Security Solutions of Texas, Inc. (ESST) at its board meeting on Thursday, March 21, 2019, as its Business Partner of the Month for March. Since their partnership, ESST has saved Serve Denton more than $23,000 in state-of-the-art security technology.

In 2018, ESST graciously donated a new advanced security system to The Wheeler House valued at over $7,600.

Serve Denton is in the process of expanding the Serve Denton Center to welcome Health Services of North Texas, Children's Advocacy Center for Denton County and Denton Community Food Center, which will make the Serve Denton Center over 48,000 square feet. After planning out the security for the center, ESST offered to donate a portion of the security technology for this campus. Their donation for this system is valued at over $15,922.

Serve Denton is thankful for Enterprise Security Solutions of Texas Inc.'s commitment to come alongside their organization to support nonprofits that open doors for people to become self-sufficient. Their generosity will help make The Wheeler House and the Serve Denton Center a safer space for our community to receive help.

For more information about Serve Denton, contact Executive Director Carlie Kuban at ckuban@servedenton.org or visit www.servedenton.org.

\#\#\#

Email Marketing

When writing a branded email, follow these guidelines below:

- Use an orange header/white logo or a light grey header/ orange logo on all emails unless a branded template exists (i.e. Volunteer Newsletter, COS/CC Newsletter). You can brand the header for events such as Celebration.

- Create emails by replicating old ones that fit your layout.

- Confirm all text looks professional on desktop and mobile.

- Send every email to at least 1 other person to proofread and triple check everything (i.e. spelling/grammar, layout, "send to" list, campaign link, mobile view, merge tags).

- Add pictures when possible and round the edges 3 nicks (*round edges through MailChimp*).

- Emails come from Serve Denton (*no-reply@servedenton.org*) unless the email is coming from a specific person.

- Only add merge tags when you know the content is available for everyone on the email list. If you are unsure, you can use conditional merge tags such as:

      *|IF:FNAME|**|FNAME|*,
      |ELSE:|
      Good Morning!
      |END:IF|

EXAMPLE EMAILS

We Need Your Help

to raise $9,392 to open the short-term shelter!

Serve Denton and Grace Like Rain need your help to raise $9,392 to cover the

You're Cordially Invited

to the next Chamber Mixer at Serve Denton

We are so excited to be hosting the next Denton Chamber of Commerce Mixer

Thank you for your support of Celebration!

We are truly blown away and grateful for our community's support at this year's Celebration. Thank you for helping us celebrate a monumental year. You made the event a huge success, and we could not be more grateful for you.
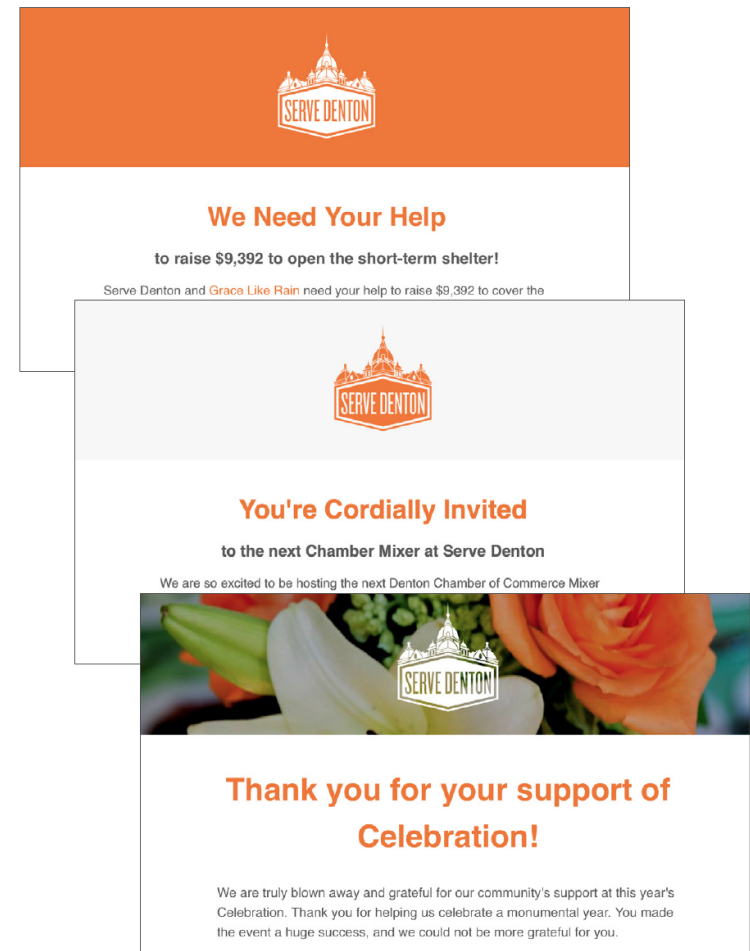
Photo & Video

When taking photos, follow these guidelines below:

- Take 2 photos, 1 horizontal and 1 vertical

- Photos of environment can be taken on a smartphone

    - Edit using the VSCO app (A6 filter) and touch up with the Snapseed app if needed

- Photos of people must always be taken with a DSLR or mirrorless camera

    - Keep aperture around the 1.8-2.8 range

    - Edit using VSCO or Heck Yeah presets in Lightroom and adjust as needed (delete grain, add or subtract contrast, fix color, etc.)

- Capture candid and posed shots of people at events as well as environmental shots
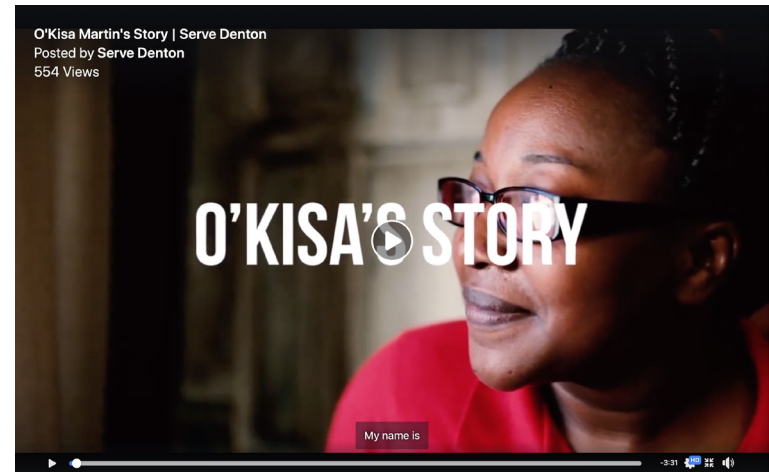
EXAMPLE PHOTOS

Video

When taking videos, follow these guidelines below:

- Always use a DSLR camera or mirrorless camera unless you are creating a quick video for social media, which in that case, you can use your smartphone

  - Prioritize live videos when possible

- Always capture a fixed camera recording and B-roll

- Shoot in front of a window when possible

  - Add an additional lighting source when needed

- Always have 2 sources of audio (lavalier for speaking audio and shotgun mic for backup)

- Edit in Adobe Premiere (fix audio, color, sequencing, etc.)

- Use a tripod or monopod as necessary

- When editing, use the same style as listed in the Photo section above

- Always upload videos straight to Facebook and add captions

  - Upload the most important videos to YouTube as well

EXAMPLE VIDEOS

Taken on a DSLR camera

Taken on a smartphone