



Opportunities For Otsego  
**BRAND GUIDELINES AND  
GRAPHIC STANDARDS STYLE GUIDE**

V 1.8 PRODUCED BY IRON DESIGN

# Table Of Contents

## BRAND PLATFORM

- 3 Positioning
- 4 Attributes, Tonality and Imagery

## GRAPHIC STANDARDS

- 5 Logo Mark (Requirements)
- 6 Program Specific Marks (Requirements)
- 7 Incorrect Usage (Requirements)
- 8 Typography (Requirements)
- 9 Color Palette (Requirements)
- 10 Stationery Elements (Recommendations)
- 11 Stationery Continued (Recommendations)
- 12 Program Marketing Brochure (Requirements)
- 13 Informational Brochure (Requirements)
- 14 Other Materials (Recommendations)
- 15 Clothing Applications (Recommendations)
- 16 Contact



# The Brand

Opportunities for Otsego has a long & rich history and connection to the community it serves. To better reflect the mission statement of the organization, an enlightened graphic identity has been developed to help the new vision come through in all the communications materials that are produced.

It is important to remember that this brand is far more than a logo, a color scheme, or an advertising slogan.

It represents the “emotional truth” of an organization. It is a clear statement of purpose, a signal of competence and credibility, a promise of a certain type of experience and a unique, desirable consistent benefit. Perhaps most importantly, a brand is an organizing principle that informs decision making at every level, from senior management vision to the simplest initiatives.

A powerful brand must speak, loudly and proudly, in one voice.

The following style guide will support—and demonstrate how to bring to life—OFO’s strategic vision through the implementation of a graphic identity, helping it confidently stake its claim as the dynamic, human services provider that Otsego County has come to cherish in OFO.



## IDENTITY ATTRIBUTES

Some of the key words that describe the OFO's identity and its overall brand reputation are:

- Creative
- Collaborative
- Human
- Non-threatening
- Energized
- Forward-thinking & innovative
- Confident
- Continuous
- Secure
- Compassionate



## TONALITY

Speaking boldly and plainly  
From a copy and messaging standpoint, OFO must convey its brand promise without sounding obtuse or overblown. Action words and clear, bold language—always brief, relevant, and real—will capture OFO's confidence and human-centric approach. Even when speaking of difficult human service subjects, it is generally preferable to avoid glossing over your message. This underscores OFO's very simple commitment—to be the leader in developing innovative solutions that promote healthy lives, thriving families, and caring communities.

## IMAGERY

Photography, color, textures, and language are all key to bringing OFO's brand to life.

Photography should be human, friendly and approachable.

Since much of the imagery OFO will be able to acquire will be shot by staff, it is important that the images be as compelling as possible. Keep in mind:

- Images shot outdoors in soft light (modest shadow) will give the best results.
- The higher the resolution, the more options later: always shoot on the highest resolution possible.

Colors convey confidence and motion. The colors of OFO are helpful in conveying confidence and friendliness. The color palette (see page 9) connotes confidence, energy, and hope.

## PRIMARY LOGO



The area marked by X's is the buffer zone around the logo mark. Never under any circumstances violate this area with other logos, graphics, text, etc.

4 Color CMYK



3 Color PMS

Pantone 360 (Green)

Pantone 3145 (Blue)

Pantone Black 2 (Brown)



Grayscale



Black and White

## Logo Marks (Required)

The OFO mark represents an approachable, family-centric center for security and nurturing. Not just a service organization, OFO is a destination for families and children who can benefit from their services. Also, the mark is conceived of just one continuous line, alluding to the notion that OFO is a continuous network of programs and people in support of the community.

The OFO mark must appear prominently on all materials produced by OFO to help communicate the design. To ensure its impact, the mark has been carefully crafted to be distinctive, memorable, and easily legible. The placement of the mark is a crucial part of the brand.

Allow sufficient clear space (see example, top left) along all four sides to keep the mark free from distracting text, imagery, or other graphic elements. Never recreate or distort the OFO mark in any way. The OFO mark has been created as an Illustrator file. Use only the provided files. Files should only be edited for size. The horizontal mark is the primary logo; use the optional centered mark for vertical space limitations.

Please Note: A small logo version (OFO\_Logo\_Small), which has been manipulated for better viewing at smaller sizes, has been supplied. Be sure to use this version when logo is 2 inches or smaller.



Example of smallest usable size for any OFO logo (OFO\_Logo\_Small)



Example of centered logo mark - Secondary Logo



All Program Names  
Gill Sans Extra Bold  
follow color palette  
on  
page 9

## Program Marks (Required)

These marks represent the specific programs within OFO.  
Use these when print/visual communication solely represents a  
program.



## Incorrect Usage (Required)

The OFO mark is a graphic file, and should never be reset. The spacing and size of the letterforms have been very specifically arranged. The examples on this page illustrate incorrect uses of the mark. The OFO mark should not be pulled apart (e.g. just use of the tree).



Do not alter the placement of any element of the mark.



Do not adjust the size or scale of any element within the mark.



Never adjust the opacity of the mark. The mark should always be 100% opacity.



Do not modify the color of the mark.



The color or graphic behind the mark must provide sufficient contrast and should never be the same as the mark.



Do not rotate the mark.

Gill Sans MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Rabiohead

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Verdana (web use)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Typography (Required)

Either Gill Sans or Georgia shall be used to create promotional materials (e.g. flyers, posters, program event invitations, advertisements) and Word documents (e.g. stationary, external communications). The choice to use Gill Sans or Georgia is at the discretion of the designer/composer.

Rabiohead is reserved for short headings and subtitles. It is imperative that legibility and scale are taken into account when using this font.

It is also important to note that Rabiohead is not a standard Microsoft font; therefore, sending electronic documents that include Rabiohead may be illegible to a reader who does not have the font installed on their computer. It is recommended that documents containing Rabiohead be converted to PDF prior to sharing electronically. Access to Rabiohead may be requested from the planning and research director or through [www.freefonts.com](http://www.freefonts.com).

Verdana is used only in web and electronic applications (e.g. electronic newsletter).

Promotional materials shall limit font choices to two.

Statement of Font Ownership, Usage, and Limitations—Although no fonts have been provided, they are intended to be used for designing and printing collateral materials. Fonts can be purchased online at several font resources: <http://www.fontfinder.com>, and <http://www.fonts.com>













OFO PROGRAM  
DEPARTMENTS

These are the colors to be used in publications for the corresponding programs (i.e. on brochure side bar, titles, headings, etc.). See Attachment A for CMYK and RGB codes.

Color Palette (Required)

The OFO color palette is composed of the following bright, energetic hues. The consistent use of these colors will infuse the collateral materials with a stronger sense of brand identity. If the design consists of graphics and photography, a color should be selected that best complements the image. All colors in the palette were designed to work together. A combination of bold and confident colors may be used when appropriate.


Process Black C		Agency Fundraisers, Misc. Projects												
PANTONE 280 C		Emergency Housing Assistance Program	C 60	M 0	Y 73	K 0	C 70	M 15	Y 20	K 20	C 0	M 7	Y 26	K 90
PANTONE 445 C		Building Operations												
PANTONE 1545 C		Wheels To Work												
PANTONE 158 C		ESPRI (previously Community Connections)												
PANTONE 5125 C		Violence Intervention Program												
PANTONE 184 C		WIC, Facilitated Enrollment	PANTONE 360 C				PANTONE 3145 C				PANTONE Black 2 C			
PANTONE 7460 C		Building Healthy Families												
PANTONE 484 C		Early Head Start, Head Start Universal Pre-K, The Children’s Center												
PANTONE 626 C		Energy Services, EO, Weatherization, HOME Home Improvement, FTHB												

Print/Visual communications should adhere to the established color palette as outlined above. Programs are encouraged to use their designated color as the primary color or an accent color on collateral materials (e.g. promotional/marketing items, apparel). Graphically designed communications should limit colors to two options.

Microsoft Word Letterhead

All Body Copy  
Georgia 11pt  
Single line spacing

Text Margins  
Left = 1.5 inch  
Top = 2.25 inches



3 West Broadway, Oneonta, NY 13820 P 607.433.8000 F 607.433.8013 W www.ofoinc.org

Recipients address  
1234 North Avenue  
Sometown, USA 12345

Dear Recipient:

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sincerely,

Senders Name  
*Opportunities For Otsego*

The leader in developing innovative solutions that promote healthy lives, thriving families, and caring communities

## Stationery Elements (Recommendations)

Templates have been made for use among any of the departments within OFO. The following pages outline specific typefaces and sizes for headline, subheads, body copy, etc.


- \* Business cards - order through the Planning & Research Director
- \* #10 Envelopes - in 3WB Supply Closet
- \* 8.5" x 11" Letterhead - in 3WB Supply Closet
- \* 10" x 13" Envelope - in 3WB Supply Closet
- \* MS Word Press Release - ADM use only
- \* Electronic Fax cover sheet - in Forms folder
- \* Electronic MS Word stationery
- \* Please print the MS Word Letterhead in black and white for internal memos.

### Business Card



Dan Ma skin  
Executive Director  
P 607.433.8000  
C 607.555.5453  
F 607.433.8013  
E dman@opportunities.org  
W www.ofoinc.org  
3 West Broadway, Oneonta, NY 13820

### 10 X 13 Envelope



3 West Broadway, Oneonta, NY 13820

Address Placement  
Center both horizontally and vertically

Address Name  
Georgia 12pt  
Line spacing = 1.5

## #10 Envelope

The diagram shows an envelope layout with a logo in the top left corner. The address is placed in the center, horizontally and vertically aligned with the bottom of the address area. The address is as follows:

Recipients Name  
Fake Company Name  
1234 Central Ave.  
Somewhere, USA 12345

Address Placement  
Center horizontally and align with bottom of address vertically

Address Name  
Georgia 11pt  
Single line spacing

# Stationery Continued

Please follow guidelines and notes for all stationary elements.

## Microsoft Word Press Release

The diagram shows a Microsoft Word Press Release layout. The title is centered at the top. The body copy is left-aligned. The text margins are as follows:

Text Margins  
Left = 1.5 inch  
Right = 1.5 inch  
Top = 2.25 inches  
Bottom = 1.25 inches

Body Copy  
Georgia 11pt  
Single line spacing

## Microsoft Word Fax Cover Form

The diagram shows a Microsoft Word Fax Cover Form layout. The headings are as follows:

Headings  
Georgia Bold  
16pt

Body Copy  
Gill Sans MT 16pt  
Single line spacing

Total Number  
Gill Sans  
36pt

Contact Info  
Gill Sans MT 11pt  
Single line spacing

Text Margins  
Left = 1 inch  
Top = 2.25 inches

# Program Marketing Brochure Templates (Required)

Templates have been created for use among any of the programs within OFO for program brochures. The following outlines specific typefaces and sizes for headlines, subheads, body copy, etc. When designing with templates, use the paragraph and character style sheets created in the files to maintain consistency within the brand. The planning and research director will coordinate development of brochures in conjunction with program managers.

## BROCHURE PRINTING

All OFO Brochures will always be printed on:

Dull-coated, bright white  
100 lb. cover stock

Color  
Inside panel follows  
program color palette  
(see page 9)

Mission Statement  
The OFO Mission Statement  
will always be displayed in  
the short fold column

Program Name  
Radiohead  
53/38pt  
-5 letter spacing  
follow color scheme  
(see page 9)

3  $\frac{9}{16}$ "

3  $\frac{15}{16}$ "


2  $\frac{3}{4}$ "  
All Text Columns

$\frac{7}{8}$ "  
Gutter

Text Margins  
Left, right, and top margins  
all equal  $\frac{1}{2}$  inch


$\frac{1}{2}$ "

**VIP Services:**  
 24-hour hotline  
 Rape Crisis Services  
 Counseling  
 Legal Advocacy & Accompaniment  
 Medical Advocacy & Accompaniment  
 Emergency shelter for people fleeing  
 violent homes  
 Crime Victims Compensation Assistance  
 Support Groups  
 Prevention and Referrals  
 Community Outreach  
 Volunteer Opportunities



Opportunities For Otsego  
3 West Broadway  
Oneonta, NY 13820

This program is funded in part by:




as well as the following:  
 New York State Office of Children and Family Services  
 New York State Department of Health  
 Otsego County Department of Social Services  
 New York State Division of Youth  
 New York State Crime Victims Board  
 New York State Department of Criminal Justice Services  
 The United Way of Delaware and Otsego Counties


Violence Intervention Program  
 PHONE 607.432.4855  
 24-hour hotline (voice/TTY)  
 All services are free and confidential.

For more information contact OFO at:  
 607.433.8038 or 800.986.5463  
 Monday - Friday  
 8:00AM - 5:00PM  
 www.ofoinc.org

### Violence Intervention Program



24-hour hotline | 607.423.4855  
 Domestic Violence Services, Rape Crisis Services,  
 & Crime Victims Assistance



The leader in developing innovative solutions that promote healthy, thriving families and caring communities

**Headings**  
 Gill Sans Bold  
 15/17pt

**Body Copy**  
 Gill Sans Regular  
 9/11pt

**Cover Photo**  
 This will always be  
 clean with lots of  
 white space and will  
 support the title and  
 program

**What is Domestic Violence?**  
 Domestic violence is a pattern of behavior in any relationship that is used to gain or maintain power and control over an intimate partner. Abuse is physical, sexual, emotional, economic, or psychological actions or threats of actions that influence another person. This includes any behaviors that frighten, intimidate, terrorize, manipulate, hurt, humiliate, blame, injure, or wound someone.  
 Domestic violence can happen to anyone of any race, age, sexual orientation, religion or gender. It can happen to couples who are married, living together, or dating. Domestic violence affects people of all socioeconomic backgrounds and education levels. (Info from <http://www.ndvh.org>)  
 If you need to leave an abusive relationship, the Violence Intervention Program can help. Call the Domestic Violence 24-hour hotline:  
**607.432.4855**  
**What is Sexual Assault?**  
 Sexual assault is a sexual act committed without consent. Sexual assault is a general term which encompasses many different crimes, including rape, incest, child molestation, sexual harassment, and indecent exposure. Sexual assault is a crime of violence where sex is used as a weapon to frighten, intimidate, or control the victim. Sexual assault can happen to anyone, regardless of age, gender, or other characteristics.  
 In most sexual assault cases, the victim can identify the attacker. Victims are never responsible for their sexual assault; the responsibility for the assault rests on the perpetrator. Recovering from sexual assault can be a long process for the survivor, as well as friends and family members.  
 Sexual assault is a crime. You may call the police to report it. If you do not choose to contact the police, you can still seek support by calling our 24-hour hotline at 607.432.4855.  
 If you are sexually assaulted DO seek medical attention as soon as possible. DON'T shower, bathe, change clothes, or brush your teeth before going to the hospital.

**What is Child Sexual Abuse?**  
 Child sexual abuse is any sexual contact between a child and an adult or older child (at least 4 years age difference). Sexual abuse happens to both boys and girls. Sexual abuse is never the child's fault. Physical force is rarely used (techniques most commonly used are bribery, threats, abusing a position of authority, taking advantage of the child's sense of trust or lack of knowledge, and exploiting a child's desire for acceptance and affection).  
 Most often the abuser is not a stranger, but someone the child knows. Incidents of sexual abuse are usually not single occurrences but part of an ongoing pattern of abuse.  
 DO seek medical attention for your child as soon as possible. DON'T question the child extensively. DON'T blame the child.  
 If you suspect your child has been sexually abused, contact the police and call the Child Abuse Hotline:  
**800.342.3720**  
**Are you a victim of a violent crime?**  
 You may qualify for compensation if you have suffered a death, lost earnings, medical expenses, or loss or damage to personal property due to the crime. Please call, we can help.  
**Advocacy**  
 If you have been the victim of a crime, an advocate can help you understand what your options are and help you get the services you need. An advocate can assist you in negotiating the criminal justice and family court systems and the Department of Social Services (DSS) system in Otsego County. An advocate can also accompany you to court, the police station, and/or DSS to guide you through the process and to offer practical and emotional support.

**School and Community Education**  
 Educational programs on domestic violence, rape, sexual assault, sexual harassment, and child abuse are available to community groups, businesses, churches, and colleges.  
 School programming is available for all grades and covers healthy and unhealthy relationships, domestic and dating violence, sexual abuse, rape, date rape drugs, and communication skills, internet safety, and bullying. Programs can be modified to suit the needs of the students.  
 If your school or community needs to set up an educational program related to these topics, call the Education Coordinator at:  
**607.433.8031**  
 If you have time to plan, consider taking:  
 • Identification  
 • Birth Certificates  
 • Passports, green cards  
 • Social Security cards  
 • Divorce papers  
 • School and medical papers  
 • Insurance papers  
 • Picture of abuser  
 • Driver's license and registration  
 • Address book  
 • Medications  
 • Your child's favorite toy or blanket  
 We promote safe environments, hope for the future, self-determination, and self-worth. We envision a future where people are free from abuse and oppression.

For more information:  
 607.433.8038 or 800.986.5463  
 Monday - Friday  
 8:00 - 5:00

**Illustrations**  
 Will always be: composed of a single line, connect to each other, and adjust to text placement

**Cover Width**  
 Must be folded on guide lines  
 3  $\frac{1}{2}$ "

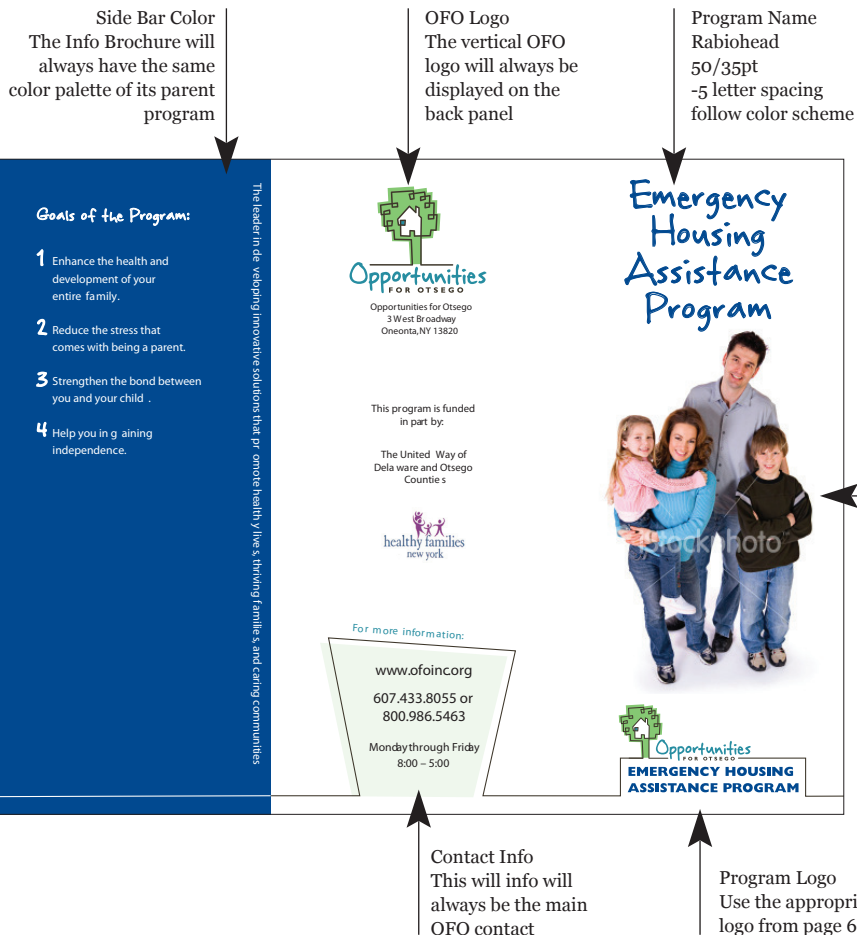
**Photo Placeholder**  
 This will always be a cropped image that reinforces the topic

# Program Informational Brochure Templates (Required)

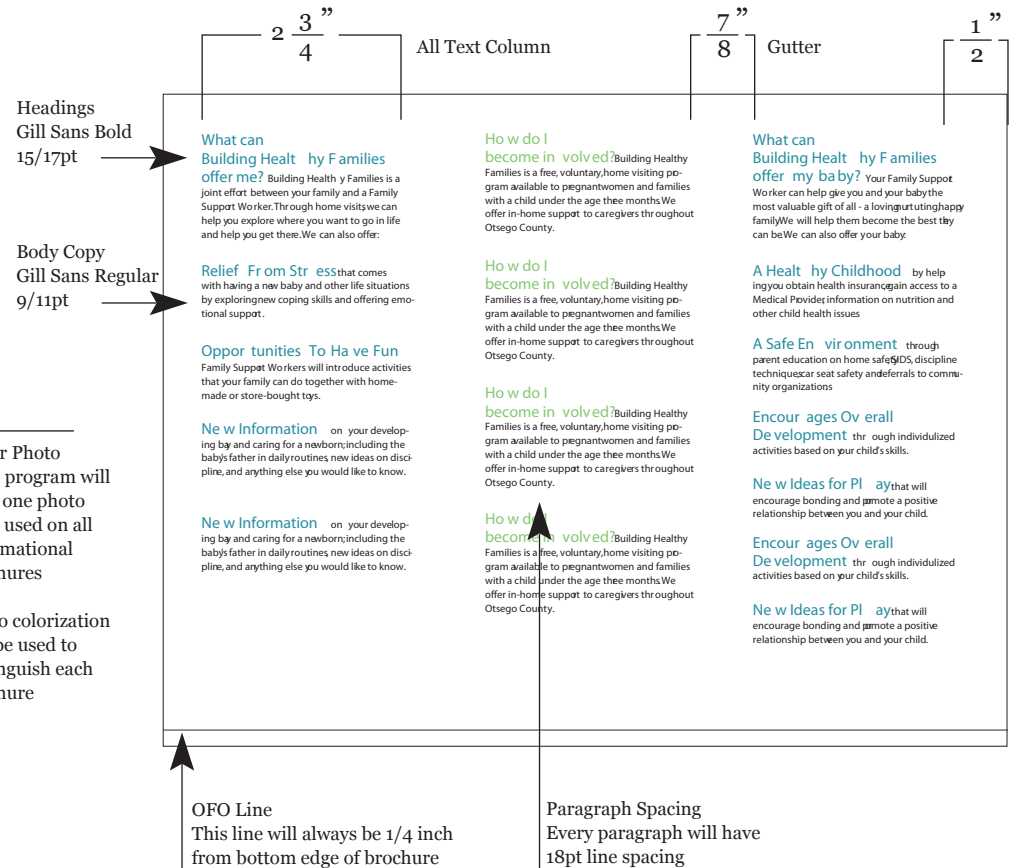
## BROCHURE PRINTING

All OFO Brochures will always be printed on:

Dull-coated, bright white  
100 lb. cover stock



Follow same guidelines and standards as in the Marketing Brochure. The Informational Brochure will always be less photos and graphics to accommodate for more content. The planning and research director will coordinate development of brochures in conjunction with program managers.







Minivan  
Programs will have the option to choose between the agency or individual program mark.



Truck  
Logo will be placed near front of truck and will extend line round to opposite side and connect to 2nd logo

Name Badge  
Badge will be easily customized for various types of employees



**Dan Maskin**  
Chief Executive Officer  
3 West Broadway  
Oneonta, NY 13820  
607.433.8000



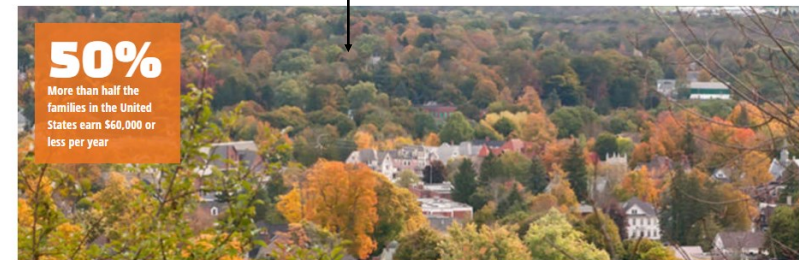
## Other Identity Applications (Recommendations)

The elements documented on this page show how the new identity may apply to other elements in the identity. Please use these as a guide, taking into account parameters that may apply to each usage uniquely. The planning and research director must approve proposed designs and/or proofs prior to production.

Website  
Website will be clean and fresh and reflect the tonality of all OFO publications and will follow the color scheme on page 9



[Home](#) [About OFO](#) [Contact Us](#) [Press Room](#) [Resources](#) [Eligibility](#)



**Find Services**



**Lend A Hand**



**Join Our Team**



**Donate**

### About Opportunities for Otsego

Founded in 1966, Opportunities for Otsego helps alleviate poverty and fosters self-sufficiency through comprehensive and holistic client-centered services. The Agency focuses its attention on specific problems affecting the community, mobilizes resources, and creates solutions to unlock opportunities for low-income individuals and disenfranchised families. Our services encourage economic stability, social justice, and the promotion of healthy lives and families for residents of Otsego County.

### What's Happening...

**Office for the Aging Survey:** Share your opinion on what services and supports are most important and needed to help people remain living independently in their home and community. The survey is available [online](#) or to [download](#).

## Clothing Applications (Recommendations)

The elements documented on this page show how the new identity may apply to other elements in the identity. Since these are not produced yet, some variation may apply. Please use these as a guide, taking into account parameters that may apply to each usage uniquely. The planning and research director must approve proposed designs and/or proofs prior to production.

Outerwear  
Logo will be embroidered  
in color on front left chest,  
Logo may need slight color  
variations to have sufficient  
contrast against fabric



Baseball Cap  
Cap will be clean and simple,  
dark color caps will require special  
1 color logos to be produced



T-Shirt  
Shirts will display logo  
on front left over heart

### CLOTHING CHOICES

White fabric is always recommended to increase logo visibility; however alternate colors may be used considering what clothing will be worn for certain activities.

Alternate program marks may be used.  
Always follow color palette on page 9

# Contact

To request logos or graphic elements related to the identity standards and guidelines, please contact:

Planning and Research Director

3 West Broadway  
Oneonta, NY 13820

P 607.433.8028  
F 607.433.8013  
E [mmartin@ofoinc.org](mailto:mmartin@ofoinc.org)

It is the responsibility of the planning and research director to ensure agency promotional materials disseminated to the public uniformly adhere to agency branding standards. Therefore, the planning and research director must approve all print/visual communication, excluding routine stationary communications. Program managers should conduct a preliminary review of said materials and forward them to the planning and research director at least two weeks prior to the designated distribution date.

Print/Visual communication developed using approved templates must still have the content approved by the planning and research director before dissemination. (e.g. Program newsletters)

## Agency Information (Recommendations)

Phone Numbers: Period separators should be used in phone numbers as in the example provided. (Example 607.433.8000). Incorrect separators include parentheses, dashes, or a combination thereof.

All print/visual communications must include either the agency or program phone number and the agency 800 number as space allows.

Return Address: “Opportunities for Otsego” should be listed first in an address with the program/department listed second. Example:

Opportunities for Otsego  
Program Name  
3 West Broadway  
Oneonta, NY 13820

Website: The OFO website address should be included on all print/visual communications as space allows.

Mission Statement – As space allows, the OFO mission statement shall be included on all print/visual communications. The mission statement must be in a font no smaller than 8pt.





## Color Palette

Program(s)	Pantone	C	M	Y	K	R	G	B
OFO Green	PANTONE 360 C	63	0	84	0	108	194	74
OFO Blue	PANTONE 3145 C	100	10	29	20	0	119	139
OFO Black	Black 2 C	0	7	26	90	25	24	19
Emergency Housing Assistance Program	PANTONE 280 C	100	85	5	22	1	33	105
Building Operations	PANTONE 445 C	52	23	30	74	80	87	89
Wheels To Work	PANTONE 1545 C	20	76	100	70	101	56	25
ESPRI	PANTONE 158 C	0	62	95	0	232	119	34
Violence Intervention Program	PANTONE 5125 C	42	81	11	49	105	60	94
WIC, Facilitated Enrollment	PANTONE 184 C	0	73	32	0	246	82	117
Building Healthy Families	PANTONE 7460 C	100	6	2	10	0	134	191
Early Head Start, Head Start, Universal Pre-K, The Children's Center	PANTONE 484 C	8	92	100	33	154	51	36
Energy Services, EO, Weatherization, HOME, Home Improvement, FTHB	PANTONE 626 C	80	18	56	54	40	92	77

<https://www.pantone.com/color-intelligence/color-education/x-ref>