



BRAND STANDARDS GUIDE

A BRIEF STYLE-DEFINING
GUIDE TO ASSIST CANOPY
AND TRUSTED PARTNERS
IN KEEPING THE BRAND
CONSISTENT AND EFFECTIVE

WEB VERSION 1.0



INTRODUCTION

Canopy Children's Solutions, formerly Mississippi Children's Home Services, is pleased to introduce its new brand guide. From approved logos, colors, and fonts to the tone of our messaging, anything that's branded as Canopy should be informed by the guidelines herein. Adherence to these guidelines by our vendors and trusted partners creates a cohesive brand experience that serves as a beacon for Mississippi children and families in need.

The Brand Promise

We cover families with an array of Behavioral, Educational and Social Health Services that transform the lives of children in need.



LOGO, COLOR & TYPE

PRIMARY LOGO

Vertical Logo:

This is the preferred logo variation. The vertical logo variation is available in full-color, black, and white reversed. The vertical logo should be set on a white background.

Subtext is center-aligned along the spine of the logo and can extend up to 25 characters (including spaces) before starting a second line beneath the first.

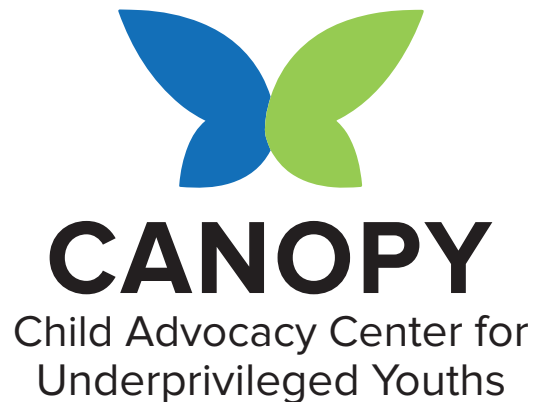
Minimum Size:

The logo should never be reproduced at a size below 1" tall.

Vertical Logo



Vertical Logo (two line)



Minimum Size



SECONDARY LOGO

Horizontal Logo:

This version of the logo should be used in cases where it is required to fit. Maintaining white space around the logo is a central part of the Canopy brand, so it's important to use whichever logo version fits in with its particular surroundings. The horizontal logo should be set on a white background.

Subtext is left-aligned to "CANOPY" and can extend up to 25 characters (including spaces) before starting a second line beneath the first.

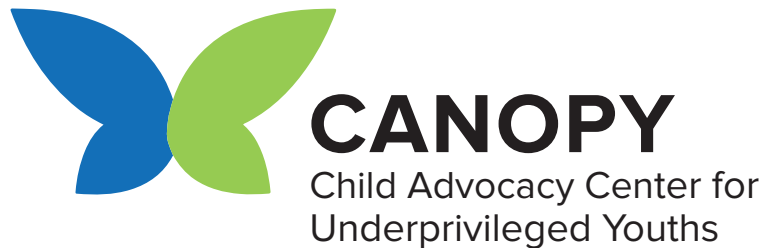
Minimum Size:

The logo should never be reproduced at a size below 1/2" tall (not including additional subtext lines).

Horizontal Logo



Horizontal Logo (two lines)



Minimum Size



LOGO SPACING

Leading:

The space between the logo mark and “CANOPY” should be equal to the height of the “P” bowl, minus one stroke.

The space between “CANOPY” and the subtext should be equal to the height of the subtext “t” below the cross stroke.

Padding:

There should be space the height of the “CANOPY” “C” on the left and right of the logo when enclosed in a box or shape.

There should be space the width of two adjacent “CANOPY” “C”s above the logo, and space the height of four stacked subtext “S”s below the logo.

The leading and padding rules are true of both the vertical and horizontal logo variations.

Leading



Padding



LOGO ALTERNATIVES

Avatar:

When appropriate, a simplified version of the logo may be used, consisting of an all-white vertical logo set on a square of black, green or blue. Padding should be greater than or equal to what is described on pg. 5, provided that the logo inside is greater than or equal to 1" tall.

Avatar Mark:

When appropriate, the logo may be used without any type. It should be full-color, black, or blue on white; or white on black, blue, or green.

Logo Avatars



Logo Avatar Marks



INCORRECT LOGO USAGE

The logo should never be squeezed or stretched. It should never be reproduced in colors that are not expressly defined in the Canopy Graphics Standard Manual. It should never be altered in any way in relation to proportion, organization, or font choice.

If you have any questions pertaining to logo usage, please contact:

Kym Williams

Director of Public Relations
769-777-1010



COLOR PALETTE TREATMENT

This guide will help maintain brand consistency in colors used. Follow the specific color combinations outlined here when creating or modifying brand materials.

Variations and specific usages of these colors in relation to photography will be outlined on page (insert page #).

RGB:

R: 151
G: 202
B: 83

CMYK:

C: 45
M: 0
Y: 88
K: 0

HEX:

#97CA53

PANTONE:

367 U.



RGB:

R: 25
G: 111
B: 184

CMYK:

C: 87
M: 55
Y: 0
K: 0

HEX:

#196FB8

PANTONE:

Proc. Blue U.



RGB:

R: 0
G: 0
B: 0

CMYK:

C: 0
M: 0
Y: 0
K: 100

HEX:

#000000

PANTONE:

Black



ADDITIONAL COLOR PALETTE TREATMENTS & RELATIONSHIPS

While blue, green, black, and white are the primary Canopy colors, occasionally secondary colors or a gradient may be used.

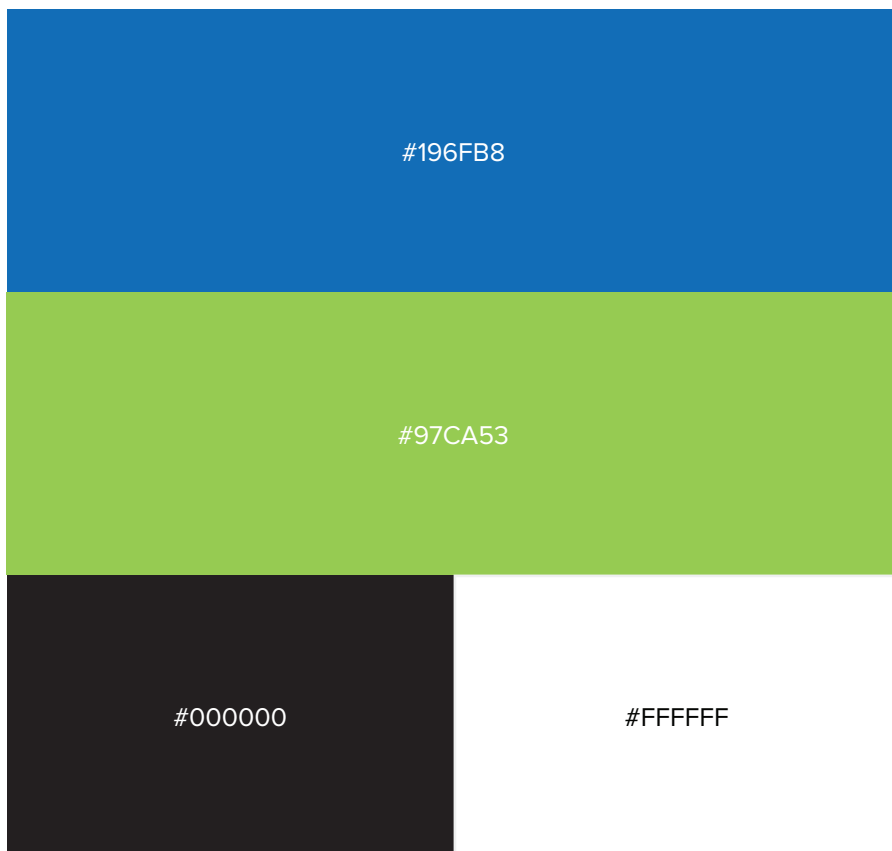
Gradient:

The Canopy gradient is a smooth, 50/50 transition between Canopy blue (#196FB8) and Canopy green (#97CA53).

Secondary Colors:

The Canopy secondary color palette consists of three colors. #FBAF5D, a pale orange, may be used sparingly for adding emphasis to web links, small blocks of text, and other similar situations. #EEEEEE and #F9F9F9, two light shades of gray, may be used for backgrounds and large color fills.

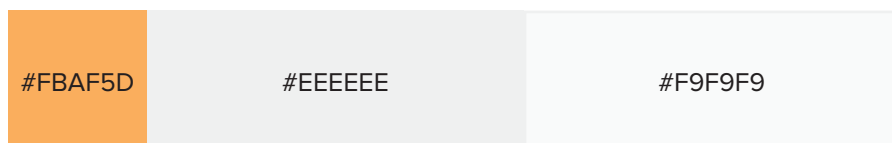
Primary Colors



Gradient



Secondary Colors



TRANSFORMING LIVES LOGO

Horizontal Logo:

The “Transforming Lives” tagline should always be set in Proxima Nova bold, sentence case. It should not be set in any colors other than the approved Canopy green, blue, black, or white.

Both words should be capitalized, and no punctuation should be used.



TYPOGRAPHIC STANDARDS

Font Selection:

All Canopy official materials and documents (both print and web) should be set in Proxima Nova.

Headline:

Headlines should be set in Proxima Nova Bold All Caps.

Subhead:

Subheads should be set in Proxima Nova Bold (sentence case).

Body Copy:

Body copy should be set in Tisa Pro Regular.

Bullets:

Bullet text should be set in Proxima Nova Regular and should not end with a period or other punctuation. Bullet Mark should be Proxima Nova Regular, .25in indent, #196FB8 Diamond, GID 1082, Unicode 2666.

All text should be set in black, when presented on a white or green background; or white, when presented on a black or blue background. Canopy blue #196FB8 may be used sparingly for text on a white background when heavy amounts of black have already been used.

HEADLINE

HEADLINE

HEADLINE

HEADLINE

Subhead

Subhead

Subhead

Subhead

Body Copy

Body Copy

Body Copy

Body Copy

- ◆ Bullet 1
- ◆ Bullet 2
- ◆ Bullet 3
- ◆ Bullet 4

Black Text

White Text

Blue Text

ALTERNATE TYPOGRAPHIC OPTIONS

Font Selection:

On rare occasions when Proxima Nova is not available, Arial may be substituted. However, it is never to be used as a replacement for Proxima Nova.

Alternate Headline:

Alternate headlines should be set in Arial Bold All Caps.

Alternate Subhead:

Alternate subheads should be set in Arial Bold (sentence case).

Alternate Body Copy:

Alternate body copy should be set in Sylfaen Regular.

Alternate Bullets:

Alternate bullet text should be set in Arial and should not end with a period or other punctuation. Bullet Mark should be Arial, .25in indent, #196FB8 Diamond, GID 391, Unicode 2666.

HEADLINE
HEADLINE
HEADLINE
HEADLINE

Subhead
Subhead
Subhead
Subhead

Body Copy
Body Copy
Body Copy
Body Copy

- ◆ Bullet 1
- ◆ Bullet 2
- ◆ Bullet 3
- ◆ Bullet 4

Black Text

White Text

Blue Text



VOICE & TONE WRITING GUIDE

Our Voice

Who is our audience?

When defining any organization's voice, one of the most important questions to ask is, "Who do I want to reach?". With the transition from Mississippi Children's Home Services to Canopy Children's Solutions, this question will have a different answer.

In the past, MCHS has targeted a significant portion of its message to other governmental entities and medical professionals. While it's still important to consider these audiences, there is a shift to speak more to the end user of Canopy's services—mothers, in particular—about the evolving needs of Mississippi's children and families.

With that change in target audience should come a change in how our message is being delivered. We'll be using less clinical/governmental "industry-speak" and focusing more on the emotional drivers that speak directly to mothers who are facing challenging issues regarding their children.

What is our tone?

The tone of the Canopy Children's Solutions voice is:

- authoritative
- informative
- warm
- helpful
- gentle

The tone of the Canopy Children's Solutions voice is not:

- condescending
- cold
- clinical
- detached
- "preachy"

Our authority on the subjects of children and families derives its value from how we're able to apply it to help others. No matter the messaging, the sub-text should always be "We have the expertise you need, and we want to help."

The education level and income of our audience covers a broad spectrum, so it's important that messaging be easily understandable. That isn't to say that industry terminology should be eschewed entirely. It's vital, however, that when industry-speak is used, it contributes to the message rather than detracts from its understanding.

The Spirit of the Voice

To capture the spirit of the Canopy Children's Solution's voice, we need look no further than our core values.

Core Values:

- The **VOICE** of our children and families should always come first.
- **RELATIONSHIPS** matter.
- We take great **JOY** in service to others.
- Our families and our communities deserve our **VERY BEST**.

When writing for Canopy, ask yourself:

- Does my message focus on the needs of children and families?
- Is my message grounded in developing healthy relationships between children and their families?
- Is my message service-centric?
- Does my message work to improve the families and communities we serve?

How We Refer to Ourselves

Our full name is Canopy Children's Solutions. However, we informally refer to ourselves (and want others to feel comfortable doing so) as "Canopy."

On the first instance of our name in any piece of messaging, we should use our full name, followed by the shortened version in parentheses. In subsequent mentions, "Canopy" should be used. For example:

First instance: Canopy Children's Solutions (Canopy)

Subsequent mentions: Canopy

To ease the transition in the public consciousness from Mississippi Children's Home Services to Canopy Children's Solutions, an even more preferable alternative would be to reference our former name. For instance:

Canopy Children's Solutions (Canopy), formerly Mississippi Children's Home Services, is Mississippi's most comprehensive nonprofit provider of children's behavioral health, educational, and social services.

PRIMARY MESSAGES

The primary messages in the Canopy brand are the key headlines and slogans to be used in Canopy's public communications. These form the base for campaigns, ads, billboards, etc. and are the guidelines by which the rest of each asset will be built. Body copy can be molded to fit the situation at hand, but these messages do not change.

The primary Canopy messages are separate from specific campaign messages which might have a set lifespan; these are part of the brand itself.

Transforming Lives

We believe every child can be a success story.

Let's climb higher together.

Web Copy

Across the Canopy site, we write for different “personas”: parents, physicians, donors, educators, referral partners, future adopters, foster parents, and potential employees. To address these people specifically, we should use the second person. The second person pulls the reader into the site and gives users a more personal experience. We should use language that makes it easy for each persona to understand Canopy’s structure and available services.

We should use language that empowers people to reach out to Canopy for help. Remember: Some users will be driven to the site as a result of a very stressful situation. Encouraging, empathetic language can go a long way toward making them feel comfortable in their interactions with Canopy.

We should use person-first language when describing any disabilities or mental illnesses. For example, use “person with autism” rather than “autistic person.”

Headlines

A good headline should help provide structure to the page. It should describe what the section is about and help users find information quickly. A good headline should answer the question, “Is this page relevant to the topic I’m interested in?”

Body copy

Good body copy should support the headline. Users should feel satisfied that the information provided in the body copy is the information “advertised” by the headline.

On SEO

SEO (Search Engine Optimization) is the ever-evolving art and science of impacting the ranking of a site in search engines. Mad Genius is installing a WordPress plugin called Yoast that will aid in producing website content (both copy and images) that produces better SEO results.



PHOTOGRAPHY

PHOTOGRAPHY

Images:

Photography should be light, hopeful, and evocative of springtime. It should feature deliberately backlit character(s) in cheerful poses and scenarios. Sunlight should be included so that a light leak effect can be applied.

Light Leak:

Photography should be positioned underneath the light leak filter included in the active .indd file. This filter, set to blending mode “screen” will give the photograph a bright, orange tint similar to a sunrise. Photography should not be used without the filter, and the filter should not be set to any other blending mode.



PHOTOGRAPHY

Duotone:

This treatment is used very selectively. It is created by overlaying a blue color over a greyscale photograph and setting the blend to multiply.



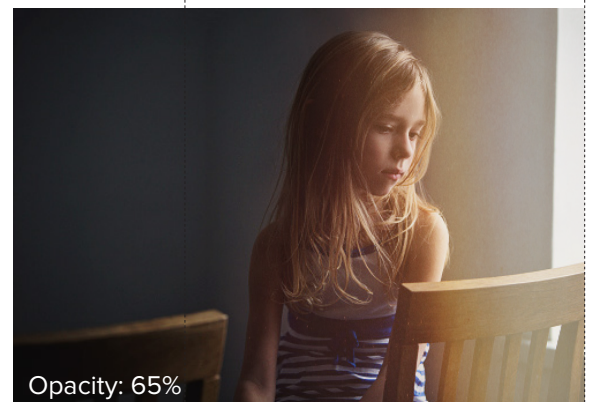
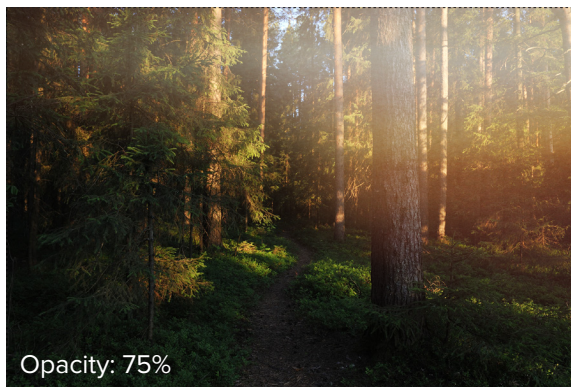
DARK PHOTOGRAPHY

At times, a more somber or emotional tone may be necessary in our photography through the use of darker imagery. Dark photography should echo the same rules as the rest of Canopy's photography: though dark, it should still create an atmosphere of spring evenings and feature slightly backlit characters. The Canopy light leak filter should be used to maintain image consistency and promote a glimpse of hope through dark times.

Light Leak:

The light leak filter should be applied however necessary to arrange it directly over the most prominent light source and its opacity should be adjusted as appropriate. The light leak should never be the focus of the photo, but rather should serve as a faint accent to the colors and highlights already present. Light leak is always set to "Screen" blending mode.

Filter Position





BRANDING SPECIFICS

BRAND IDENTITY

URL:

The url should always be written "mycanopy.org", without any extraneous copy.

URL displayed correctly:

mycanopy.org

URL displayed incorrectly:

~~www.mycanopy.org~~

~~http://www.mycanopy.org/
mycanopy.com~~

CANOPY CORE VALUES

Emphasis:

When writing out the Canopy core values, five words should be emphasized in bold:

“voice”

“Relationships”

“joy”

“very best”

All copy should be left-aligned and set in black. No values should extend beyond one line.

Values correctly displayed



Transforming lives

through commitment to our core values:

The **voice** of our children and families always comes first.

Relationships matter.

We take great **joy** in service to others.

Our families and our communities deserve our **very best**.

If found, please call 601.352.7784

Values not displayed in lowercase bold



Transforming lives

through commitment to our core values:

The *VOICE* of our children and families always comes first.

RELATIONSHIPS matter.

We take great *JOY* in service to others.

Our families and our communities deserve our *VERY BEST*.

If found, please call 601.352.7784

Values not displayed on single lines



Transforming lives

through commitment to our core values:

The **voice** of our children and families always comes first.

Relationships matter.

We take great **joy** in service to others.

Our families and our communities deserve our **very best**.

If found, please call 601.352.7784

TRANSFORMING LIVES

Typography:

The “Transforming Lives” tagline should always be set in Proxima Nova bold, sentence case. It should not be set in any colors other than the approved Canopy green, blue, black, or white.

Both words should be capitalized, and no punctuation should be used.

Correctly displayed

Transforming Lives

Transforming Lives

Transforming Lives

Transforming Lives

Incorrectly displayed

Transforming Lives

Transforming Lives

TRANSFORMING LIVES

Transforming Lives.

Transforming Lives

Transforming Lives

TRANSFORMING LIVES

Transforming Lives

Transforming Lives



LOGO FILE SELECTION

NAVIGATING FILE TYPES

The host of various logo file types provided can be confusing at times; refer to this chart for appropriate usage guidelines.

PRINT

	Color	File
Microsoft Office	RGB	.jpg
Digital Printing	CMYK	.eps / .jpg
4-color (CMYK) Process Printing	CMYK	.eps / .jpg
Spot Color (Coated / Uncoated Stock)	PMS	.eps

DIGITAL

	Color	File
PowerPoint Presentations	RGB	.jpg
Website	RGB	.jpg / .png

MISCELLANEOUS

	Color	File
Embroidery	PMS / CMYK	.eps / .jpg (vendor to advise)
Engraving / Embossing	PMS / CMYK	.eps (vendor to advise)

REVERSED

	Color	File
All Uses	Reverse	.eps / .psd