



BRAND STANDARDS GUIDE

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

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.

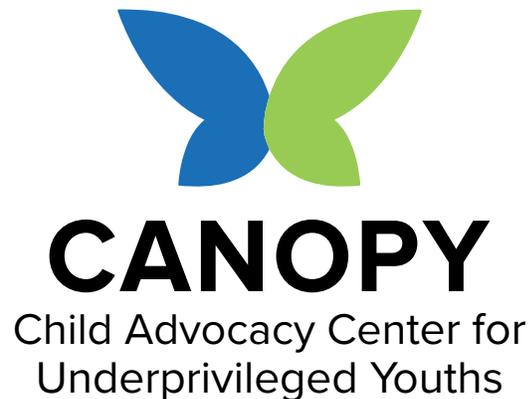
Minimum Size:

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

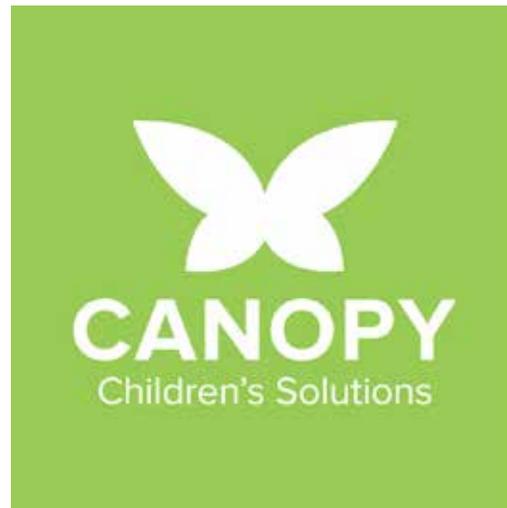
Avatar:

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.

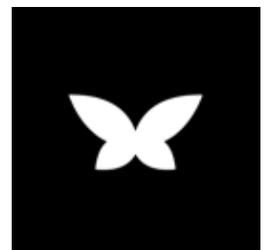
Avatar Mark:

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:

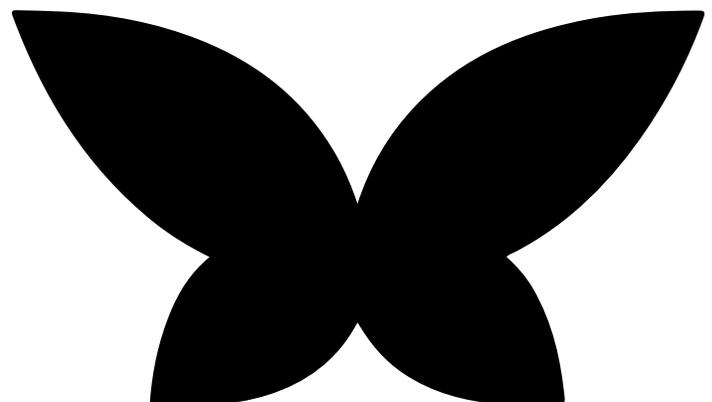
C: 0
M: 0
Y: 0
K: 100

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).

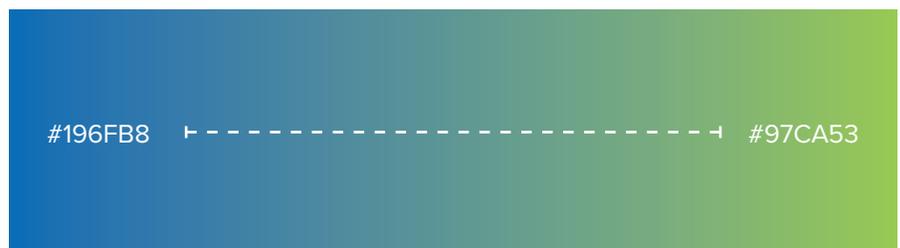
Secondary Colors:

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.

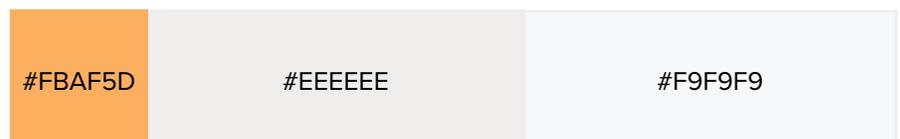
Primary Colors



Gradient



Secondary Colors



TRANSFORMING LIVES LOGO

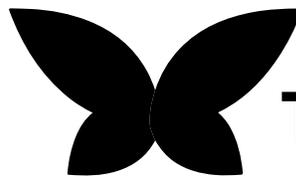
Horizontal Logo:

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.

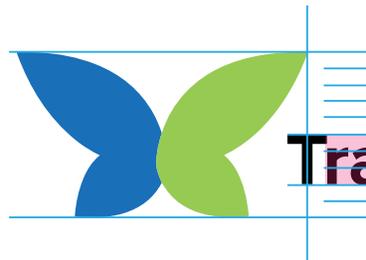
Both words should be capitalized, and no punctuation should be used.



Transforming Lives



Transforming Lives



Transforming Lives

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 ullet 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.

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:

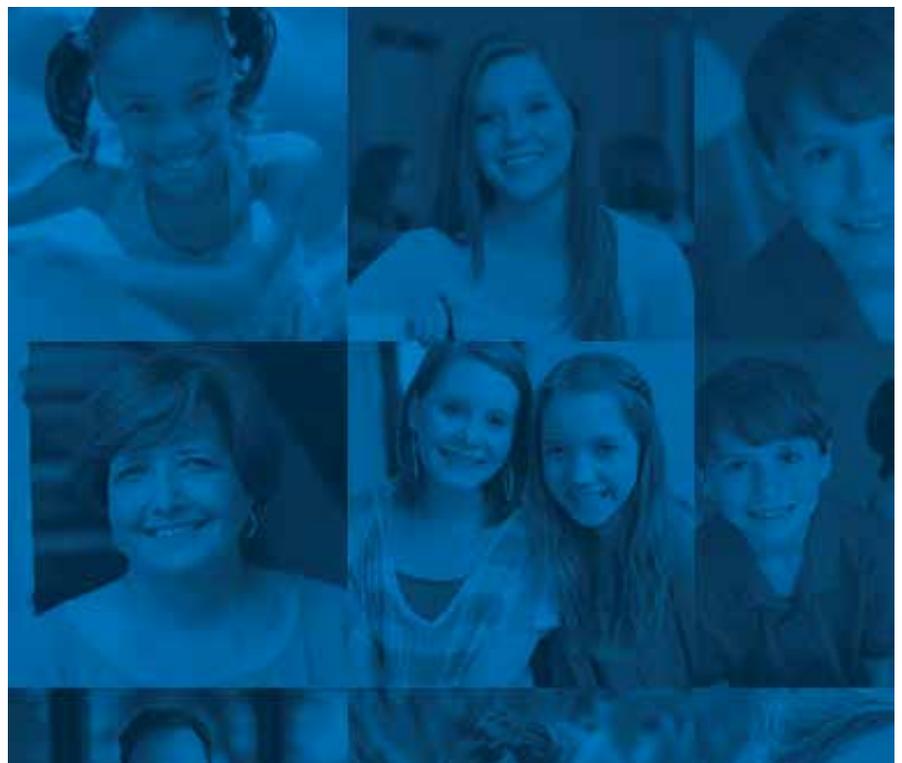
Photography should be positioned underneath the light leak filter included in the active .indd file. This filter, set to blending mode "screen" will give the photograph a bright, orange tint similar to a sunrise. Photography should not be used without the filter, and the filter should not be set to any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



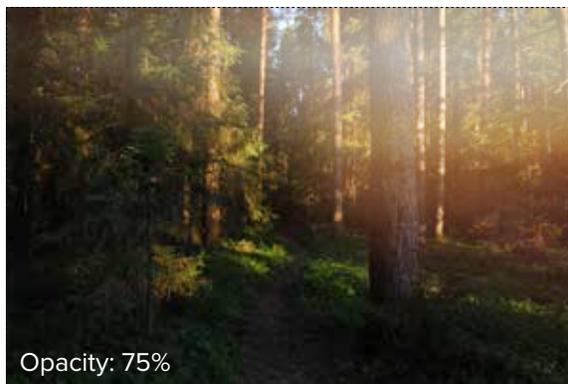
DARK PHOTOGRAPHY

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

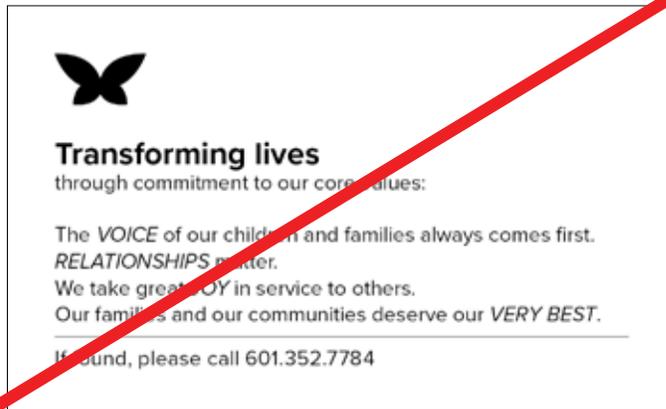



Transforming lives
 through commitment to our core values:

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



MARKETING SHEETS

MARKETING SHEET UNDERLYING GRID

Margins:

There is a strict .5" margin all the way around its exterior. The margin should not be broken by any typographic or photographic elements, with the exception of the footer logomark.

Logo:

The Canopy logo inhabits the top left corner of the Marketing Sheet within its margins and takes up no more than one column.

Columns:

The Marketing Sheet is divided into 6 identical columns with a .1667" gutter. When possible, photography should occupy the leftmost 2 columns and copy should inhabit the rightmost 4 columns. Fit photography around body copy, especially when copy doesn't fill 4 columns perfectly.

Rows:

The Marketing Sheet features a number of horizontal guides. The topmost pair of guides provide space for overflow headlines. The pair below these form the primary headline / subtext area. The guide below these outlines the horizontal rule. The two guides below that describe the body copy / photographic area. The bottom guide aligns the footer mark and copy.



MARKETING SHEET LAYOUT 1

Headline:

When there is headline subtext, the headline sits along the 2nd-from-top horizontal guide inside the header image.

H1: *Proxima Nova Bold (TT)*
25pt size, 30pt leading, #ffffff

Headline Subtext:

When included, the subtext should sit directly below the header, separated from the copy by a .25pt horizontal rule.

H1 Sub: *Tisa Pro Regular (Tt)*
16pt size, 19pt leading, #196FB8

Subhead:

H2: *Proxima Nova Bold (Tt)*
15pt size, 25pt leading, #000000

Body Copy:

Body: *Proxima Nova Regular (Tt)*
10pt size, 12pt leading, #000000

Bullet Point:

Bullet text: *Proxima Nova Regular (Tt)*
10pt size, 12 pt leading #000000

Bullet Mark: *Proxima Nova Regular*
.25in indent, #196FB8
Diamond, GID 1082, Unicode 2666



COMPREHENSIVE FAMILY SUPPORT SERVICES PROGRAM

Comprehensive Family Support Services Program (CFSSP) is a Mississippi Department of Human Services (MDHS) program which provides family preservation services and family reunification services.





Family Preservation Services:

- Services for children and adolescents who are at risk of being removed from home. MDHS must have a case open but youth may or may not be in MDHS custody
- Services are provided up to 8 weeks

Family Reunification Services:

Reunification for children and adolescents who have been removed from their homes and placed in MDHS custody

- Services for children and adolescents who have been in MDHS custody for less than 8 months
- Services are provided up to 16 weeks

Who Do We Serve?

- Only families referred by MDHS
- Families may voluntarily agree to actively participate
- Families may be court ordered for services

What Features Does This Service Provide?

- Crisis intervention services available 24 hours a day, 7 days a week
- Child and Family Team meetings
- Therapeutic Services
- Case Management and Service Coordination
- Trauma Focused Cognitive Behavior Therapy when needed
- Flex funds available to assist with immediate needs
- Active Parent Education
- Behavior Management Planning

How Do I Make a Referral?

- Call 800.388.6247 to speak with a care coordinator

601.352.7784  mycanopy.org

MARKETING SHEET LAYOUT 2

Headline:

When there is no headline subtext, the headline sits along the 4th-from-top horizontal guide, directly above the horizontal rule.

H1: Proxima Nova Bold (TT)
25pt size, 30pt leading, #000000

Photography:

When body text does not fill its allotted 4 columns, photography can be used to fill excess space. Typographic and photographic elements should have a .125" gutter between each other.

Footer:

The footer consists of the Canopy logo mark, the Canopy phone number, and mycanopy.org url. Footer elements are center-aligned along the lowest horizontal guide.

Footer: Proxima Nova Regular (Tt)
10pt size, 12pt leading, #000000



AUTISM SERVICES



Clinical Services

- Early intervention program for children ages 18 months to 8 years old with Applied Behavior Analysis (ABA) services, an evidence based practice that focuses on behaviors
- Psychological and behavioral evaluations
- Individualized group parent training
- Services provided in both clinic and community based settings
- In service training for public and private school educators
- Behavioral consultation



Cares Day School Program

- Specialized classrooms for children on the Autism Spectrum
- Licensed Teachers and Behavioral Specialists in each classroom
- Intense, individualized services that meet the needs of each student
- Locations in Jackson, Hattiesburg and Gulfport
- Extended School Year

How Do I Make a Referral?

- Call 800.388.6247 to speak to a care coordinator



601.352.7784  mycanopy.org

MARKETING SHEET HEADER

Photography:

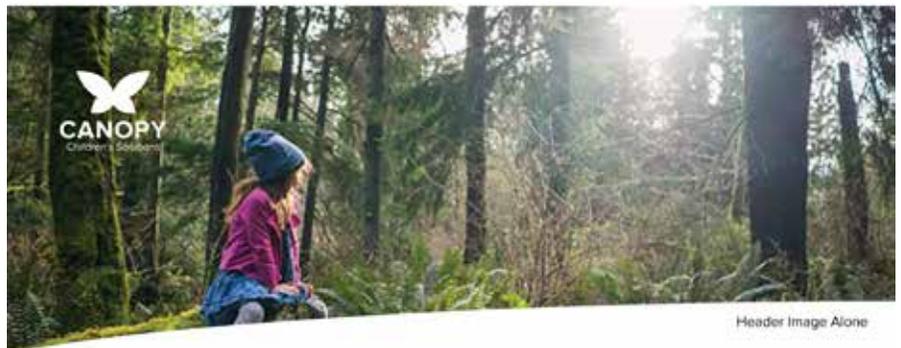
Header photography should be light, hopeful, and evocative of springtime. It should feature deliberately backlit character(s) in cheerful poses and scenarios. Sunlight should be included so that a light leak effect can be applied.

Light Leak:

Header 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. Header photography should not be used without the filter, and the filter should not be set to any other blending mode.

Logo:

The Canopy logo is drawn in white (#ffffff) with a slight drop shadow (distance: 0, size: .25in, opacity: 75%)





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