



FOUNDED IN 1959 BY  
SARA O'MEARA + YVONNE FEDDERSON  
PREVENTION AND TREATMENT  
OF CHILD ABUSE

Version . 01 / 2024

# Brand Vibe Guide

**Confidential Disclaimer** This presentation and the information in it are provided in confidence, for the sole purpose of exploring donor opportunities between disclosing party and the receiving party concerting (*insert name of purpose*), and may not be disclosed to any third party or used for any other purpose without the express written permission of the disclosing party.



Preface

# Welcome

What started out with two bold women who dared to care, Sara O'Meara and Yvonne Fedderson, has transformed into a global movement dedicated to eradicating child abuse and neglect.

This vibe guide sets out the basic guidelines for the successful implementation of our brand identity. Our objective is to provide a flexible framework of practical guidelines that ensure global consistency, whilst providing scope of felxibility for creativity and initiative.

A strong brand is one of the most valuable assets an organization owns — it can mean the difference between a donor choosing us, or one of our competitors. It is the visual and written expression of everything we are, and everything we promise to deliver to the children we rescue, families we serve, communities we support and the donors who support us.

To make it truly impactful it needs to be applied consistently. Everyone has a part to play in doing this and bringing our brand to life — these elements are here to help you.

*Sara O'Meara*  
Sara O'Meara . Co-Founder

*Yvonne Fedderson*  
Yvonne Fedderson . Co-Founder

*M. Medoro*  
Michael Medoro . Chief of Staff

*BB*  
Bill Backus . Head of National Brand



# Our Founders

In the 1950s, actresses Sara O'Meara and Yvonne Fedderson defied Hollywood norms and left their thriving careers to pursue a profound mission. Witnessing the struggles of abused and neglected children, they redirected their energy from the silver screen to humanitarian work. Through their tireless dedication, O'Meara and Fedderson established a legacy of compassion and reform, founding Childhelp in 1959, provided vital support and advocacy for vulnerable children.



Watch The Story

*Sara O'Meara*  
Sara O'Meara . Co-Founder

*Yvonne Fedderson*  
Yvonne Fedderson . Co-Founder

Table of Contents

Index

01  
Brand Strategy

Defining the Brand  
Brand Values  
Brand Personality  
Tone of Voice  
Brand Messaging

02  
Brandmarks

Primary Mark  
The Symbol  
Mark Color Options  
Exclusion Zone + Sizing  
Mark Misuse  
Mark Placement  
Mark Variations  
Collaboration Mark

03  
Color

Primary Color Palette  
Color Weighting  
Color Combinations  
Color Usage Examples  
Color Misuse

04  
Typography

Primary Typeface  
Typeface Weights  
Type Hierarchy  
Print Longform Hierarchy  
Digital Hierarchy  
Type Misuse

05  
Imagery

Photography  
Illustrations  
Video

06  
Application

Social Media  
Email Marketing  
Business Cards  
Letterhead  
Envelopes  
Brochures  
Folders  
Brand Drivers  
Swag

07  
Resources

National MarCom Team  
Marketing Request Form  
Stock Photography  
Stock Video + Motion Graphics

08  
Questions

Brand + Marketing  
Social Media  
Public Relations  
Programs  
Chapter + Events



Defining The Brand  
Brand Values  
Brand Personality  
Tone of Voice  
Brand Messaging

# The Brand

01



Defining The Brand

In this section, we outline the building blocks of our brand, including who we are, what we stand for, what sets us apart, our personality, why we choose the words we use and how we’ve decided to show up in the world.

Overview

Childhelp is the first non-profit brand focused on eradicating child abuse and neglect. Our purpose is to bring healing, hope and unconditional love to children who have suffered abuse and neglect.

Detailed Summary

Our Vision

We envision a world where every child is free to play, learn, live and feel loved without fear of being abused or neglected.

Our Mission

Through prevention, intervention and treatment we plan to meet the physical, emotional, educational and spiritual needs of children everywhere.

Challenge

The fundamental challenge common to all non-profit brands: operating their brand like a non-profit rather than a lifestyle. The ugly truth is that not all non-profits will make it, or succeed in bringing their vision to life. Some are slow adopters, others non-conformist, but Childhelp is future proofing our organization by refreshing our brand through the lens of a lifestyle.

Solution

Childhelp offers a personalized experience: uncompromising hope. Where a child should never feel hopeless.

Result

With Childhelp, children, families and communities can experience hope and unconditional love — for all who enter will find love.



A photograph of a man with a beard and a baseball cap hugging a young girl in a field. The man is smiling and looking down at the girl. The girl is also smiling and looking up at the man. The background is a blurred field with trees and a fence.

# ALL WHO ENTER WILL FIND LOVE

The entrance of every Childhelp facility and brand touchpoint features these words as a promise to those who enter.



Brand Values

Who we are is reflected in our values. These are the central and key benefits that guide our actions, unite our people and uphold our mission.

Overview

Detailed Summary

We value honest, optimistic, passionate, and empowered people who add value to our world and the children we rescue.

- H

Honest

Be honest with those around you. From the children we rescue to the families we serve to the communities we support to the team we work along side.
- O

Optimistic

Being optimistic doesn't mean things will automatically get better; it's a conviction that together we can make things better.
- P

Passionate

Love what you do and do what you love. Late nights. Early mornings. Long weekends. It's all worth it for the child who never gets rest.
- E

Empowered

Never forget — you are enough just as you are. Invest in change making moments that bring us closer to our vision.



Brand Personality

Our brand is a reflection of who we are as a company and what we represent in the world. If nothing else, our outward-facing brand should represent the best of what we bring to work as colleagues at this company.

Overview

Our personality is deliberately human. In a world filled with fear we are daring, loving, approachable and safe.

Detailed Summary

Daring

We take risk to change policy, show compassion, establish trust and build relations. Rooted in our DNA is a daring mindset birthed by our founders.

Loving

We chose to use language that empowers and lifts spirits high. We promote peace and love over hate and fear.

Approachable

We welcome all who enter with love, open arms and acceptance. Working with children is a gift few have the opportunity to do — embrace it by being approachable.

Safe

We allow space for others to feel safe and validated without retraumatizing. Move fluid with others to keep them and the space the operate in safe.



Tone of Voice

We all express ourselves slightly differently with different groups of people, but these expressions should always be bound by a common tone. Our voice isn’t just an intrinsic part of the programs, it’s an external representation of the people behind it. When representing our brand, use the following checklist to ensure an appropriate tone in both the written and spoken word.

Who we are

We are brave, reassuring, caring, and candid.

Who we aren't

~~We never show cowardice, discouraging, cruel or insincere.~~

Detailed Summary

Brave Voice and Tone

Voice — Language which promotes courage, guidance and direction  
 Tone — Inspirational and motivational

Reassuring Voice and Tone

Voice — Language which builds trust and reassures audiences  
 Tone — Soothing and confident (*parental*)

Caring Voice and Tone

Voice — Language which promotes love and hope  
 Tone — Happy and euphoric

Candid Voice and Tone

Voice — Language which promotes truth  
 Tone — Honest and sincere



Brand Messaging

Our messaging is how we communicate to our audience and highlight the value of our programs and services. It is the big-picture message we want to convey to our families, communities and donors. It is important to have consistent, clear and concise messaging across all platforms and touch points.

Brand Guidelines

Primary Messaging

All Who Enter Will Find Love.

Secondary Messaging

Child Abuse Hotline — You're Not Alone.  
Speak Up Be Safe — Preventing Abuse.  
Courage First Helpline — You. Courageous.  
Advocacy Centers — You're Safe Here.  
Foster Care — For The Love Of A Child.  
The Village — Together, Anything Is Possible.  
Short-Term Residential — It's Going To Be Okay.

Key Descriptive Messaging

Introducing an innovative line of uncompromising programs; where love and hope conquer fear and hate, passionate people dedicate themselves, and inspired design are just as important. We create programs that are designed by experts to eradicate child abuse and neglect, backed by an influential legacy that's impacted more than 12 million lives and counting.

Childhelp is the first and only non-profit focused on tackling the child abuse epidemic through prevention, intervention and treatment. Our purpose is to bring healing, hope and unconditional love to children who have suffered abuse and neglect and make them whole again.



- Primary Mark
- The Symbol
- Mark Color Options
- Exclusion Zone + Sizing
- Mark Misuse
- Mark Placement
- Mark Variations

# Brandmarks

02

Primary Mark

This is our primary mark, and the one that should be used to start any visual communications. It is our most important visual asset and should be the first choice when choosing a graphic element to represent our brand. The mark consists of a symbol, a logo and legacy messaging.

The symbol, logo, legacy messaging and signature mark are important expressions of our brand identity. They have each been carefully designed and constructed to achieve visual harmony.

Consistent use of our mark is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand. It is vital that they are always applied consistently. They should never be altered, modified, or redrawn.

Signature Mark



The Symbol

The Logo

Legacy



# The Symbol of Hope

Our symbol is the shorthand expression for the brand. The "Dove" symbol is symmetrical and balanced in harmony. Often it is the first image to introduce the brand, in use cases such as our social media avatars.

Our identity is a persistent evolution of our brand and its services. The symbol represents the "hope" between our brand and customers.



Currently this mark IS ONLY to be used on social media.

Mark Color Options

The full color mark, pictured right, is our primary mark colorway, used only in situations where the brand palette is not being used in the background. To ensure the full color mark remains respected, we never use the full color mark with any of the colors from the color palette. This elevates the brand from the rest of the palette, ensuring that it is not confused, nor its power diluted.

The full color mark should only be used with black (*dark*) or white (*light*) colored backgrounds.

If color is not an option for technical reasons or if the brand lacks contrast or competes with other visual elements, use either the black or white mark options.

Color Mark Options



Full Color on White



Full Color with White Legacy Text on Black



Black Mark on Coral



White Mark on Purple

Mono Logo Options



Full Color with White Legacy Text on Black



Exclusion Zone + Sizing

The exclusion zone ensures legibility and impact of the mark by isolating it from competing visual elements such as text and supporting graphics. This zone should be considered as the absolute minimum safe distance, ensuring the mark has plenty of room to breathe.

The exclusion zone is equal to the height and width of the symbol (marked as *x* in the diagram). If you are using any of the variations of the Childhelp mark, including programs and chapters, the same exclusion rules apply.

Establishing a minimum size ensures that the impact and legibility of the mark is not compromised in application. Use the minimum sizes indicated over the page for small-scale applications of the mark.

For instances smaller than 2" please use our isolated primary mark to maintain brand integrity.



Mark Misuse

It is important that the appearance of the mark remain consistent. The mark should not be misinterpreted, modified, or added to. No attempt should be made to alter the mark in any way. Its orientation, color and composition should remain as indicated in this document — *there are no exceptions*. To illustrate this point, some of the more likely mistakes are show on this page.

Brand Guidelines

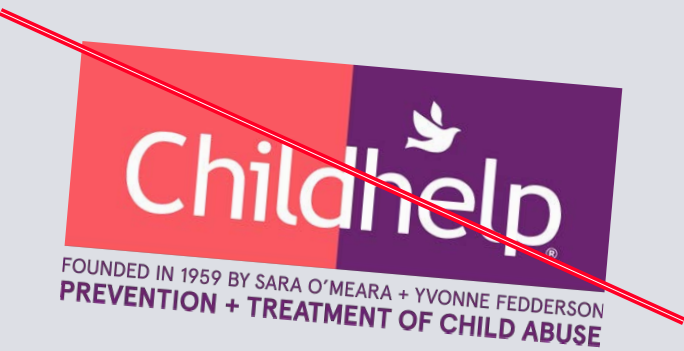
Do Not Bevel or Emboss



Do Not Outline



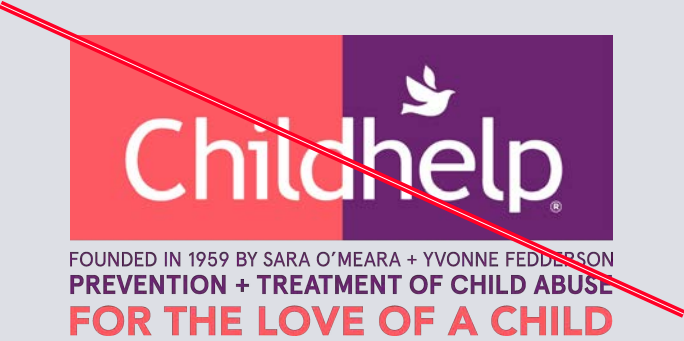
Do Not Rotate



Do Not Add Gradient



Do Not Add Text



Confidential For Internal Only

Do Not Stretch



Do Not Add Drop Shadow



Do Not Move Symbol



Do Not Change Colors



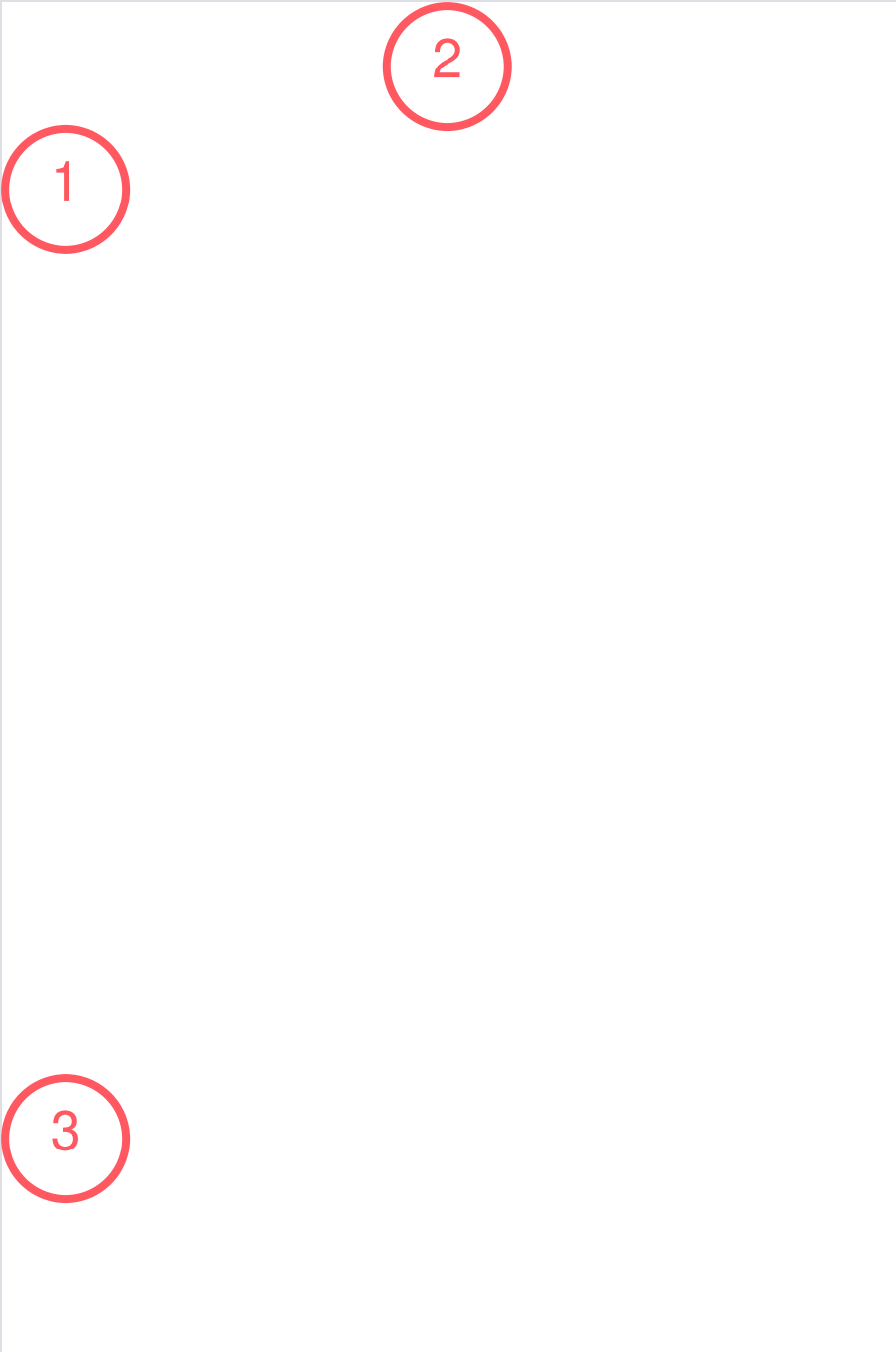


Mark Placement

Regardless of communication size or dimension, the mark can only ever be placed in five locations. This keeps the mark placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system. Please keep in mind the mark exclusion zone when placing the mark in the corner. In no particular order, the placement options are:

- 1. Top left corner (pulled out)
- 2. Top centered (pulled up)
- 3. Bottom left corner (pulled out)

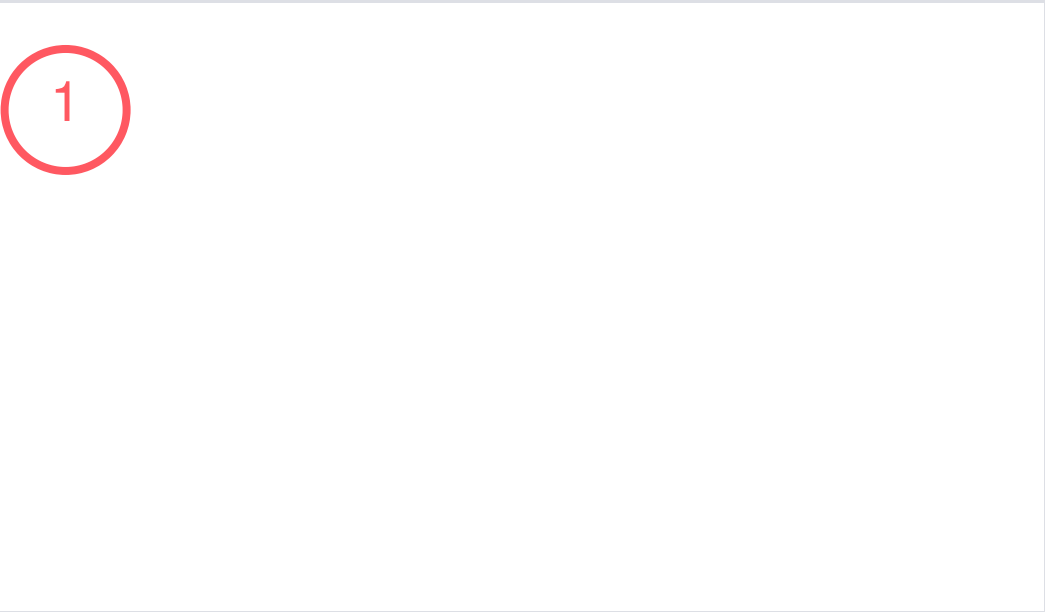
Do Not Bevel or Emboss



Letterhead / Fliers / Posters



Business Cards / Postcards



Envelopes

Mark Variations

This is our alternate mark, an alternative version to our primary mark that is utilized when the legacy messaging of the primary mark is too small to read.

It is equally as valuable as our primary mark which still consists of the symbol, logo and legacy messaging.

Consistent use of our mark is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand. It is vital that they are always applied consistently. They should never be altered, modified, or redrawn.

Alternate Mark



Minimum Size





Mark Variations

This is our isolated mark, a mark variation of our primary mark that is utilized when the legacy messaging in the primary or alternate mark are too small to read.

It is equally as valuable as our primary or alternate marks, which still consists of the symbol and logo.

Consistent use of our mark is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand. It is vital that they are always applied consistently. They should never be altered, modified, or redrawn.

Isolated Mark



Minimum Size



Mark Variations

These are the Childhelp Program Marks, each one designed using an endorsed brand strategy framework. Utilizing this strategy improves national brand awareness, recognition and recall.

These marks are subject to the same design guides as our primary, alternate and isolated marks.

They are equally as valuable as our other marks, which still consist of the symbol and logo.

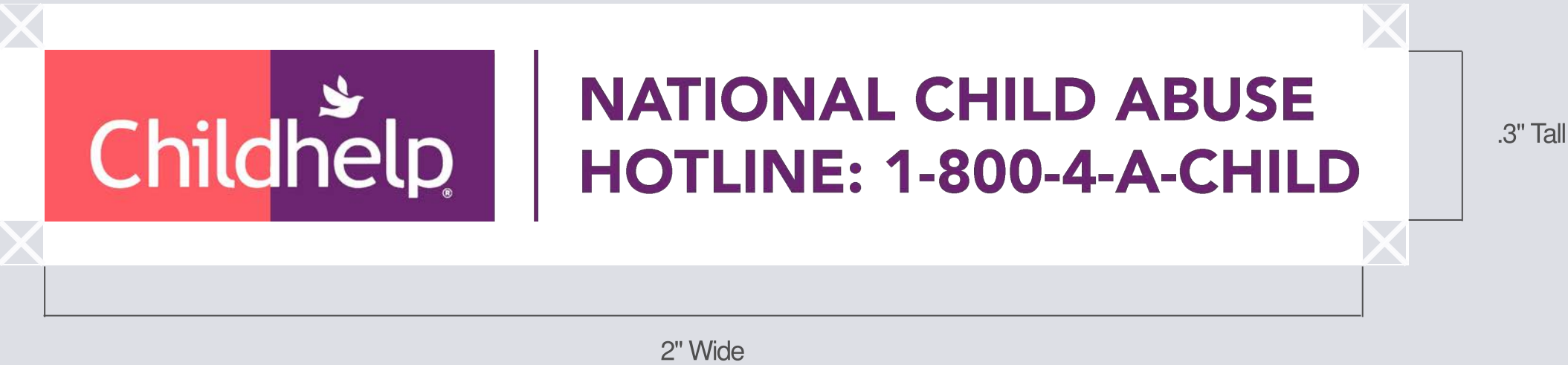
Consistent use of our program marks is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand. It is vital that they are always applied consistently. They should never be altered, modified, or redrawn.

For instances smaller than 2" wide please reach out to our Head of National Brand.

Program Marks

|   |   |   |  |
|---|---|---|--|
|    | NATIONAL CHILD ABUSE<br>HOTLINE: 1-800-4-A-CHILD      |    | CHILDREN'S ADVOCACY<br>CENTER OF ARIZONA     |
|    | SPEAK UP BE SAFE<br>PREVENTION EDUCATION              |    | CHILDREN'S ADVOCACY<br>CENTER OF TENNESSEE   |
|    | SPEAK UP BE SAFE FOR ATHLETES<br>PREVENTION EDUCATION |    | FOSTER CARE SERVICES<br>OF CALIFORNIA        |
|    | COURAGE FIRST ATHLETE<br>HELPLINE: 1-888-279-1026     |    | FOSTER CARE SERVICES<br>OF TENNESSEE         |
|  | ALICE C. TYLER VILLAGE<br>OF VIRGINIA                 |  | FOSTER CARE SERVICES<br>CHILDHELPPOSTERS.ORG |

Minimum Size





Mark Variations

These are the Childhelp Chapter Marks, each one designed using an endorsed brand strategy framework. Utilizing this strategy improves national brand awareness, recognition and recall.

These marks are subject to the same design guides as our primary, alternate and isolated marks.

They are equally as valuable as out other marks, which still consist of the symbol and logo.

Consistent use of our chapter marks is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand. It is vital that they are always applied consistently. They should never be altered, modified, or redrawn.

For instances smaller than 2.5" wide please reach out to our Head of National Brand.

Chapter Marks



Minimum Size



Collaboration Mark

This is our collaboration mark, a mark variation of our primary mark that is utilized when collaborating.

It is equally as valuable as our primary or alternate marks, which still consists of the symbol and logo.

When doing a collaboration, always use the Childhelp mark first, and then then the partner, unless otherwise specified.

Spacing between marks is equal to the exclusion zone identified on other marks.



Collab Mark



Minimum Size



Colorways



- Primary Color Palette
- Secondary Color Palette
- Color Weighting
- Color Combinations
- Color Usage Examples
- Color Misuse

# Color

03



Primary Color Palette

Our brand is underpinned with a color palette designed to be bold, modern and distinctive. Different combinations of color can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that our color palette is applied consistently.

Our brand colors have been carefully selected to convey the perfect tone for us. Coral is our signature brand color — accompanied Royal Purple and a set of grey and white that create contrast, giving energy to our brand.

|              |                        |                           |                |               |
|--------------|------------------------|---------------------------|----------------|---------------|
| Coral        | RGB<br>255 / 88 / 97   | CMYK<br>0 / 80 / 53 / 0   | HEX<br>#FF5861 | PMS<br>P 178C |
| Royal Purple | RGB<br>107 / 36 / 112  | CMYK<br>68 / 100 / 23 / 9 | HEX<br>#6B2470 | PMS<br>P 267C |
| Cool Gray    | RGB<br>123 / 100 / 105 | CMYK<br>50 / 58 / 47 / 17 | HEX<br>#7B6469 | PMS<br>P 437C |
| White        | RGB<br>0 / 0 / 0       | CMYK<br>0 / 0 / 0 / 0     | HEX<br>#000000 | PMS<br>Black  |



Color Weighting

In order to achieve a consistent look in branded communications, colors should be weighted towards the primary color palette, with secondary color palette supporting where appropriate.

Primary Palette



Color Combinations

Our colors help bring our brand to life, so we should use a variety of combinations to keep it looking fresh.

Shown here are examples that should act as guidance on how we can use different color combinations when building creative. Note that we should always lead with our signature color and use other colors from our palette as accent colors. This will allow us to turn the volume up or down on our brand output.

White on Coral

White on Royal Purple

Royal Purple on Teal

Teal on Royal Purple

Royal Purple on White

Coral on Royal Purple

Coral on White

Royal Purple on Coral

Teal on White

White on Teal

Black on White

White on Black



Color Usage Examples

These are examples of how our color palette would be best applied to maintain consistency of look and feel on larger brand initiatives, moments and campaigns.

Color Inversion

Color combinations shown can also be inverted — so have fun and be creative.

Childhelp invites  
 you to celebrate  
 past achievements  
 with an evening of  
 food, drink and an  
 exciting look into  
 the future.

**When**  
 6:60—9:30pm  
 March 18, 2024

**Where**  
 The Phoenician  
 6000 E Camelback Rd.

**RSVP**  
 kdebaker@childhelp.org

childhelp.org

Royal Purple and White on Coral

Childhelp invites  
 you to celebrate  
 past achievements  
 with an evening of  
 food, drink and an  
 exciting look into  
 the future.

**When**  
 6:60—9:30pm  
 March 18, 2024

**Where**  
 The Phoenician  
 6000 E Camelback Rd.

**RSVP**  
 kdebaker@childhelp.org

childhelp.org

Teal and White on Royal Purple

Childhelp invites  
 you to celebrate  
 past achievements  
 with an evening of  
 food, drink and an  
 exciting look into  
 the future.

**When**  
 6:60—9:30pm  
 March 18, 2024

**Where**  
 The Phoenician  
 6000 E Camelback Rd.

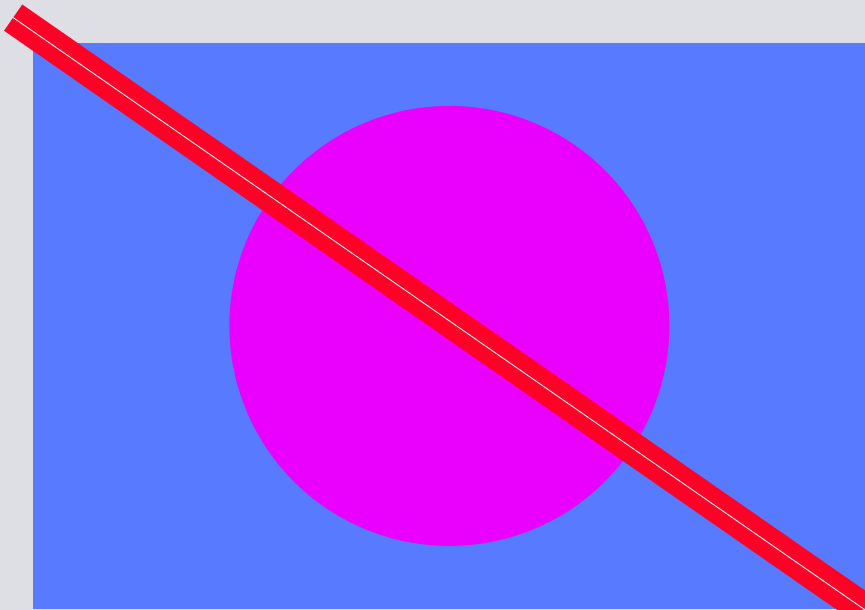
**RSVP**  
 kdebaker@childhelp.org

childhelp.org

Royal Purple and White on Teal

Color Misuse

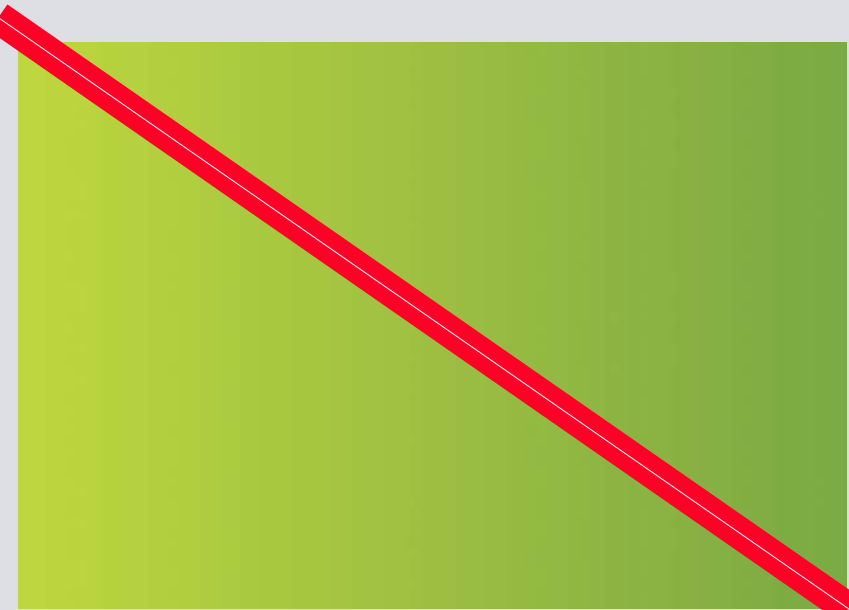
This is a quick guide to ensure legibility when writing messaging on a range of background colors.



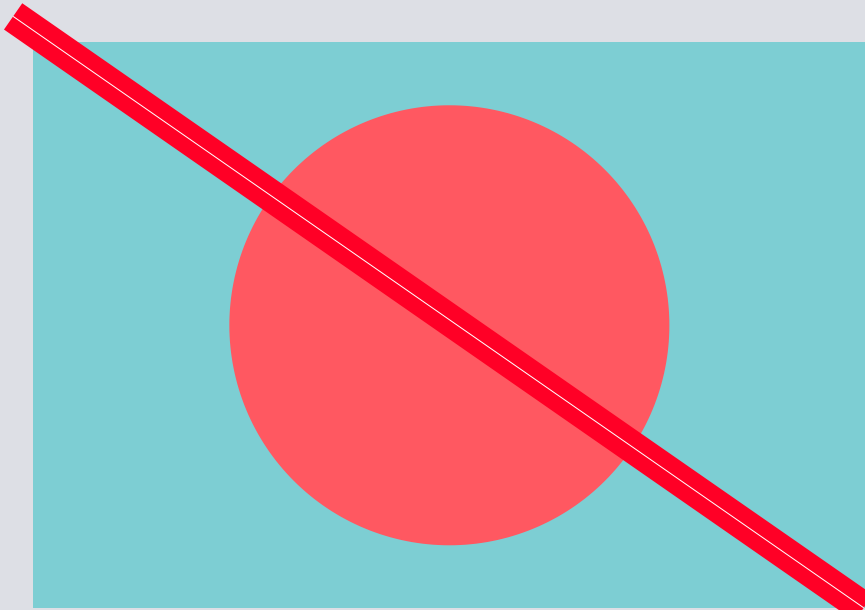
Do not use solid colors outside of the brand palette



Do not use illegible color combinations



Do not use gradients *(unless for a campaign)*



Avoid colors that vibrate on screen *(ADA compliant)*



Do not use illegible color combinations over photos



Do not use brand mark on colors outside palette



- Primary Typeface
- Typeface Weights
- Type Hierarchy
- Print Longform Hierarchy
- Digital Hierarchy
- Type Misuse

# Typography

04



Primary Typeface

Our primary typeface is Avenir, which in french means *"future"*. We use it everywhere possible. It is a simple, clean and legible typeface that compliments our mark. As a sans-serif, it is bold and modern, classic and friendly. It makes an unmistakable statement, and works as functional typography across digital platforms and print materials.

Alternative Typefaces

In situations where it is not possible to use Avenir, Arial can be used. We only use it when Avenir is not available, such as Google Docs, MS PowerPoint, Word or Outlook. This avoids any incompatibility issues when documents are sent out to third parties who do not have Avenir. It ensures documents are seen as we intend them. Do not use Arial on professionally designed materials such as brochures and signage.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*

Styles & Weights

Light  
Book  
Medium  
Black

AaBb

Typeface Weights

Our brand uses four weights from the Avenir family: Light, Book, Medium and Black. Such a versatile family offers various solutions from book design to poster design, from brand signage systems and more.

Light and Book can be used for body text, subheads and captions. Medium and Black are used for headings.

Avenir Light

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^&\*

Avenir Book

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^&\*

Avenir Medium

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^&\*

Avenir Black

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@#\$\$%^&\***

Type Hierarchy

Attention should be given to the written copy. Ensuring legibility as well as visual attraction. To create a clear hierarchy it is important that we ensure size differences between different kinds of information. Using less sizes creates a more distinct impression. It is important to adhere to the line height, tracking and text arrangement specified in this document to achieve brand consistency throughout.

Headlines

When creating headlines, a large or a small can be used depending on the amount of text. Try using at least a 200% difference in size. For example a 12pt base size, would imply the minimum next size would be 24pt.

Brand Guidelines

Headline Large  
Avenir Black  
Tracking set to -50

Headline Small  
Avenir Black  
Tracking set to -25

Subheadline  
Avenir Medium  
Tracking set to -10

Body Text  
Avenir Book  
Tracking set to -10

Information  
Avenir Light  
Tracking set to 0

Pull Quotes  
Avenir Book  
Tracking set to -10 to -25

Two women who dared to care.

Our’s is a story of defiance for those in need.

Our purpose is to bring healing, hope and unconditional love to children who have suffered abuse and neglect.

To those who are hurting, scared, feeling alone and unseen — we are here for you. Since 1959 Childhelp has been advocating for children around the world; on a mission to eradicate child abuse and usher in a world where children are free to live, play and feel loved. We’re a team of passionate individuals from different walks of life banning together to do whatever we can to support those children, families and communities in need. Starting today may the healing begin, the hope be felt and the love be shared. To all who enter here, you are loved.

Childhelp is the first non-profit focused on eradicating child abuse and neglect. Headquartered in Scottsdale, Arizona we are a nationally recognized 501(c)3 with operations in California, Arizona, Tennessee and Virginia. Thanks to dedicated volunteer chapters in California, Arizona, Maryland, Utah, Virginia, Washinton DC and Florida, we’ve been able to raise funds and awareness aimed to support Childhelp’s efforts in eradicating child abuse and neglect. The data we collect at chapter events is used to deliver impact reports to donors, corporate sponsors and communities supporting us in our mission. We believe in data-integrity and will never sell any data we collect to any third-party. However, depending on Federal Grants awarded we may share how many supporters we have. For more information feel free to reach us at info@childhelp.org.

When Nancy Regan asked us to help with the child abuse epidemic we didn’t hesitate.

Sara O’Meara

When we set our minds on something nothing gets in our way — we mean nothing.

Yvonne Fedderson



Print Longform Hierarchy

In cases where there may be branded print material that includes longform copy, use the following combinations of Avenir Black, Medium and Book to create a hierarchy of information.

Headline Large  
Avenir Black  
Tracking set to -50

Headline Small  
Avenir Black  
Tracking set to -25

Subheadline  
Avenir Medium  
Tracking set to -10

Body Text  
Avenir Book  
Tracking set to -10

Two women who dared to care.

Our’s is a story of defiance for those in need.

Our purpose is to bring healing, hope and unconditional love to children who have suffered abuse and neglect.

**Things to consider**  
Relative Care families open their heart and homes to children who need them. They are entrusted to love, nurture and protect these children, knowing their time with them is only temporary. Relative Care parents are there in good times and bad, instilling in the children the skills they will need to face life's challenges and opportunities. Families are also responsible for working cooperatively with all team participants including birth families and agencies.

**Become a kinship family**  
Although kinship families must undergo many of the same requirements as unrleated foster and adoptive families, Childhelp has tailored its Licensed Kinship Care program to meet the unique needs of kinship families. Whenever possible, the Childhelp Relative Care program is built around your specific needs. Your family specialist will guide you through each step of the process, working around you and your family's busy schedule.

Digital Hierarchy

For digital applications of our font, follow the examples here that are consistent with our website. When using Avenir to typeset headings on the web, set the letter spacing to -1px for smaller headlines and -2px for larger headlines.

For CTA buttons use our Coral for Donation buttons and Royal Purple for Get Help buttons.

Headline Large  
Avenir Black  
Tracking set to -50  
Case: Sentence

Body Text  
Avenir Book  
Tracking set to 0  
Case: Sentence

Call to Action  
Avenir Book  
Tracking set to 0  
Case: Title  
Color: Coral

Our impact is a reflection of the support we recieve from donors like you.

In 2024 we saw over 7,000 children served in our Arizona Advocacy Center and responded to over 120,000 calls to our National Child Abuse Hotline.

Support Today

Type Misuse

Good typography is extremely important in both internal and external communications. It adds clarity to messaging and instils confidence in audiences. Outlined are some common practices that weaken the powerful effects of typography. When using our typefaces, avoid the following.

Do not stretch or distort type

Do not kern too tightly

Do not tighten tracking or leading too tightly

Do not justify paragraphs

Do not use fonts outside of approved brand fonts

Two women wo dared to care.

Our purpose is to bring healing, hope and unconditional love to children who have suffered abuse and neglect.

To those who are hurting, scared, feeling alone and unseen — we are here for you. Since 1959 Childhelp has been advocating for children around the world; on a mission to eradicate child abuse and usher in a world where children are free to live, play and feel loved. We’re a team of passionate individuals from different walks of life banning together to do whatever we can to support those children, families and communities in need. Starting today may the healing begin, the hope be felt and the love be shared. To all who enter here, you are loved.

To those who are hurting, scared, feeling alone and unseen — we are here for you. Since 1959 Childhelp has been advocating for children around the world; on a mission to eradicate child abuse and usher in a world where children are free to live, play and feel loved. We’re a team of passionate individuals from different walks of life banning together to do whatever we can to support those children, families and communities in need. Starting today may the healing begin, the hope be felt and the love be shared. To all who enter here, you are loved.

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Photography  
Illustrations  
Video

# Imagery

05



Photography

Like our brand voice, all photography direction is based on a spectrum of relatable to inspirational and elicits emotion.

**Avatars:** Relatable, human, warm, inviting and bold. Colorful, but mature, personable. Consider using for professional headshots.

**Candid:** Aspirational, authentic, spontaneous, and human (*the subject is part of something bigger*). Consider using for events and programs.

**Photojournalism:** Human, raw, and newsworthy. Typically used in black and white and used to tell a story. Consider using for ads to tell the story of pain and neglect.





Illustrations

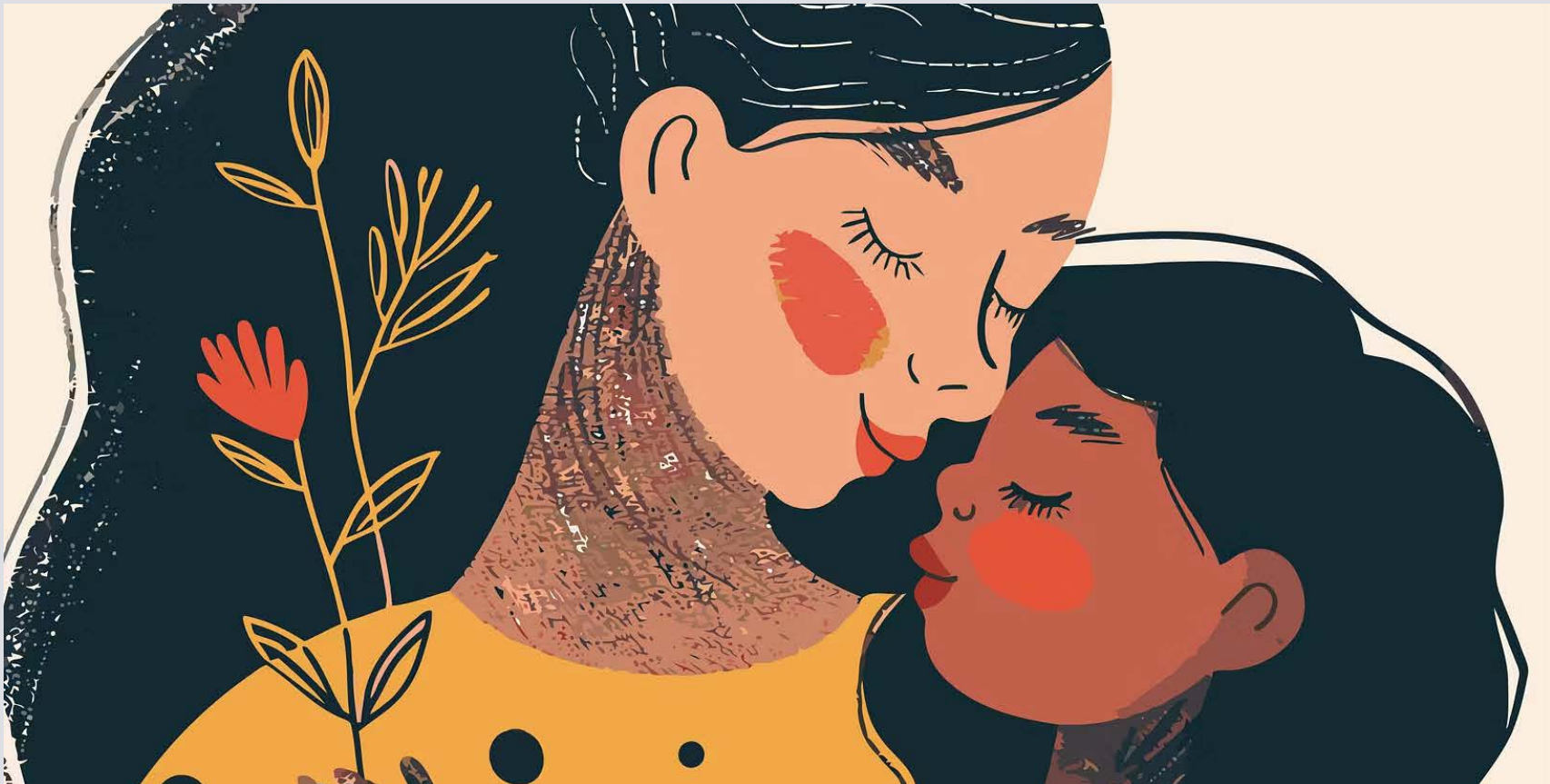
Illustrations should be playful and on trend of illustrations of design movements.

**Avoid:** Cliche handprints, emotionless silhouettes and "cartoon style" illustrations.

**Doodles:** Fun, carefree and child-like, these doodles embrace our connection to those we rescue.

**Textile:** Using our Dove symbol we designed a textile of hope that's used on various touchpoints, like presentation folders.

**Trendy:** Funky, playful and imaginative. These illustrations resemble Eric Carle's world of creative wonders and are more art pieces than cartoons.





Video

**Beginning slates:** Most, but not all, video begins with typography set in Avenir Medium, with subheads in Avenir Book and tracking set to +100 to +200.

**Lower thirds:** Design should be clean and clear. Names should be set in Avenir Medium, titles in Avenir Book, with minimal animation and tracking set to +50 to +100.

**Ending slates:** Most, but not all, video should end with our mark, either animated (*animation coming soon*) or still, and with a CTA, on a black background.





- Social Media
- Email Marketing
- Business Cards
- Letterhead
- Envelopes
- Brochures
- Folders
- Brand Drivers
- Swag (coming soon)

# Application

06



Social Media

This is an example of how our branding would be best applied to maintain consistency of look and feel on digital applications.

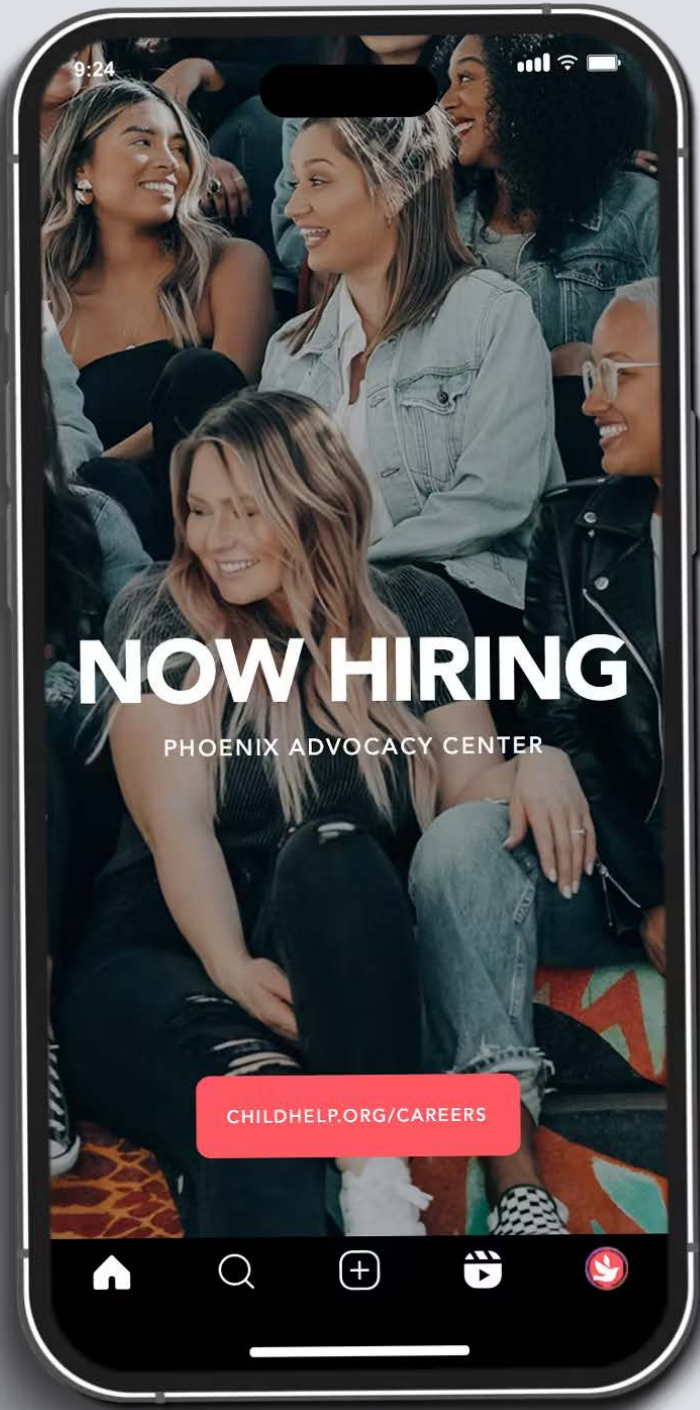
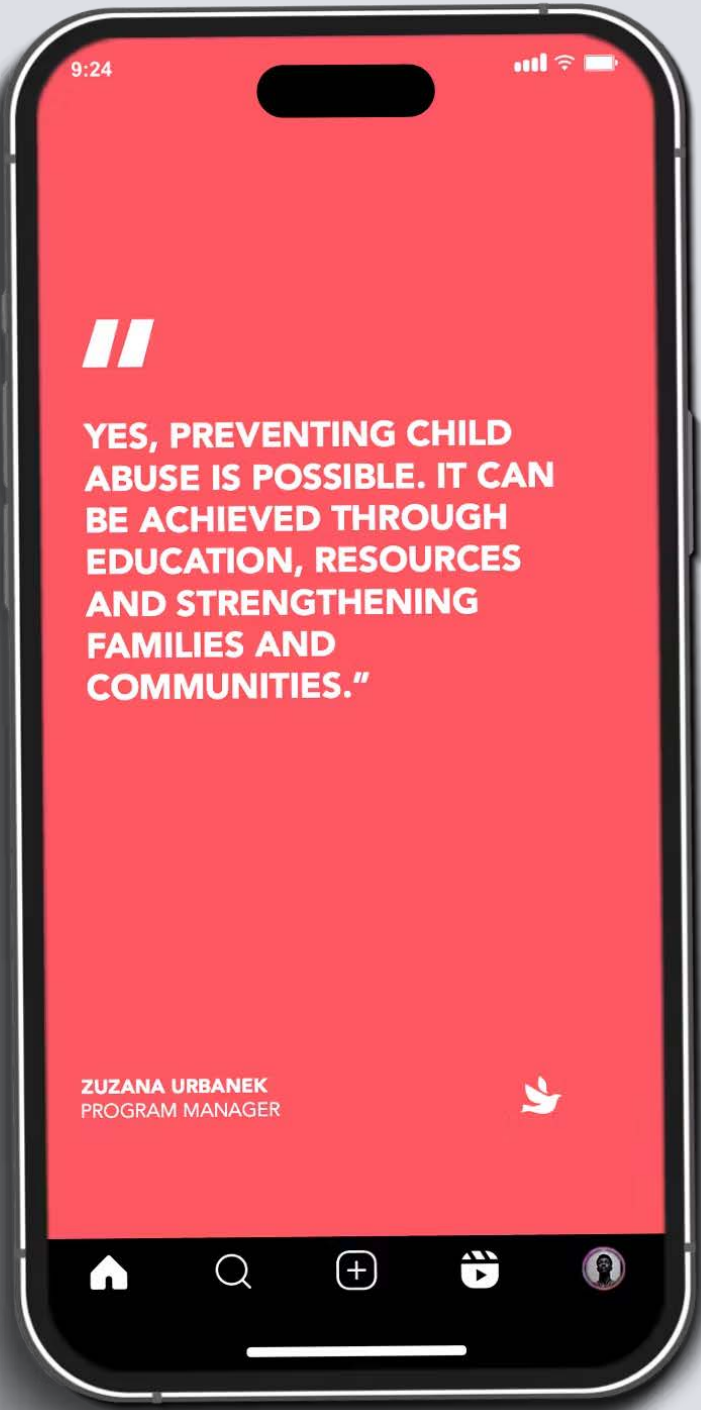
- Posts: 1080x1080
- Stories: 1080x1920
- Reels: 1080x1920

**Instagram**  
Our primary channel with over 14k followers. Use this channel to welcome audiences to the world of Childhelp, engage with existing audiences and build community.

**Facebook**  
A secondary channel primarily used to show events and impact.

**LinkedIn**  
Used to establish credibility and trust among the non-profit child welfare market. Best used for though leadership.

**YouTube**  
Used for entertainment, education and long format storytelling.





ABUSE IS POSSIBLE. IT CAN BE ACHIEVED THROUGH EDUCATION, RESOURCES AND STRENGTHENING FAMILIES AND COMMUNITIES."

ZUZANA URBANEK  
PROGRAM MANAGER

EVERY KID NEEDS TO BE LOVED — THEY JUST MAY NOT EXPRESS THAT NEED."

DE OLIVERIA  
PRESIDENT + GENERAL COUNSEL

NEARLY 21%

IN THE WORLD OF SPORTS, THE RISK OF VIOLENCE AGAINST WOMEN AND GIRLS IS UNACCEPTABLY HIGH."

CATHERINE BEACH  
COURAGE FIRST PROGRAM MANAGER

1 IN 5 GIRLS

12 MILLION

childhelp

2,785 posts 14K followers 1,051 following

Childhelp  
Nonprofit organization  
The national leader in eradicating child abuse and neglect for over 65 years.  
[linktr.ee/childhelp](https://linktr.ee/childhelp)

Followed by [terrencemurtagh](#), [provokecreative](#) and 8 others

Following Message Contact

Hotline SUBS CAC Impact Culture

YES, PREVENTING CHILD ABUSE IS POSSIBLE. IT CAN BE ACHIEVED THROUGH EDUCATION, RESOURCES, AND STRENGTHENING FAMILIES AND COMMUNITIES."

76% OF CHILD ABUSE PERPETRATORS WERE PARENTS TO THE VICTIMS

600 TEXTS

NEARLY 1 IN 5 FEMALE ATHLETES EXPERIENCED ABUSE BY A SPORT OFFICIAL OF PEER ATHLETE."

CATHERINE BEACH  
COURAGE FIRST PROGRAM MANAGER

NO MORE

RESEARCH HAS FOUND THAT EMOTIONAL ABUSE IS THE MOST COMMON TYPE OF ABUSE IN SPORTS."

CATHERINE BEACH  
COURAGE FIRST PROGRAM MANAGER

IT'S RARE FOR CHILDREN TO REPORT FALSE ABUSE. IF A CHILD CHOOSES TO SHARE WITH YOU, REASSURE THEM YOU WILL HELP."

ZUZANA URBANEK  
PROGRAM MANAGER

WHEN A CHILD IS ABUSED THE TRAUMA EXPERIENCED WIRES THEIR BRAIN FOR CHAOS — LEADING TO A CYCLE OF ABUSE."

ZUZANA URBANEK  
PROGRAM MANAGER

48 FAMILIES

WE COULD ALL LEARN A LITTLE UNCONDITIONAL LOVE FROM RELATIVE CARE PARENTS."

EDDIE SMITH  
DIR. OF ORGANIZATIONAL ADVANCEMENT

32 CHILDREN

NOW HIRING  
PHOENIX ADVOCACY CENTER

WHEN WE SET OUR MINDS ON SOMETHING POSITIVE, NOTHING WILL STAND IN OUR WAY TO DO THE WORK FOR THE CHILDREN IN NEED."

NOW HIRING  
NATIONAL HOTLINE COUNSELOR

IN TENNESSEE WE ARE DOING WHAT WE CAN TO HELP CHILDREN FIND THE LOVE AND SUPPORT THEY NEED."

HOPE + LOVE

FOR 35 YEARS WE'VE BEEN HELPING CHILDREN FIND A HOME THROUGH OUR RELATIVE CARE PROGRAM.43



Email Marketing

This is an example of how our branding would be best applied to maintain consistency of look and feel in our email promotions.

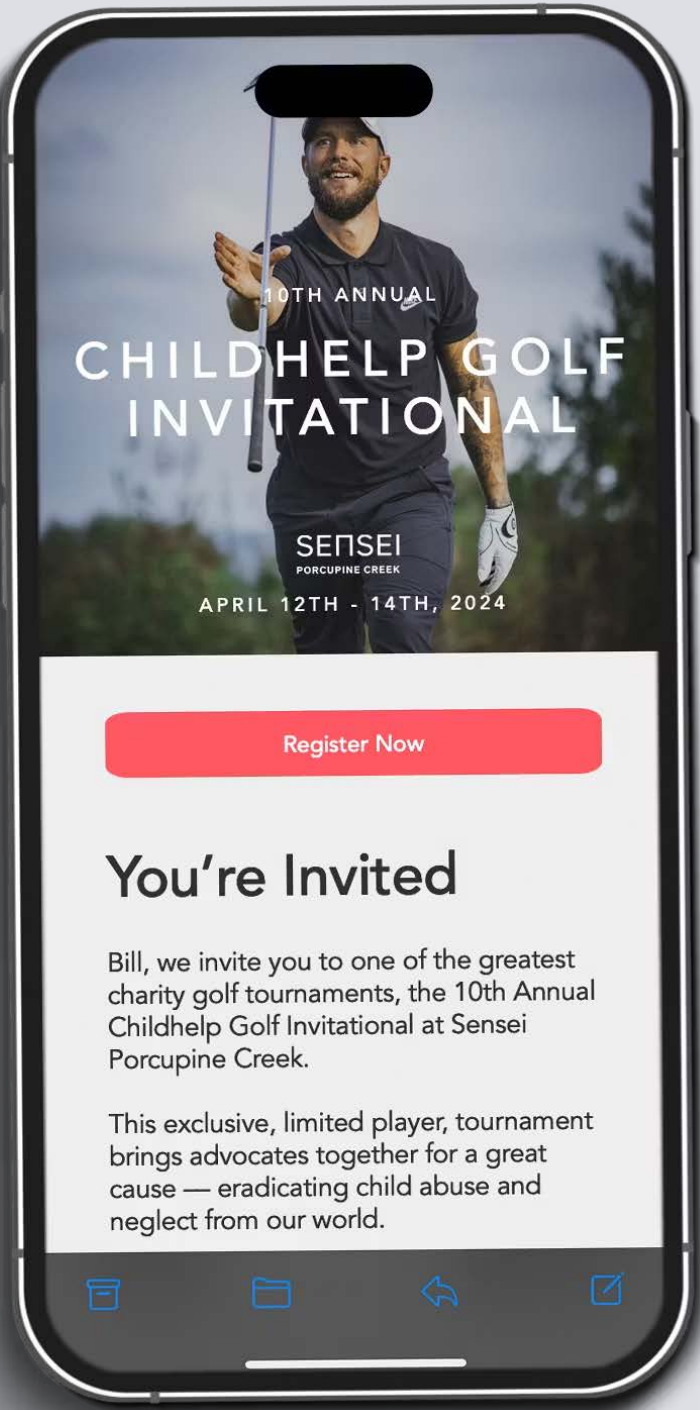
**Hero Images:** 600x600 min  
**Hero Images:** 600x1200 max

**Event Eblast**  
In collaboration with Chapters and Events, all event marketing collateral must be sent out by Childhelp National to adhere with CSPAM Laws and Regulations.

**Newsletter**  
Childhelp National sends out monthly communications to our donors and corporate sponsors sharing the latest.

**Email Campaigns**  
In collaboration with Philanthropy, all marketing campaigns, including Year End Giving, Holiday Giving, Giving Tuesday, etc. will flow through Blackbaud / Raisers Edge.

**Internal Communications**  
In collaboration with Human Resources, all internal communications including Founders Message, Coffee with Michael and HR Corner will flow through Microsoft Office 365.



Events use CTA buttons that drive traffic to event page



External newsletters use CTA buttons to drive to blog



Internal newsletters do not use any CTA buttons

Business Cards

It is recommended that business cards be printed on premium 16pt card stock with a silk lamination and spot UV gloss on both sides.

Specifications

- 3.5"w by 1.75"h
- Silk Laminate
- Spot UV Gloss

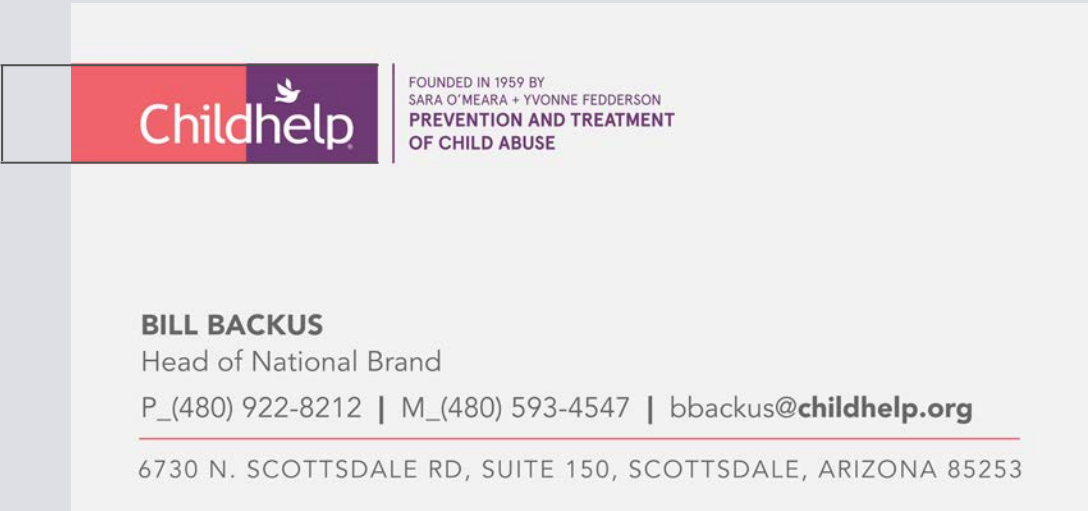
The size was strategically selected to have the card *fall out* of a standard business card pile.

Standard Design

Front

Back

Spot Gloss



1.75" High



3.5" Wide



Letterhead

The A4 sized letterhead is the paper size recommended for use in the United States, Canada, Chile, Colombia, Costa Rica, Mexico, Panama, Guatemala, the Dominican Republic and the Philippines.

It is recommended that letterhead be printed on premium uncoated paper stock, with a minimum weight of 80lb. cover.

Specifications

Letter: 8.5" x 11"

Stock: White, uncoated 80lb. cover

Standard Design

Front

Back

3.4" Wide



FOUNDED IN 1959 BY  
SARA O'MEARA + YVONNE FEDDERSON  
PREVENTION AND TREATMENT  
OF CHILD ABUSE

Fold



Michael Medoro  
1234 Elm Street  
Chandler, AZ 85012

Dear Michael,

In 2023 nearly 3,000 children escaped ongoing abuse and neglect thanks to your support. Because of you we have impacted nearly 12 million children nationwide. In 2023 nearly 3,000 children escaped ongoing abuse and neglect thanks to your support. Because of you we have impacted nearly 12 million children nationwide.

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In 2023 nearly 3,000 children escaped ongoing abuse and neglect thanks to your support. Because of you we have impacted nearly 12 million children nationwide. In 2023 nearly 3,000 children escaped ongoing abuse and neglect thanks to your support.

Fold



For the love of a child,

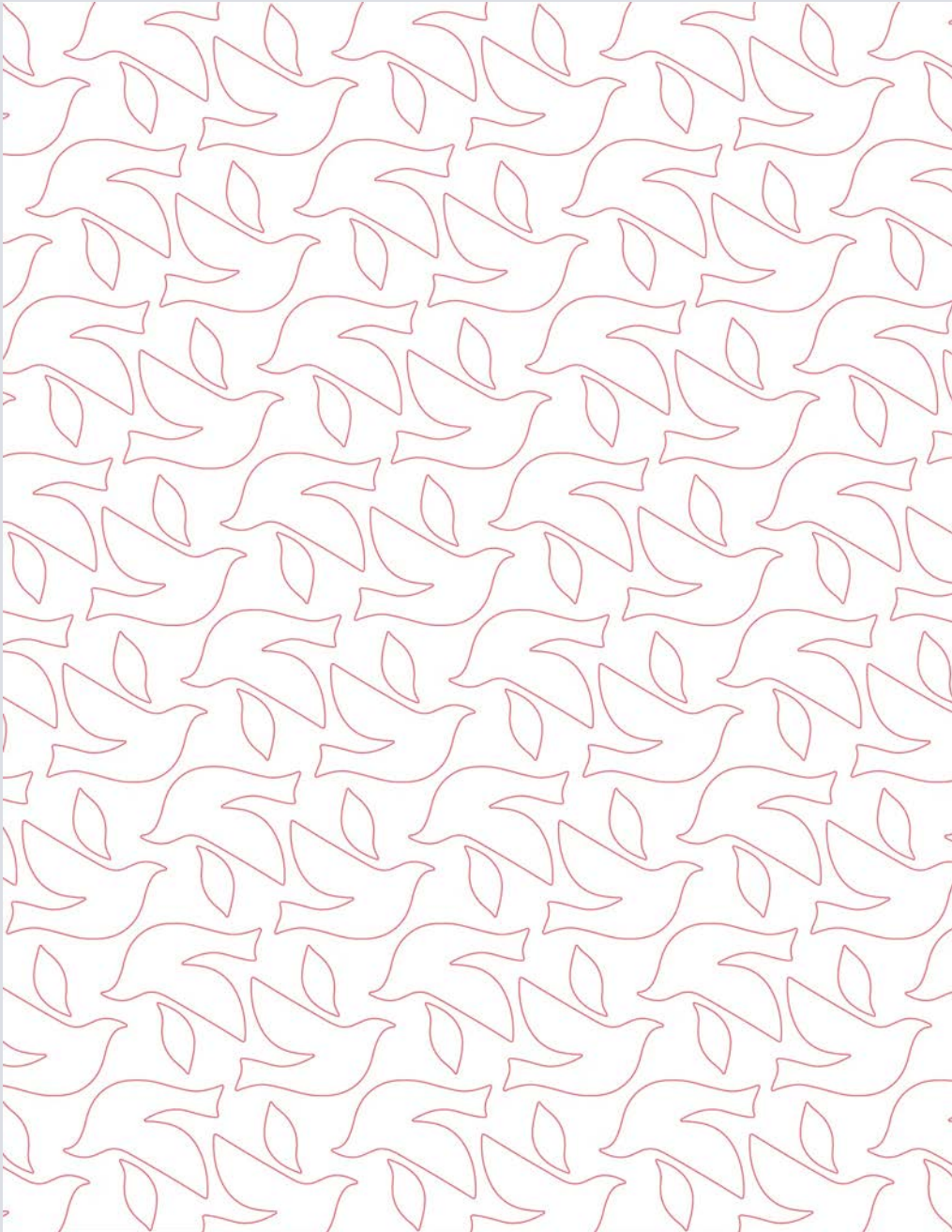
Sara and Yvonne

Sara O'Meara and Yvonne Feddersen  
Childhelp Co-Founders

7pt. /  
+81 tracking



6730 N. SCOTTSDALE RD, SUITE 150  
SCOTTSDALE, ARIZONA 85253







FOUNDED IN 1959 BY  
SARA O'MEARA • YVONNE FEDDERSON  
PREVENTION AND TREATMENT  
OF CHILD ABUSE

Michael Medoro  
1234 Elm Street  
Chandler, AZ 85012

Dear Michael,

In 2023 nearly 3,000 children escaped ongoing abuse and neglect thanks to your ongoing support. Because of you we have impacted nearly 12 million children nationwide. In 2023 nearly 3,000 children escaped ongoing abuse and neglect thanks to your ongoing support. Because of you we have impacted nearly 12 million children nationwide.

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Sincerely,

*Sara and Yvonne*

Sara O'Meara and Yvonne Feddersen  
Childhelp Co-Founders

6730 N. SCOTTSDALE RD, SUITE 150  
SCOTTSDALE, ARIZONA 85253



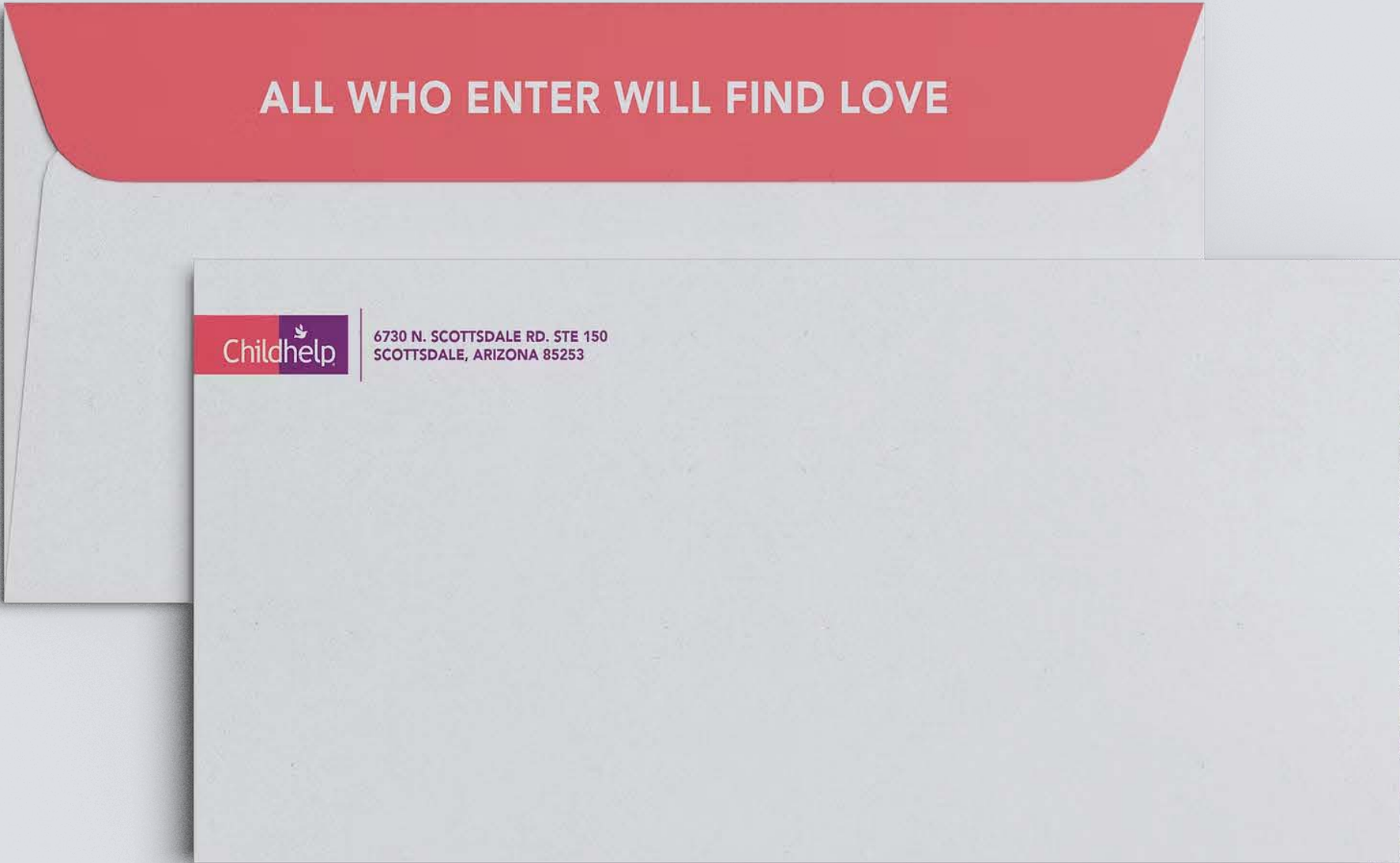
Envelopes

It is recommended that letterhead be printed on premium uncoated paper stock, with a minimum weight of 20lb. paper.

Specifications

Letter: 9"x4.5"

Stock: White, uncoated 20lb. paper



Brochures

We produce two different types of brochures. Our brand square brochure focuses on expressing the world of Childhelp and that we do, from services to locations to our culture and people.

The other are program specific tri-fold brochures going into more detail of the specific program.

Square Brochure Specifications

Size: 7"x7"  
Stock: Uncoated, matte, 80lb. cover





Brochures

We produce two different types of brochures. Our brand square brochure focuses on expressing the world of Childhelp and that we do, from services to locations to our culture and people.

The other are program specific tri-fold brochures going into more detail of the specific program.

Tri-fold Brochure Specifications

Size: 11"x8.5"

Stock: Uncoated, matte, 80lb. cover



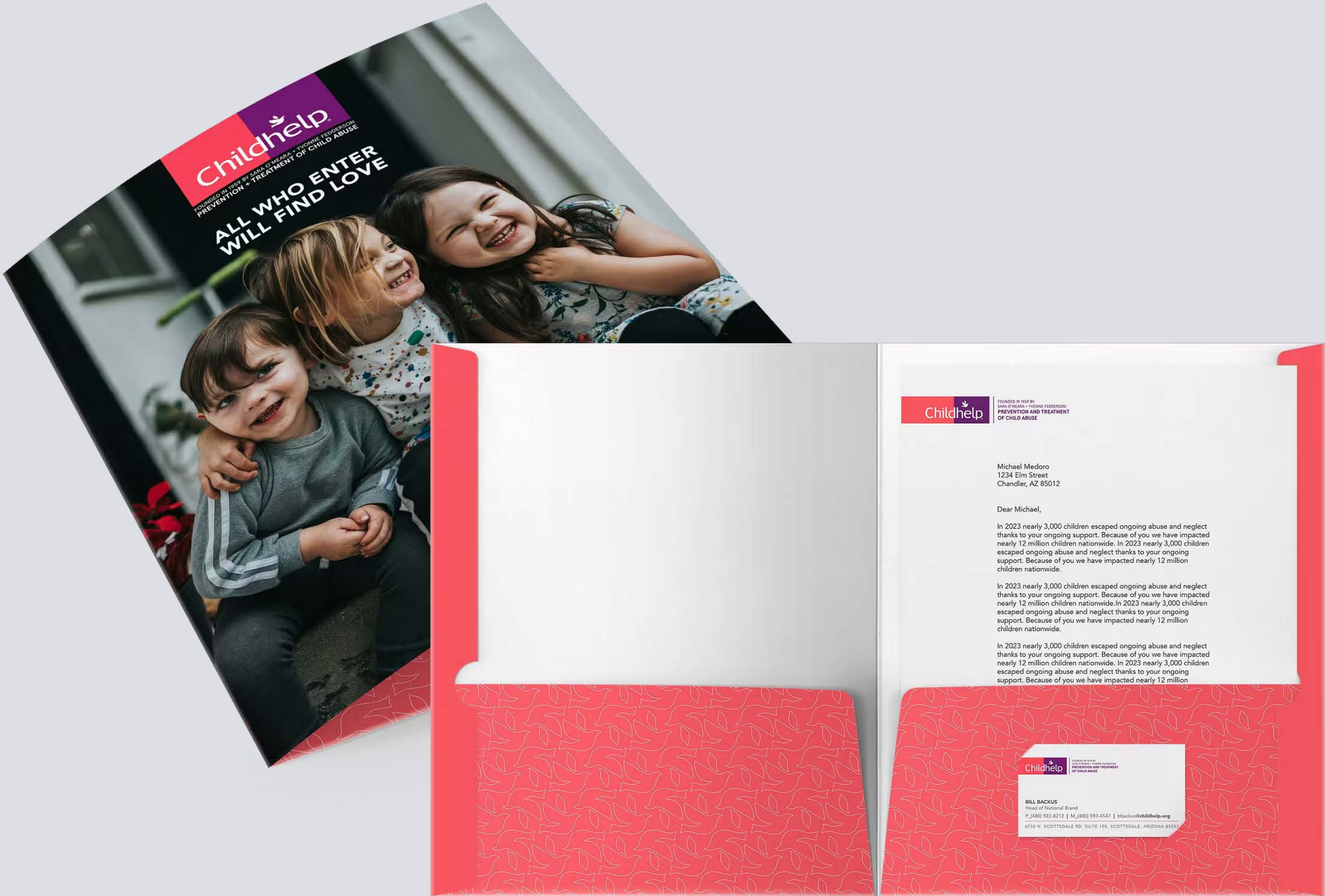


Presentation Folders

We produce one, two pocket with business card slit, presentation folder. These folders are perfect to hand audiences after a tour of the Advocacy Center or to Corporate Partners at a first meeting.

Folder Specifications

Size: 9"x12"  
Stock: Uncoated, 100lb. cover linen





Brand Drivers

Suggested direction when setting up street team activations. Please ensure transparency of recurring monthly donations to the donor.

**Note**  
Questions regarding street team activation please reach out to Brand Drivers at:  
  
[lgarrison@childhelp.org](mailto:lgarrison@childhelp.org)



## Brand Drivers Uniform

To maintain a consistent trustworthy look, all street facing brand ambassadors will be required to wear a uniform.

### Top

Black fitted crew neck branded t-shirt (provided by Brand Drivers).

### Bottoms

Khaki pants or shorts (not provided).

### Accessories

Black hat (not provided) is acceptable, but must not include any vulgar language or brand associations that are in direct conflict with what Childhelp stands for.

Badge (provided by Brand Drivers) must be worn and visible at all times. It can be clipped on the shirt sleeve or belt section of pants.

Shoes (not provided) should be black and white, preferably comfortable shoes for long period of standing.

### Note

Questions regarding street team activation please reach out to Brand Drivers at:

[lgarrison@childhelp.org](mailto:lgarrison@childhelp.org)





Swag

When considering swag related items, please consider your audience, use of swag and the longevity of someone using it.

Appropriate swag focuses on the end user. Consider how they plan to use the item, how it aligns with who we are and if it can be incorporated into their lifestyle.

Good Example

A t-shirt, hat or tote bag that has an inspiring message on it.

Bad Example

A t-shirt, hat or tote bag that only has our Childhelp mark on it, or tries to sell our programs.

Note

Questions regarding swag or to brain storm, please contact Head of National Brand:

tnusall@childhelp.org

National MarCom Team  
Marketing Request Forms  
Stock Photography  
Stock Video + Motion

# Resources

07



National MarCom Team

Childhelp's National MarCom Team is developed of:

Bill Backus

Head of National Brand  
bbackus@childhelp.org

Meghan Krein

Director of Communications and Public Relations  
mkrein@childhelp.org

Annastasia Sock

Social Media Manager  
astock@childhelp.org





Stock Photography

From time to time Chapters or other locations may need to download royalty-free stock photography. Here are a couple of Nationally approved resources:

[Usplash.com](#)  
[Pexels.com](#)

Under no circumstance should any image be downloaded from a Google search, as those images are subject to copyright laws.

Direction

Look for images that have good color contrast (*nice levels of light and dark*). Make sure to download the highest resolution image possible.

Only use color imagery when showing children who have been rescued or are overcoming trauma.

Use black and white for children being abused or neglect in ads to drive traffic to our website.

Be open to diversity and inclusion, but don't force it.





Stock Video + Motion

From time to time Chapters or other locations may need to download royalty-free stock video. Here are a couple of Nationally approved resources:

- [Pexels.com](#)
- [Mixkit.co](#)
- [Pixabay.com](#)

Under no circumstance should any video be downloaded from non-approved sites, as those sites may cause corruption to your system.

**Direction**  
Look for videos that have good color contrast (*nice levels of light and dark*). Make sure to download the highest resolution image possible.

Only use color video when showing children who have been rescued or are overcoming trauma.

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|                        |    |
|------------------------|----|
| Initiatives            | 63 |
| Human Resources        | 64 |
| Finance                | 65 |
| Programs               | 66 |
| Philanthropy           | 67 |
| Corporate Partnerships | 68 |
| Chapter + Events       | 69 |

# Questions

08



Initiatives

In this section, we outline the Childhelp brand initiatives, as defined by the National Board and Senior Leadership, and the allocation of internal resources towards each one.

**Note**  
 These initiatives are subject to change without notice based on the state of the organization, time of year, and direction shifts from National Board Members.

Overview

At Childhelp we put cause ahead of self. No ego's here — just passion towards the mission. This is our mission-first, change maker mindset we embrace.

Detailed Summary

Childhelp National Brand - *Internal Resource Allocation - 20%*  
 Focused on attracting new talent, retaining talent, culture building, national brand awareness, community building and policy reform.

Programs - *Internal Resource Allocation - 25%*  
 Focused on supporting the needs of all programs: National Hotline, Speak Up Be Safe, Courage First, Advocacy Centers, Relative Care and The Village.

Philanthropy - *Internal Resource Allocation - 25%*  
 Focused on supporting the needs of Philanthropy through general donor campaign development, on-going nurturing support and quarterly campaigns.

Corporate Partnerships - *Internal Resource Allocation - 15%*  
 Focused on supporting the needs of Corporate Partnerships, a new program, designed to attract corporate partnerships and collaborations.

Chapter Events - *Internal Resource Allocation - 15%*  
 Focused on supporting the needs of Chapter Events by providing creative direction, marketing collateral and event promotions.