findhelpidaho.org

# PARTNER TOOLKIT

Last updated: June 2022

# TL;DR

Too Long? Don’t want to Read? Just follow these simple rules.

# KEY POINTS TO KNOW

- When writing “findhelpidaho.org” only use lower case
- Give all elements space to breathe in designs
- Use the correct font and colors
- Utilize templates when available

# PURPOSE

A brand guide is about more than fonts and logos. It’s about who findhelpidaho.org is and what we value.

As with everything we do, this guide is ultimately about making sure Idahoans can find the help they need to live healthy, successful lives.

# VOICE

Our voice communicates who we are and what we value.

## INFORMED
## ACCESSIBLE
## TRUSTWORTHY
## HELPFUL

We are the digital version of your family doctor, school counselor, or local librarian.

# IN PRINT

“findhelpidaho.org” should be printed in all lower case letters without spaces.

## findhelpidaho.org

Make sure to start with a lower case “f,” even when starting a sentence. And always include the “.org” in print to help signal that this is an online platform and a nonprofit organization.

# FULL LOGO

The full logo should be used as the default in all communications.

# ALTERNATES

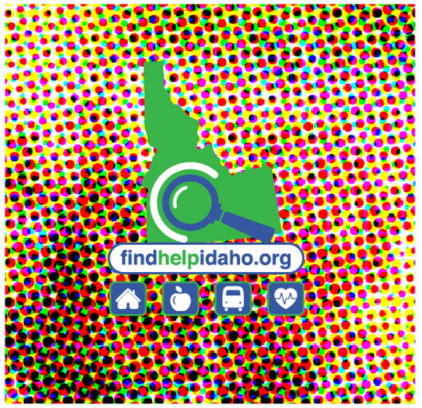
When space or color does not allow for the full logo, these alternatives should be the next option.

# WHITE SPACE

Give ample space around the logo for better legibility.

# WHAT *NOT* TO DO

All logos should not be graphically altered or directly placed on a complicated background



## findhelpidaho.org Blue

**PMS 293**
**R** 55 **G** 88 **B** 162
**C** 88 **M** 73 **Y** 4 **K** 0
**HEX** #3758A2

## findhelpidaho.org Green

**PMS 361**
**R** 67 **G** 176 **B** 73
**C** 74 **M** 3 **Y** 100 **K** 0
**HEX** #43B02A

# TYPE

Consistent typography helps maintain a clean, consistent, and trustworthy brand identity.

**Headlines**

**HELVETICA BOLD**

Body Text

HELVETICA REGULAR

# EMAILS

An easy way to share findhelpidaho.org is to add this graphic in your email signature.

Kevin Bailey, CEO
(He/His) | Idaho Nonprofit Center
(208) 424-2229 | www.idahononprofits.org

# CANVA

Insert your
logo and go!

# TEMPLATES

We've created findhelpidaho.org templates for you to insert your logo and customize. Canva is an easy platform to use and is free for nonprofits. You can find the **ready to use templates here.**

# EXAMPLES

findhelpidaho.org is a free online tool that makes finding community resources easy.
Idaho residents deserve to get the help they need to lead healthy, successful lives.
findhelpidaho.org
Your Logo Here
This resource is brought to you by the Idaho Health Data Exchange

findhelpidaho.org
findhelpidaho.org has launched! This is a free tool for all Idahoans to connect to resources and services in your area.
Your Logo Here
This resource is brought to you by the Idaho Health Data Exchange

We all know someone who could use a helping hand.
findhelpidaho.org is not just for those in crisis. It's for everyone!
findhelpidaho.org
This resource is brought to you by the Idaho Health Data Exchange
Your Logo Here

Your Logo Here
findhelpidaho.org
Making finding community resources easy and free for all Idahoans!
This resource is brought to you by the Idaho Health Data Exchange

# SOCIAL MEDIA

Plug in and play! Here is sample copy for you to use when sharing online.

# TEMPLATES

- Idahoans can now search in one spot for free community resources – including food, housing, transportation, support and more. Visit findhelpidaho.org today.

- Do you or someone you know need help? findhelpidaho.org is an online directory where Idahoans can find free community resources for food, housing, transportation, healthcare and more.

- Help starts here. Visit findhelpidaho.org to search and connect to support – financial assistance, food pantries, medical care, and other free community resources.

# EXAMPLE

United Way
@unitedwaytv
findhelpidaho.org is a free online tool that makes finding community resources easy.
Idaho residents deserve to get the help they need to lead healthy, successful lives.
findhelpidaho.org
United Way
United Way of Treasure Valley
This resource is brought to you by the Idaho Health Data Exchange
unitedwaytv Idahoans can now search in one spot for free community resources – including food, housing, transportation, support and more. Visit findhelpidaho.org today.

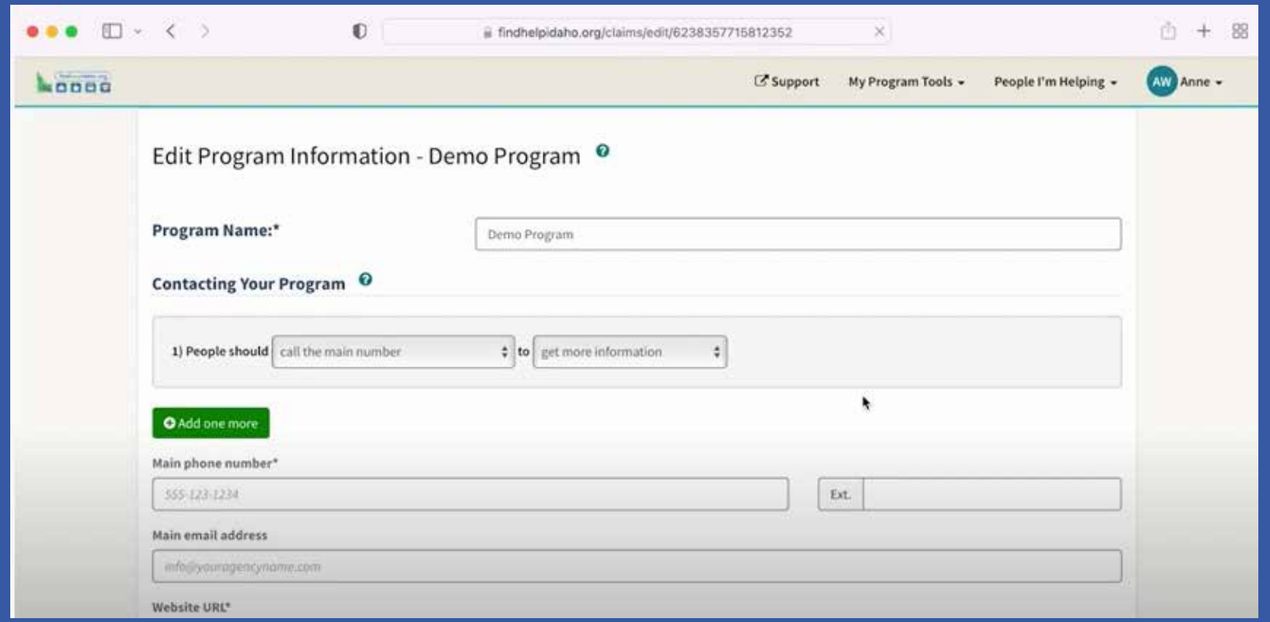
# VIDEOS

When promoting this service, you can also share a marketing video. No matter your location or purpose, we should have one for you.

Access all videos here

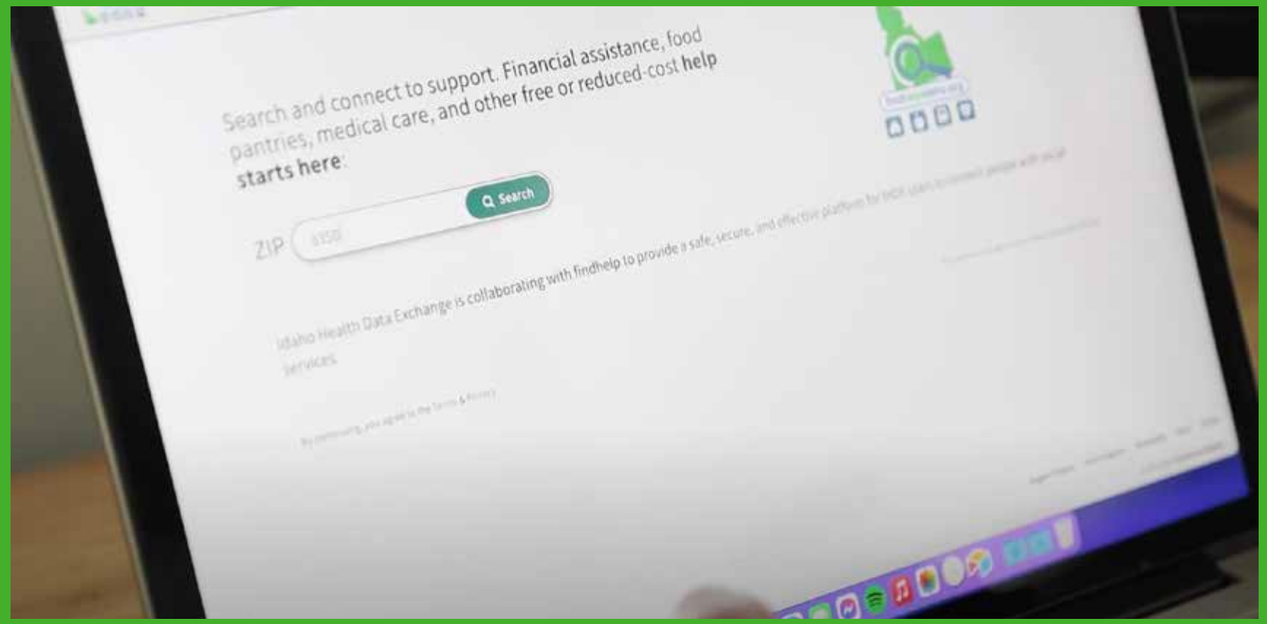
# TUTORIALS

Check out the FULL tour of this criticle resource for Idaho.




Access all videos here

# PSA VIDEO




Access video here