



Brand Stylebook

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► DOCUMENT PURPOSE

Children's HopeChest's Stylebook is a unified communication document for HopeChest to guide internal and external communication. Unless otherwise noted within the document, all text is approved for external usage in all forms. HopeChest's desire is to bring all communication from all departments into harmony with this document, and to rely on it for messaging unity and consistency.

▶ WHO WE ARE

HOPECHEST'S MISSION / WHY ARE WE HERE?

Children's HopeChest exists to glorify God by releasing the potential of orphaned and impoverished children and their communities. We do this through partnerships that cultivate two-way transformation.

OUR CALLING

HopeChest develops highly relational, Community-to-Community partnerships between communities in North America and communities of orphaned and vulnerable children in countries around the world. We believe the most transformational, holistic, and long-term change occurs when one community partners with another.

THREE WAYS HOPECHEST'S MODEL IS UNIQUE

1. Our model is relational and hands-on.

Two communities share a common vision for equipping vulnerable children, their families, and entire communities.

2. Our model is strategic and sustainable.

Focusing on asset-based community development, we work alongside local leaders who understand the resources that the communities already have that can release their full potential. We know we've succeeded when we're no longer needed.

3. Our model creates two-way transformation.

Because our approach is built on relationship, the partnering communities in North America are also transformed.





OUR PURPOSE

Children's HopeChest seeks to glorify God by effecting positive, lasting change in the lives of vulnerable children around the world. Specifically, we engage communities in long-term partnerships that:

- > Empower local leaders to provide food, medical care, and hope to their communities, while sharing the gospel.
- > Work with local leaders to reduce, and eventually eliminate, poverty by creating self-sufficiency for every child and every family in their community.
- > Support partnering communities as they directly engage with overseas communities to create transformation using healthy international development practices.
- > Address the complex causes of poverty, including material, spiritual, emotional, social, economic, and educational needs.
- > Put systems in place to reduce, and eventually eliminate, poverty in all of its forms.
- > Tend to children's holistic needs for survival, community, education, and employment.
- > Transform the lives of children and their communities through a focus on sustainability, independence, and long-term self-sufficiency.
- > Transform the lives of the partnering community members through exposure, education, relationship, service, and perhaps most importantly, instilling hope.

► TERMINOLOGY

APPROVED “TAGLINES”

Releasing the potential of orphaned and vulnerable children and their communities

Transforming lives and communities through partnerships

Releasing potential through partnership

Survive, Thrive, Succeed

Asset-Based Community Development

Two-Way Transformation

Empowering vulnerable children and their communities to become holistically transformed, while reducing poverty, abandonment, and violence

Awakening Hope and Transformation Through True Relationship

Igniting Hope



CORE VERBIAGE

CHILDREN'S HOPECHEST: "Children's" is possessive. "HopeChest" is one word with "H" and "C" capitalized. When abbreviated, it can be shortened to "HopeChest" after the full word is used in communication once. In informal, internal settings "CHC" can be used, but never in external communication. (The exception to this is that "CHC" can be used in grant applications, where word and character limits are crucial.)

CAREPOINT: The non-North American partner community should be referred to as "CarePoint," not "sponsored community," "orphanage," "school," or "drop-in center" unless that terminology is part of the proper name. For example, "Kind Hearts School is a CarePoint in Ethiopia."

Please note that "CarePoint" is always spelled as a single word with a capital "C" and "P."

CHILDREN: Beneficiary children should be referred to as "orphaned children," "orphaned and vulnerable children," "vulnerable children," "orphaned and impoverished children," or "impoverished children." Do not use the term

"orphans." The term "kids" may be used for informal settings, or by in-country staff, but not in formal documents or communication.

HopeChest programs are often extended to individuals 18-30 years old. Those in this age range should not be referred to as children, but as "youth" and "young adults."

COMMUNITY-TO-COMMUNITY: This term refers to the partnership of two communities. One community in North America to one non-North American community with a high population of orphaned and vulnerable children. "Community-to-Community" is hyphenated, with both "C"'s capitalized.

SURVIVE, THRIVE, SUCCEED: The HopeChest model of transformation. Use a comma between each word, but do not use an "and" before "Succeed." Each word is capitalized when used to describe our model, but words are lowercase when used otherwise. Examples: "Many CarePoints are in the Survive phase at the beginning of partnership." "The children at Ogoloi CarePoint are thriving and succeeding."

ASSET-BASED COMMUNITY DEVELOPMENT: The strategic discovery and analysis of a community's current assets and resources that can be used in its self-sustaining development.

CORE VERBIAGE (continued...)

CAREPOINT GRADUATION: Eighteen to 24 months before an anticipated CarePoint graduation, the CarePoint will have local leadership begin to manage operations and programming once the U.S. partner begins to transition out of the partnership. The graduation will be celebrated with a community ceremony to launch the official start of the local initiative, and there will also be an effective transition plan for the U.S. partner, so they are connected with new, relevant, and exciting project opportunities.

POVERTY: When talking about poverty use words, “impoverished,” “living in poverty,” “caught/trapped in the cycle of poverty.” The word “needy” should not be used, and the word “poor” should not be often used. Instead of using the term “third-world countries,” “majority world countries” is more appropriate.

EMPOWER: The words “empower” and “equip” are preferred words to use when describing HopeChest’s mission and programs. The word “enable” should not be used due to negative connotations.

IN-COUNTRY STAFF: When talking about HopeChest staff, the words “in-country staff,” or “overseas staff” are preferred to “field staff.” “Field staff” can be used in internal, informal settings.

VSLA: Village Savings and Loans Association. VSLAs are community savings groups in which members of the group commit to making a weekly deposit, which is pooled and held in a secure place. The VSLA members meet as a group, make their deposits, and members of the VSLA can prepare a proposal to present to the committee seeking a loan.

Spell out the program for its first use in a piece of writing, capitalizing the first letter of each word, except “and.”

SHG: Self-help group. A self-help group is a group of people who come together to address their common problems. Self-help groups have been used as an effective strategy for poverty alleviation, human development, and social empowerment, and are therefore often focused on microcredit programs and income-generating activities. Once groups are formally registered and formed, they are run independently by the members. Then they come together under one umbrella to form cooperatives and become self-sufficient.

IGA: Income-Generating Activity. An IGA is a project that provides entrepreneurial opportunity to people in a community to earn income and support their families. IGA’s also stimulate local economies and are designed to become self-sustaining. (Examples of IGA’s are: sewing/tailoring, brick-making, baking, etc.) “Income-generating activity” is the term used for the individual-level, while “revenue-generating activity” is used at the community or CarePoint-level.

PARTNERSHIP

PARTNER (n / adj.): North American communities should be referred to as “partnering community,” “partner community,” “CarePoint partner,” “North American partner,” or “partner.” Not “sponsoring community.”

PARTNER (verb): “Partner,” as a verb, refers to the Community-to-Community relationship between partner and CarePoint. For example, “Nineteen:Ten Church partners with Colegio Israel CarePoint,” or “Calvary Los Gatos



Church has partnered with Hitata Genet CarePoint since 2011.” Avoid the use of the verb “sponsor” to describe the Community-to-Community relationship.

CHURCH PARTNER: A church that signs a partner agreement and enters into a long-term relationship with a specific CarePoint.

CONNECT COMMUNITY PARTNER: An individual, or group of people, who sign a partner agreement and enter into a long-term relationship with a specific CarePoint.

SCHOOL PARTNER: A school that signs a partner agreement and enter into a long-term relationship with a specific CarePoint.

BUSINESS PARTNER: A business that signs a partner agreement and either enters into a long-term relationship with a specific CarePoint, or partners to fund specific programs in a country or at a CarePoint. The HopeChest business partnership initiative is called the Greater Calling movement.

GREATER CALLING: Greater Calling is a DBA of Children’s HopeChest with separate, unique branding. Greater Calling was created to specifically partner with businesses, both Christian and not-Christian. Capitalize both “G” and “C” in Greater Calling when referring to the organization, but do not capitalize when not referring to the organization. Example: “Greater Calling helps businesses pursue their greater calling.”

SPONSORSHIP MODEL: The sponsorship model reflects the traditional model of child sponsorship, whereby a person commits to spending a certain amount each month/quarter/year to support the holistic development of a child in a vulnerable community. HopeChest has been using this model from 1994-2019.

SPONSORSHIPS: The child sponsorship program may be referred to as sponsorship or child sponsorship. Donors who sponsor a child are referred to as “HopeChest Friends.”

SPONSOR (verb): Sponsor, when used as a verb, should refer only to the child sponsorship program: “The members of our church sponsor the individual children at the CarePoint.” It should not be used to describe the Community-to-Community relationship. “New Life Church partnered with Gege and Mankayane CarePoints.”

SPONSOR (noun): Sponsor, when used as a noun, should be used sparingly and refers to an individual who sponsors a child through HopeChest’s child sponsorship program.

FRIENDSHIP MODEL: “Friendship Model” is a new way of approaching child sponsorship (developed by Children’s HopeChest in 2019), whereby an individual signs up to be a HopeChest Friend and a child in a vulnerable community chooses which North American individual they want as their HopeChest Friend. The North American HopeChest Friend commits to spending a certain amount each month/quarter/year to partner with and empower their friend. Instead of using “sponsor” as a verb in this model, the phrases “partner with” and “empower” are more appropriate. Most Community-to-Community partnerships 2019 and onward are within the Friendship Model.

HOPECHEST FRIEND (noun): A HopeChest Friend commits to spending a certain amount each month/quarter/year to partner with and empower their friend who is living in a vulnerable community. “HopeChest” is one word with the “H” and “C” capitalized, and “Friend” is also capitalized.

PARTNERSHIP (continued...)

LAUNCH: A church service or community event dedicated to announcing a new partnership with HopeChest and aiming to achieve 100% sponsorship at the partner CarePoint.

HOPECHEST PARTNERSHIP LEADER: Leads the North American community in their partnership. The HopeChest Partnership Leader is the main point of contact with the Community Partnership Manager. Can be abbreviated as “HPL” after it’s first use in a written piece.

COMMUNITY PARTNERSHIP MANAGER: The Community Partnership Manager guides and directs the Community-to-Community partnership once the launch is complete. Can be abbreviated as “CPM” after it’s first use in a written piece.

TRAVELS

PARTNER VISIT: The term “partner visit” should be used to describe all volunteer travel by a partner to their CarePoint. Please do not use “mission trip” or “short-term missions.” When referring to partner travels, please use the word “visit.” Neither word is capitalized in the middle of a sentence.

VIRTUAL PARTNER VISIT: A virtual partner visit is an online experience developed in 2020 in response to suspended travel. It is a two-to-three hour online experience in which the North American community

and CarePoint can connect virtually. None of the words in “virtual partner visit” are capitalized.

VISION TRIP: Once a potential partner chooses a country they would like to partner with, they travel on a Vision Trip with a member of our Strategic Partnership Development team to visit CarePoints that are available for partnership. Both words are capitalized.

VIRTUAL VISION TRIP: A Virtual Vision Trip is an online experience developed in 2020 in response to suspended travel. It is a two-day online experience in which potential partners connect virtually with Country Directors and in-country staff to explore partnership with a CarePoint community. All three words are capitalized.





▶ EDITORIAL STYLE GUIDE

Children's HopeChest adheres to Associated Press (AP) editorial style. The most current AP rules should be consulted for any questions regarding grammatical style and spelling. Under AP style, HopeChest uses the oxford comma.

A few notes on grammatical style in regards to HopeChest branding:

"Nonprofit" is one word, no hyphen

Common possessive nouns ending in "s" require an apostrophe and another "s"

Proper possessive nouns ending in "s" require an apostrophe, but not another "s"

Prepositions longer than four words must be capitalized in a title

Use periods for most two letter abbreviations (ex: U.S.)

Periods and punctuation are used inside the last quotation mark

When quoting in-country staff, only make copy edits when edits are needed to clarify the meaning of the sentence. By all means, try to keep the tone of the quote.

▶ BRANDING AND MARKETING

LOGO USAGE

If a partner or publication wants to use our logo it must be approved by the Marketing Team. When sending our logos the following must be included:

“Attached are the full color (CMYK) and white versions of the HopeChest logo that you requested. By default, the full color HopeChest logo should be used. If contrast is an issue, the white logo should be used. All files types (.eps, .jpg, .png) have been provided. The original aspect ratio must be maintained. Please do not stretch the image out of proportion to fit a particular space. This is a one-time approval. Please send us the final design for us to review.”

PRIMARY LOGO

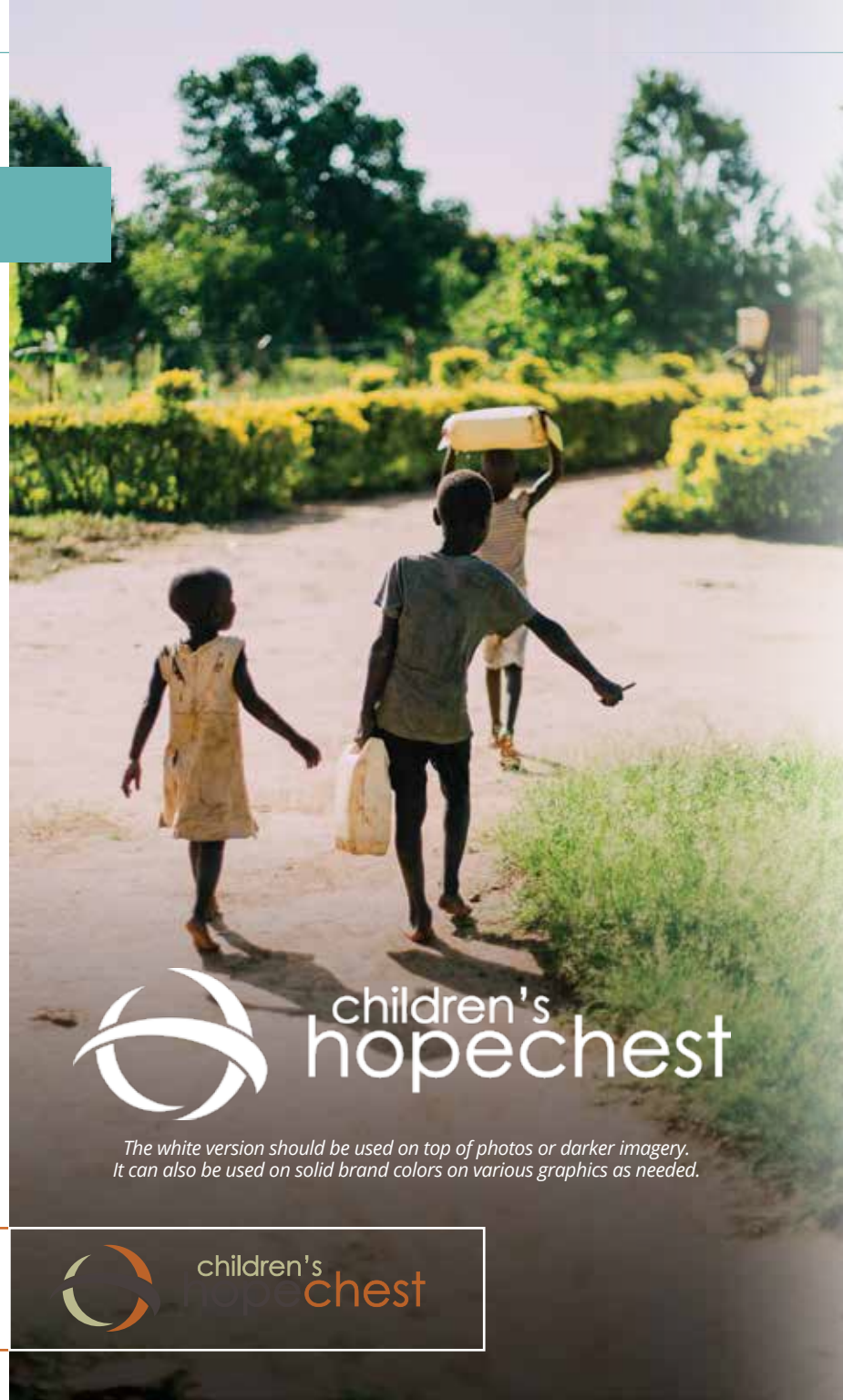


This primary logo should be used on all white and light backgrounds where contrast is not an issue.

Note how this logo does not have the proper contrast to be legible. Please use the white version instead.



The white version should be used on top of photos or darker imagery. It can also be used on solid brand colors on various graphics as needed.



LOGO RESTRICTIONS

Children's HopeChest's logo must always remain easily recognizable in order to maintain brand continuity. No part of the logo can be altered in any way, and it must be reproduced only from approved artwork.

Do not remove, rearrange, or alter any portion of the logo.

Do not change the colors of the logo or screen back the logo to anything less than 10% when using it as a design element.

Do not skew, rotate, or change the horizontal or vertical proportion of the logo.

Do not use a box or frame around or behind the logo, even if you are placing it on a dark background.

Do not add any effects to the logo, such as a stroke, drop shadow, various glowing effects, etc.

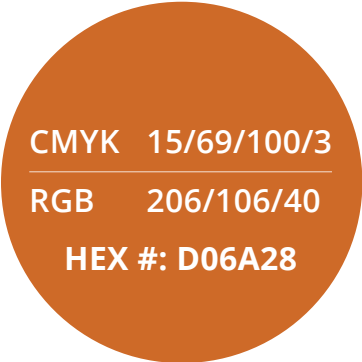
Do not crop the logo.

Below are examples of UNAPPROVED versions that should be avoided.

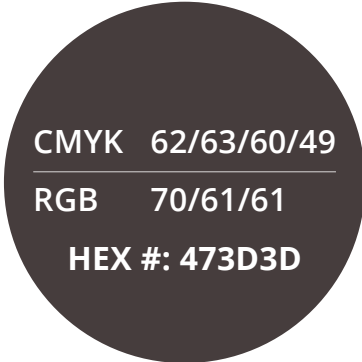


COLOR USAGE

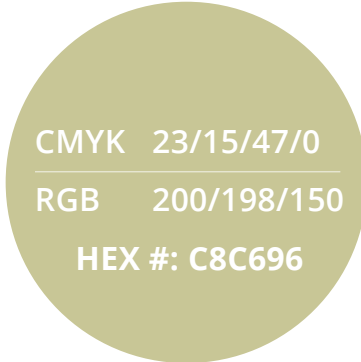
PRIMARY LOGO COLORS



CMYK 15/69/100/3
RGB 206/106/40
HEX #: D06A28



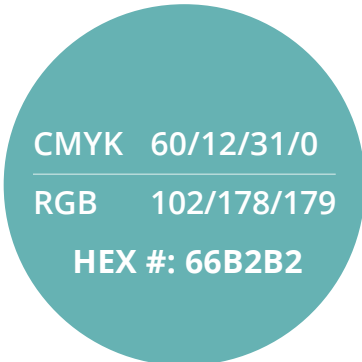
CMYK 62/63/60/49
RGB 70/61/61
HEX #: 473D3D




CMYK 23/15/47/0
RGB 200/198/150
HEX #: C8C696

While these colors are primary, they are most often seen used in the logo, with orange and brown being the most widely used in designs when paired with the bright blue marketing color.

SECONDARY COLORS



CMYK 60/12/31/0
RGB 102/178/179
HEX #: 66B2B2



CMYK 63/42/47/11
RGB 102/122/121
HEX #: 657A79

Bright blue is the primary marketing color, used in graphics online and in print, as a compliment to the primary logo palette. This color is good to bring emphasis to headlines, boxes of information, and used in the brand's slightly transparent "swoosh" as seen below.

Open Sans (*primary print font for body text and headlines*)

Regular
Semibold
Bold

Montserrat (*primary web font*)

Regular
Medium
Bold

Have Heart (*Secondary font, headlines only*)

Have Heart One

TYPEFACE SYSTEM

Use of consistent corporate fonts, in any of their variations, builds brand recognition and helps eliminate confusion. The fonts below should be utilized for both print and digital marketing media, and the entire family of each may be used, as necessary.

Open Sans may be used in all print pieces.

Montserrat may be used online and throughout the website.

Have Heart should be reserved to headlines, titles, and creative pieces only. If you're not sure, ask the HopeChest Marketing Team.

▶ PHOTO GUIDELINES

Per Children's HopeChest Child Protection Policy Guidelines:

"Children's HopeChest, donors, travelers, and organizations/groups will not take or share photos for marketing, personal, or fundraising purposes that diminish the respect and dignity of the child or their family. This includes: photos or videos of deformities, malnourishment, special mental or physical needs, nudity of any kind."



▶ CHILD PRIVACY AND SAFETY

Per HopeChest's Child Protection Policy, we ask that every sponsor, HopeChest Friend, and partner community respect the safety, dignity, and privacy of the children and caregivers in HopeChest programs. It is HopeChest's policy to not share the following information:

> **HIV STATUS:** HopeChest expressly forbids the public communication of a child or caregiver's HIV/AIDS status without changing the name, and clearly indicating that names have been changed to protect the individual's privacy.

> **TRAFFICKING AND ABUSE:** In cases of known sex trafficking, human trafficking, or known sexual, physical, or emotional abuse, HopeChest expressly forbids the public communication of child's name AND photo without changing the child's name, and clearly indicating that names have been changed to protect a child's privacy.

> **HEALTH STATUS:** HopeChest expressly forbids the public communication of a child or caregiver's health status without changing the name, and clearly indicating that names have been changed to protect the individual's privacy.

> **FIRST NAME ONLY:** Any public reference to a child by a donor, traveler, staff member, should only include a first name. It is not permissible to associate a child's photo/update/information with their full name. This includes any social media platforms, email exchange, videos, and texts messages.

Furthermore, if a sponsor or community partner encounters any form of abuse while on a HopeChest-facilitated trip, please report the incident immediately to a HopeChest Country Director and field staff member, then follow-up with the HopeChest Program Director and CPM. A copy of the Child Protection Policy is available on the HopeChest website and is provided to all partner visit participants.



► MAIN EXTERNAL COMMUNICATION

BLOG

[Hopechest.org/blog](https://hopechest.org/blog)

PODCAST

Available on iTunes, Spotify, Stitcher, and Google.

SOCIAL MEDIA

 [/childrenshopechest](https://www.facebook.com/childrenshopechest)

 [@hope_chest](https://twitter.com/hope_chest)

 [@childrens.hopechest](https://www.instagram.com/childrens.hopechest)

BUILD
RELATIONSHIPS



BREAK
POVERTY

