

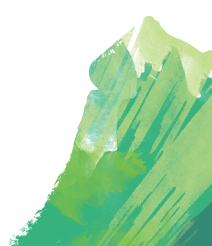


## **BRAND STYLE GUIDE**






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**Alive and Well Communities** recognize the impact of toxic stress and trauma on the health and well-being of our communities. Our communities are working to ask new questions, build common understanding, and create pathways to healing. While trauma does not discriminate and impacts all communities, our work centers the impact of the trauma of discrimination, which science increasingly shows has devastating health impacts. With all of this knowledge, we seek to build the will to change and to activate communities to heal.

## WHO WE ARE

Alive and Well Communities is a nonprofit organization, based in Missouri, focused on activating communities in Missouri, Kansas and Illinois to address the trauma experienced by their residents. We are dedicated to shifting cultures and systems and helping people develop pathways to healing, well-being and equity.

## OUR MISSION

Alive and Well Communities activates communities to heal.

We do this together by:

- Elevating community wisdom centering those who have experienced trauma as leaders of the work.
- Disrupting systemic oppression and responding to the impact of historical trauma.
- Acting with urgency, not waiting for another day or generation.
- Leading innovative solutions based on the science of trauma, toxic stress and resiliency.



## APPROVED LOGOS



Smallest size of legibility 1.5 in by 1.2 in.  
Color logo can be used on a white or black background.



# LOGO DON'TS



Don't distort the logo or resize to fit the space.



Don't change the color of the logo.



Don't use the logo on a green or similar background



Keep the logo elements intact.  
Use the prescribed fonts.



# COLOR STYLES & CODES

## PRIMARY



C:100 M:56 Y:55 K:38  
R:0 G:71 B:80  
#004750  
PANTONE 316 C



C:100 M:78 Y:36 K:29  
R:0 G:55 B:100  
#003764  
PANTONE 2955 C



C:87 M:17 Y:72 K:3  
R:0 G:148 B:110  
#00946e  
PANTONE 7724 C



C:25 M:95 Y:85 K:19  
R:161 G:43 B:47  
#a12b2f  
PANTONE 704 C

## SECONDARY



C:61 M:0 Y:96 K:0  
R:106 G:191 B:75  
#6abf4b  
PANTONE 360 C



C:12 M:97 Y:92 K:3  
R:208 G:44 B:47  
#d02c2f  
PANTONE 711 C





# FONT STYLES & USES

## **FUTURA PT CONDENSED BOLD**

Headings in published works should not be larger than 40pt type size, 36pt preferred, and 24pt the smallest. Headings on a white background should be in all caps set in Futura PT Condensed Bold and colored Standard PANTONE 208 C (C:12 M:97 Y:92 K:3) or black (C:0 M:0 Y:0 K:100). Use white (C:0 M:0 Y:0 K:0) headings on a colored or black background.

## **Futura PT Condensed Medium**

Subheadings in print should be set in Futura PT Condensed Medium at a size no larger than 28pt type, 26pt preferred, and 18pt the smallest. All subheads should be colored as black (C:0 M:0 Y:0 K:100).

## **Libre Franklin**

Recommended font size is 12pt type set in Libre Franklin for Body Text in printed works. Type may not exceed 14pt in printed works and cannot be set smaller than 10pt. Type color should be black (C:0 M:0 Y:0 K:100) on white backgrounds and white (C:0 M:0 Y:0 K:0) on black backgrounds.



# SAMPLE LETTER



3407 Jefferson Avenue, Ste. 6  
St. Louis, MO 63118  
(314) 898-4049

[Recipient Name]  
[Title]  
[Company]  
[Recipient Street Address]  
[Recipient City, ST Zip]

Dear [Recipient Name],

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.

Sincerely,  
[Your Name]



# SAMPLE 1 SHEET

## BUILDING UNDERSTANDING

### TRAUMA AWARENESS TRAINING

Alive and Well Communities regularly hosts free workshops on how trauma impacts social, emotional and health outcomes. The presentation explores the prevalence and impact of trauma on children's brain development; the Adverse Childhood Experiences Study (ACES); how to help children and families recover from trauma; as well as what is behind many of the behaviors we see and how we can shift our perspective through the lens of trauma.

The program is free of charge and open to the public. Anyone is welcome to participate. Check our events page for upcoming trainings.

### TRAUMA RESPONSIVE TRAINING

During this interactive training, participants will go beyond the science of the impact and prevalence of trauma, and into building resilience and examining systems. Participants will use the principles of trauma-informed care to learn how organizations can start their journey of becoming trauma informed.

This training must be taken before registering to attend Train-the-Trainer.

These trainings are offered periodically for a fee with limited scholarships available. Email [info@awcommunities.org](mailto:info@awcommunities.org) for more information.

Alive and Well Communities regularly partners with organizations to offer self-care workshops. The curriculum can be adapted to support people of all ages in schools, non-profit, and for-profit organizations. If you are interested in hosting a workshop, please email [info@awcommunities.org](mailto:info@awcommunities.org).

### TRAIN-THE-TRAINER TRAINING

Participants who attend Train-the-Trainer will be equipped to work within their organization and provide trauma-awareness trainings, setting the foundation for an organization to become trauma informed. These participants also have access to two individual coaching hours from Alive and Well Communities staff.

CEU's are available upon successful completion of this full day training. You must have registered for or already taken the Trauma-responsive training before registering to attend Train-the-Trainer.\*

These trainings are offered periodically for a fee with limited scholarships available. Email [info@awcommunities.org](mailto:info@awcommunities.org) for more information.

For organizations wanting to advance along the stages of change in the Missouri Model, Alive and Well provides comprehensive consulting services, including Learning Collaboratives. The Learning Collaborative model provides a cost-effective solution for multiple organizations to accelerate change.

For organizations interested in the transformational process of becoming trauma informed, please email [info@awcommunities.org](mailto:info@awcommunities.org).

### SELF-CARE WORKSHOP

Self-care does not have to be an all-day trip to the spa! Purposeful and intentional acts that help us recharge are considered self-care. During this interactive workshop, participants will learn about the importance of self-care and identify free, easy activities to do in order to relax or attain emotional well-being.



(Version 1)

## BECOME AN AMBASSADOR

Our Ambassadors are everyday citizens from all different sectors (health care, education, mental health professionals, entrepreneurs, engaged residents, and more) who build a trauma-awareness movement, apply the trauma lens to urgent social issues, and advocate for change. Our mission is rooted in addressing trauma using an equity lens. We are committed to advancing racial and socioeconomic equity and utilizing an intersectional lens in our programming and activities.

- Ambassadors lead the trauma-informed movement in Missouri around these three pillars:
- Build: Deepen your knowledge on the science of trauma and toxic stress.
- Connect: Share information in your organization and/or community.
- Activate: Drive community change and respond to community crises/issues that hinder resilience.

### ACTIVITIES INCLUDE:

- Collaborate and organize events with Ambassadors to build knowledge of community-level and systemic trauma.
- Share information and resources with Ambassadors that can advance resiliency, share resources, and build capacity for fostering trauma-informed institutions.
- Research and share best practices and testimonies of trauma-informed work with Ambassadors and Alive and Well staff.
- Disrupt conditions that perpetuate trauma and advocate for change in systems, institutions, and communities
- And much more!

Our Steering Committee, which is comprised of an elected group of Ambassadors, shapes our organizational priorities and works closely with our Board in the strategic planning process, identifies sources of funding and revenue, and shapes our priorities as an organization.



(Version 2)



# SAMPLE POWERPOINT SLIDES

## What is Trauma?

Trauma is more than the physical effects of bodily injury or violence.

“Individual trauma results from an **event**, series of events, or set of circumstances that is **experienced** by an individual as physically or emotionally harmful or life threatening and that has lasting adverse **effects** on the individual's functioning and mental, physical, social, emotional, or spiritual well-being.”

*Substance Abuse and Mental Health Services Administration*



## Overview of Equity-Centered Trauma Informed Healthcare (EC-TIC)

- What is Trauma
- What is Equity-Centered Trauma-Informed Healthcare
- Quadruple Aim Breakdown
- The 5 Stages Towards Implementation
- How Do We Move Forward?
- Metrics Targeted by EC-TIC
- Pilot Implementation Timeline
- Questions





# IN HOUSE WRITING GUIDELINES

## Months/Dates/Times

- Abbreviate months with six or more letters if they are used with a specific date. Spell out those with five or fewer letters. Aug. 13, June 6, May 31
- Spell out the month when it is used without a specific date. In September the football team. The class begins in February 2015.
- For days of the month, use only numerals. Do not use nd, rd or th. Aug. 2, Sept. 3, April 4.
- Do not abbreviate days of the week. You usually do not need both a day of the week and a date. Wednesday, Monday The next game is Oct. 13.
- Use numerals, a space, lowercase letters, and periods for a.m. and p.m. Do not use extra zeros on times. 7 p.m., 10 a.m., 1:45 p.m.
- Use noon and midnight rather than 12 a.m. or 12 p.m. The club will meet at noon. Notice that AP style does not include a colon and two zeroes when referring to an even hour.

## Numbers/Money

- In most usage, spell out numbers under 10. Exceptions:
  - Addresses: 7 Main St.
  - Ages, even for inanimate objects: Kim, a 15-year-old; the 2-year-old building
  - Dollars and cents: \$5; 5 cents.
  - Measurements (such as dimensions and speed): 5 feet tall, 5-by-7 rug; 6 miles per hour

- Temperature: 10 degrees
- Millions, billions: 2 million people
- Percentages: 5 percent (spell out “percent”)

- Spell out any number that appears at the beginning of a sentence. The one exception to this rule is a year: 1981 was the last time the high school won a state title.
- Do not spell out monetary amounts or use extra zeros: \$6 or \$2.30, but NOT \$6.00 or six dollars.
- Add an “s” but no apostrophe to a number to make it plural: “She kept rolling 7s.” The same rule applies to decades: the 1980s. Use an apostrophe on a decade only if cutting off the initial figures: the ’80s.

## Punctuation

- Use a single space after a period.
- Do not use commas before a conjunction in a simple series. Example: In art class, they learned that red, yellow and blue are primary colors. His brothers are Tom, Joe, Frank and Pete. However, a comma should be used before the terminal conjunction in a complex series, if part of that series also contains a conjunction. Example: Purdue University's English Department offers doctoral majors in Literature, Second Language Studies, English Language and Linguistics, and Rhetoric and Composition.





# IN HOUSE WRITING GUIDELINES CONT.

- Commas and periods go within quotation marks. Example: “I did nothing wrong,” he said. She said, “Let’s go to the Purdue game.”

## **Titles**

- Spell out titles used alone: “She was the first female senator from her state.” Abbreviate and capitalize most titles when they are used directly before a name: “Sen. Boxer posed hard questions for Rice.”
- Spell out titles with names used in direct quotes: The exceptions are Dr., Mr., and Mrs.
- Spell out all generic parts of street names (avenue, north, road) when no specific address is given: “The festival will be held on South Charles Street.” When a number is used, abbreviate avenue (Ave.), boulevard (Blvd.), street (St.), and directional parts of street names: “The suspect was identified as Michael Shawn of 1512 N. Mission St.”
- Lowercase the names of the seasons unless they are used in a proper name: the Summer Olympics.
- Books, movies, recordings, television shows, and similar works are set off in quotation marks, with all principal words capitalized: “Harry Potter and the Deathly Hallows,” “Letters from Iwo Jima,” “Memory Almost Full,” “Grey’s Anatomy.” Titles of magazines, newspapers and reference works get no special treatment: Newsweek, The Boston Globe, The Associated Press Stylebook.

## **Hyphens**

A hyphen (-) is a punctuation mark that’s used to join words or parts of words. It’s not interchangeable with other types of dashes. Use a hyphen in a compound modifier when the modifier comes before the word it’s modifying. A compound modifier is made up of two words that work together to function like one adjective. When you connect words with the hyphen, you make it clear to readers that the words work together as a unit of meaning. You need the hyphen only if the two words are functioning together as an adjective before the noun they’re describing. If the noun comes first, leave the hyphen out. You also don’t need a hyphen when your modifier is made up of an adverb and an adjective.

- Numbers between twenty-one and ninety-nine should be hyphenated when they’re spelled out.
- When numbers are used as the first part of a compound adjective, use a hyphen to connect them to the noun that follows them.
- When using a fraction (e.g. half or quarter) as part of a compound adjective, it should be hyphenated. Use a hyphen with the prefix ex- (meaning former).
- When using high or low as part of a compound adjective, use a hyphen when the compound comes before the noun it’s modifying.

For examples and more details visit [grammarly.com/blog/hyphen/](http://grammarly.com/blog/hyphen/) or check a dictionary if you’re not sure whether to use a hyphen or not.