

## **Communications Toolkit August 2021**

The National Health Care for the Homeless Council's Communications Toolkit contains instructions and materials that will help ensure consistency in the printed and digital communications of the Council and its programs.

The Toolkit will be updated on a regular basis with any needed additions or revisions. If you have questions about the Toolkit, please contact [Terri Woodmore](#) or [Jenn Dix](#).

### **Contents:**

1. Logos (Council and NIMRC)
2. Fonts
3. Colors
4. HRSA Disclaimer and Copyright Information
5. Templates (Council and NIMRC)

## 1. LOGOS and SERVICE MARK

The **Council logo** was updated in 2021. A jpg file of the current logo (pictured below) is saved in this Toolkit file and can also be found here:

<C:\...\National Healthcare for the Homeless Council\NHCHC OfficeShared - Documents\Logos and Graphics\New Logos Aug2021>



Usage guidelines:

- The logo shall not be placed beneath other elements of a design.
- The logo shall not be distorted or altered.
- The aspect ratio, colors, orientation, and placement of elements within the logo shall remain consistent.
- The logo shall include a margin of at least 10 pixels from all other text or visual elements (excluding shaded backgrounds on a page).

The template files in this Toolkit all include the current logo, which is the only logo that should be in use. **If you use the Council logo in your email signature, be sure that it is updated to the current version.**

---

---

The Council developed a **service mark** in 2021 that can be used as an option for email signatures. A .png file of the service mark (pictured below) is saved in this Toolkit file and can also be found here:

<C:\...\National Healthcare for the Homeless Council\NHCHC OfficeShared - Documents\Logos and Graphics\New Logos Aug2021>



The **National Institute for Medical Respite Care (NIMRC) logo** was created in 2020 and revised in 2021. A jpg file of the current logo (pictured below) is saved in this Toolkit file and can also be found here:

<C:\...\National Healthcare for the Homeless Council\NHCHC OfficeShared - Documents\Logos and Graphics\New Logos Aug2021>



---

## 2. FONTS

The Council's font for all published documents is **Century Gothic**, which shall be used in titles and headings, subheads, and standard copy.

(In platforms that do not allow Century Gothic, the preferred secondary font is Gill Sans MT. When Gill Sans MT is not available, Calibri is the third option.)

### Century Gothic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv  
Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

### Gill Sans MT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv  
Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

### Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv  
Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

### 3. COLORS

#### PRIMARY NHCHC COLOR

“Council Green”



RGB: 1, 89,75  
CYMK: 99, 0, 16, 65  
HEX: #01594B

#### SECONDARY NHCHC COLORS

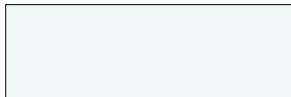
The secondary brand colors are accents that support, but not supersede, the primary Council Green. It is acceptable to use differing tints of these colors in instances where multiple shadings are necessary, such as infographics and charts.

“Council Mint”



RGB: 128, 177, 168  
CYMK: 28, 0, 5, 31  
HEX: #80B1A8

Light Green



RGB: 240, 248, 247  
CYMK: 3, 0, 0, 3  
HEX: #F0F8F7

“Council Grey”



RGB: 39, 39, 39  
CYMK: 0, 0, 0, 85  
HEX: #272727

Light Grey



RGB: 214, 214, 214  
CYMK: 0, 0, 0, 16  
HEX: #D6D6D6

#### PRIMARY NIMRC COLOR

“Respite Blue”



RGB: 0, 84,128  
CYMK: 100, 34, 0, 50  
HEX: #005480

#### 4. HRSA DISCLAIMER AND COPYRIGHT INFORMATION

- Publications and presentations that are funded as part of the Cooperative Agreement must include the following disclaimer:

*This activity is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$1,967,147 with 20 percent financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government. For more information, please visit HRSA.gov.*

- All original written materials are to include the following copyright symbol and language on the last page of the document, just above the footer:

© {YEAR} National Health Care for the Homeless Council

*(Tip -- Shortcut to copyright symbol: CTRL + ALT+ c)*

---

---

#### 5. TEMPLATES



Pre-branded templates have been created for use with Council and NIMRC presentations and publications. The templates are designed to ensure consistency across programs, while allowing individuals to insert their own copy, images, and/or charts.

Click on the appropriate template below to download and begin formatting. When opening a template, immediately "Save As" the title of your new presentation/document so that the blank template remains unchanged.

**You may contact Communications any time you need assistance with formatting your content into a template.**

## **LETTERHEAD:**

The current Council and NIMRC letterhead use the updated logo and the organization's street address.



Council Letterhead	 <a href="#">Council Letterhead.docx</a>
NIMRC Letterhead	 <a href="#">NIMRC Letterhead.docx</a>

---

---





## **PRESENTATIONS:**













The presentation template is a PowerPoint file that is customizable for the title, date, and presenters to be added to the first slide, as well as headings throughout the presentation. (Headings section can be deleted when not needed.) Dedicated space for content is on each slide.

Council PowerPoint Presentation Template (for webinars and other interactive presentations)	 <a href="#">Council PowerPoint Template.pptx</a>
NIMRC PowerPoint Presentation Template (for webinars and other interactive presentations)	 <a href="#">NIMRC PowerPoint Template.pptx</a>

## PUBLICATIONS:

The templates for publications are Word files that are customizable for title and date on the front page, as well as in the header on subsequent pages. Dedicated space for content is on each page.

PUBLICATION TYPE	TEMPLATE	SAMPLE
Case Study	 <a href="#">Council Case Study Template.docx</a> <hr/>  <a href="#">NIMRC Case Study Template.docx</a>	 <a href="#">Sample Case Study.pdf</a>
Fact Sheet	 <a href="#">Council Fact Sheet Template.docx</a> <hr/>  <a href="#">NIMRC Fact Sheet Template.docx</a>	 <a href="#">Sample Fact Sheet.pdf</a>
Guide	 <a href="#">Council Guide Template.docx</a> <hr/>  <a href="#">NIMRC Guide Template.docx</a>	 <a href="#">Sample Guide.pdf</a>

Issue Brief	 <a href="#">Council Issue Brief Template.docx</a> <hr/>  <a href="#">NIMRC Issue Brief Template.docx</a>	 <a href="#">Sample Issue Brief.pdf</a>
Report (with cover image)	 <a href="#">Council Report w/ Cover Image Template.docx</a> <hr/>  <a href="#">NIMRC Report w/ Cover Image Template.docx</a>	 <a href="#">Sample Report w/ Cover Image.pdf</a>
Report (without cover image)	 <a href="#">Council Report w/out Cover Image Template.docx</a> <hr/>  <a href="#">NIMRC Report w/out Cover Image Template.docx</a>	 <a href="#">Sample Report w/out Cover Image.pdf</a>
White Paper	 <a href="#">Council White Paper Template.docx</a> <hr/>  <a href="#">NIMRC White Paper Template.docx</a>	 <a href="#">Sample White Paper.pdf</a>



---

If you have questions about any of the information or materials in this toolkit, contact [Terri Woodmore](#) or [Jenn Dix](#).