



KIDS HOPE ALLIANCE™
The Jacksonville Partnership
for Children, Youth & Families



STYLE GUIDE

MISSION, VISION, AND WORDING

WHO WE ARE

Kids Hope Alliance: The Jacksonville Partnership for Children, Youth, and Families
KHA is a fiscal agency of the City of Jacksonville and is responsible for overseeing the implementation and management of children and youth programs, services and activities, accomplished through third-party service providers.

MISSION

To build and facilitate access to a continuum of comprehensive and integrated programs, services, and activities that address the critical needs of children, youth, and families.

VISION

An environment where every child can reach their academic, career and civic potential.

REFERRING TO KIDS HOPE ALLIANCE

There is no “the” in the organization’s title. We are Kids Hope Alliance, not the Kids Hope Alliance. Each word is capitalized. If you are referring to us using our acronym, we recommend using the full name first, followed by the acronym in parentheses. Then you can continue to use the acronym.

Example: You are formally invited to join Kids Hope Alliance (KHA) at the Summer Camp Kick-off. This year, KHA is equipping Providers for success with a lively and informative Zoom meeting that will feature presentations, a performance from local students, and a raffle.

PARTNERS & STAKEHOLDERS

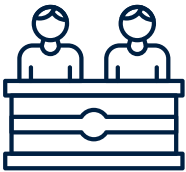
KHA has five primary audiences that are regularly engaged and for whom messages are targeted:



THE COMMUNITY - This is KHA's broadest group of stakeholders. The community includes residents, parents, care givers, community groups, businesses, partners, and visitors to the City of Jacksonville—all of whom are integral to the success of KHA efforts.



THE CITY OF JACKSONVILLE - This audience includes the City Council, the Mayor, the City of Jacksonville Departments, and those who make policy decisions for the Jacksonville community directly related to the availability of relevant, accurate, and timely information, community input, and sound, professional staff recommendations.



THE CITY COUNCIL - The City Council's ability to make sound policy decisions for the Jacksonville community is directly related to the availability of relevant, accurate and timely information, community input, and sound, professional staff recommendations.



PROVIDERS & PARTNERS - KHA collaborates with local providers and partners who are funded or impacted by the funding of a variety of projects and initiatives.



EMPLOYEES - Employees carry the messages of the organization. Therefore, it is incumbent all communications are clear, consistent, concise and understood by all.

COMMUNICATION USAGE GUIDELINES

Kids Hope Alliance (KHA) relies on its providers to help ensure that the community recognizes the importance of the work we do together. Jacksonville residents should know about the specific work covered in the contractual agreement, and also know about KHA: who it is, its role in funding, how it works, and what the City of Jacksonville is funding.

The names and logos of the provider or program funded under the agreement and KHA are to be displayed in all communications, education, and outreach materials. KHA is to be identified as the funder, or one of the funders- if there is more than one. KHA's logo and branding information can be found at <https://www.kidshopealliance.org/Providers/KHA-Branding-Guidelines-and-Logos.aspx>.

MANDATORY COMMUNICATION USAGE GUIDELINES

1. When providers describe KHA in written material (including news releases), use the language provided below and available on the KHA website at www.kidshopealliance.org which states, "Kids Hope Alliance: The Jacksonville Partnership for Children, Youth, and Families (KHA), is a fiscal agency of the City of Jacksonville and is responsible for overseeing the implementation and management of children and youth programs, services and activities, accomplished through third-party service providers."
2. Post on its website and in its newsletter (printed and/or digital, if applicable) a news release announcing itself as a new provider, or new program with a current provider, which has been awarded funding by KHA.
3. Display KHA's logos appropriately according to the guidelines, found on the website at <https://www.kidshopealliance.org/Providers/KHA-Branding-Guidelines-and-Logos.aspx> and listed within this Style Guide, on the provider's website and on any printed promotional material paid for using KHA funds including stationery, brochures, flyers, posters, PDF's, emails, online/digital campaigns, etc., describing or referring to a program or service funded by the KHA. The logo on Provider's website must include hyperlinks to kidshopealliance.org.

RECOMMENDED ACTIVITIES

1. Mutually engage with KHA on various media platforms (Facebook, Twitter, Instagram, YouTube, LinkedIn) by following, liking, sharing, re-tweeting, commenting, etc.
2. Identify KHA as a funder in media interviews.
3. Notify KHA's Communications staff of any news release or media interviews related to the agreement on funded programs so the coverage can be promoted using appropriate media channels.
4. Place signage provided by KHA's Communications Division in the provider's main office/lobby and all additional work/service sites visible to the public, identifying the KHA as a funder.
5. Display KHA's logo on signs and banners at events open to the public promoting funded programs that the provider sponsors or participates in.

QUESTIONS

Should you have any questions regarding the usage of the style guide, please contact khainfo@coj.net

LOGO VARIATIONS



KIDS HOPE ALLIANCE™

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PRIMARY LOGO

KHA's primary logo is the vertical logo with tagline beneath. It's best used for white backgrounds. The logo should not be minimized beyond readability of the tagline. Logo variations below should be used in smaller spaces.

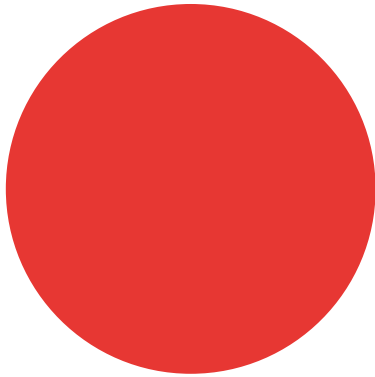
ACCEPTABLE VARIATIONS

When a larger space is allowed, the horizontal logo option may be used. For smaller spaces, and to maintain readability, the smaller vertical option without the tagline should be used. When placing the logo against a color background that distorts the image, the black or reverse grayscale logo should be used. Links to the logos can be found online at: **KHA - KHA Branding Guidelines and Logos (kidshopealliance.org) <https://www.kidshopealliance.org/Providers/KHA-Branding-Guidelines-and-Logos.aspx>**

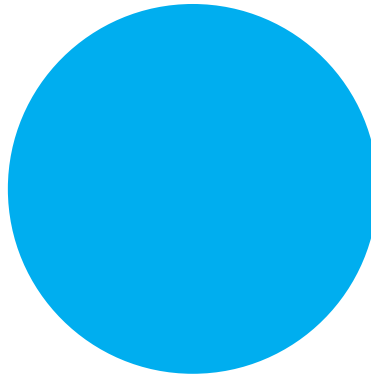


VISUAL GUIDELINES

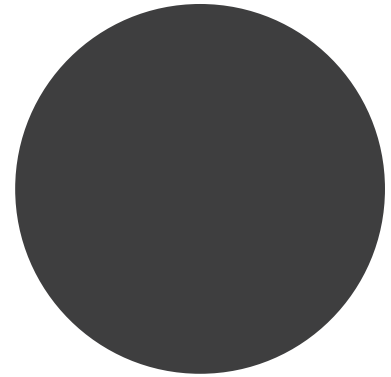
KHA COLORS



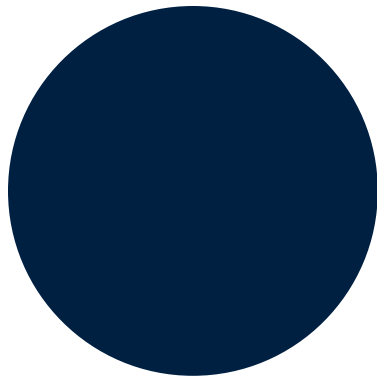
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CMYK 4/92/87/0
RGB 229/58/53



PMS 542
Hex #44b3e6
CMYK 62/22/0/3
RGB 8/179/230



PMS 425
Hex ##414042
CMYK 0/0/0/90
RGB 65/64/66



PMS 296
Hex #212d3d
CMYK 91/36/00/83
RGB 4/28/44

TYPOGRAPHY

Header

AMATIC

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Sub-header

Tw Cen MT

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body

Lato

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz