The Fortune Society

Brand Guidelines

The Fortune Society
BUILDING PEOPLE, NOT PRISONS

Logos

The Fortune Society logo, including the bird (our "icon") and both the agency name (The Fortune Society) and our current tagline (Building People, Not Prisons) should be included on **ALL FORTUNE MATERIALS THAT LEAVE THE AGENCY,** as well as all internal Fortune documents that are posted and refer to a program, person, project, or event that Fortune is responsible for producing and/or hosting.


PLEASE REMEMBER

- Do not redraw the logo or change it in any way.

- Do not ever distort dimensions of The Fortune Society logo.
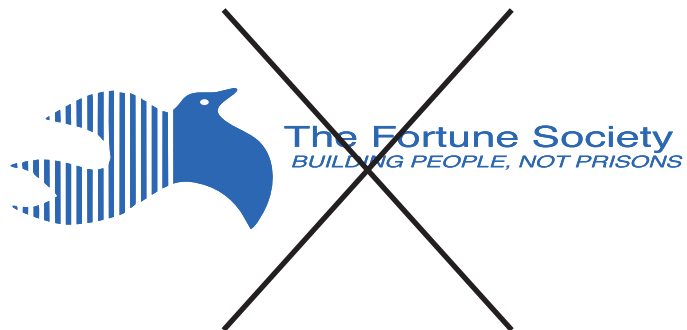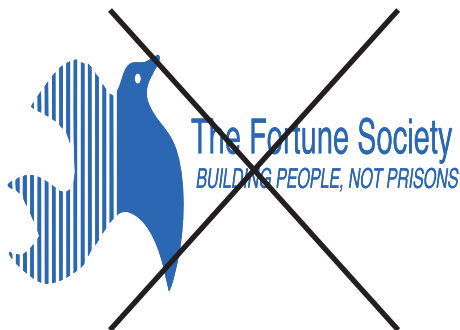
For example, if you insert the logo into a document and need to resize it, you must do so by holding down the SHIFT key on your keyboard, clicking a CORNER of the image, and dragging. Do not release the shift key until you release the mouse. This will ensure proportional resizing of the logo.

○ Leave clear space around the logo. Use the height of the T in The Fortune Society as a guide for the minimal amount of space to leave.

Clear Space
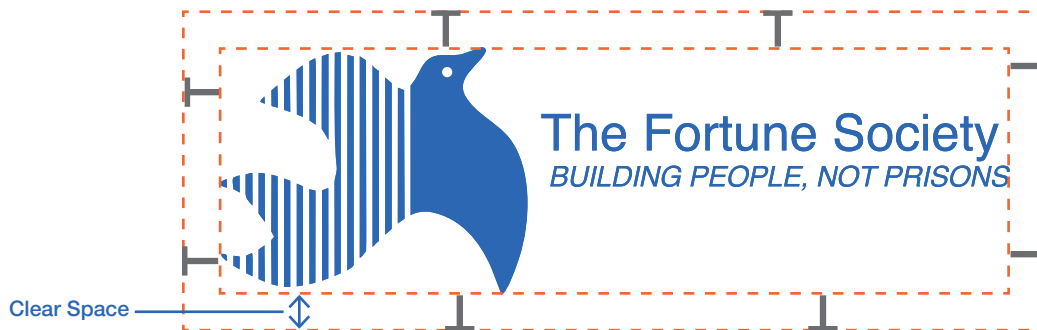
COLOR OPTIONS

The Fortune Society logo should only be used in the following colors:

○ For most applications, use blue logo.

○ For printing in black & white on a light background, use the all black logo.

○ If you need to use the logo on a dark colored background, use the white logo.

Please do not ever use an outdated version of the logo for any reason or purpose. If you see anyone using an outdated version of the logo, please tell the Communications Department so that they can provide the department or person in question with the correct logo. If you need an alternate file type or logo size, please contact the Communications Department.

ALL LOGOS CAN BE FOUND IN COMMON DRIVE FOLDER "LOGOS AND BRANDING TOOLKIT"

OTHER LOGOS

The same rules apply for the other logos used by The Fortune Society.

- The David Rothenberg Center for Public Policy (DRCPP)

- The Castle (Play)

ALL LOGOS CAN BE FOUND IN COMMON DRIVE FOLDER "LOGOS AND BRANDING TOOLKIT"

Typography

The Fortune Society uses three fonts in our materials: Rockwell, Helevtica Neue, and Times New Roman. These are the only fonts that should be used on all external and internal documents. If you wish to use another font, please contact the Communications Director in advance.

Rockwell

Rockwell is used for large titles and header (25pt and larger)

HelveticaNeue LT 65 Medium

Helvetica is used for subheadings, pull quotes, and other text that is emphasized.

Times New Roman

Times New Roman is used for body (paragraph) text.

**IF YOU DO NOT HAVE THE FONTS LISTED ABOVE INSTALLED ON YOUR COMPUTER
PLEASE CONTACT THE I.T. HELPDESK**

EXAMPLE:

This is a Great Font for Big Headlines

Helvetica looks really good right below

Readability is key when you are writing long sections of text so Times New Roman is the font to use. It is simple and clean, and easier to read at small sizes than many other fonts. You can't go wrong with the classic Times New Roman as your body text font.

Colors

In order to maintain brand consistency and recognizability across the materials produced by The Fortune Society, it is important to use the following color palettes. The **Primary Color Palett**e contains the two colors most directly associated with The Fortune Society. These should be prominent on most materials created by the agency. The **Secondary Color Palette** compliments our primary palette and is great to make text (subheadings, bullets, numbers, etc.) stand out. The **Tertiary Color Palette** is used for backgrounds and shading.

PRIMARY COLOR PALETTE

CYMK Values
C 86 M 62 Y 0 K 0

RGB Values
R 47 G 103 B 177

Web (HEX) Value
#2F67B1

PMS
285

CYMK Values
C 0 M 0 Y 0 K 70

RGB Values
R 109 G 109 B 109

SECONDARY COLOR PALETTE

CYMK Values
C 58 M 0 Y 100 K 7

RGB Values
R 119 G 192 B 67

CYMK Values
C 22 M 59 Y 100 K 7

RGB Values
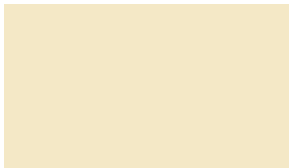R 188 G 116 B 41

CYMK Values
C 25 M 100 Y 100 K 25

RGB Values
R 152 G 27 B 30
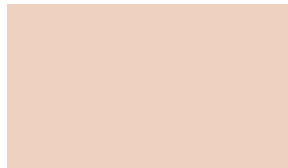
CYMK Values
C 33 M 90 Y 0 K 0

RGB Values
R 174 G 62 B 151
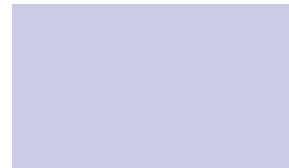
TERTIARY COLOR PALETTE

CYMK Values
C 4 M 7 Y 24 K 0

RGB Values
R 243 G 230 B 198
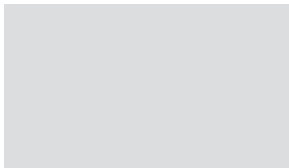
CYMK Values
C 4 M 17 Y 20 K 2

RGB Values
R 235 G 207 B 191

CYMK Values
C 18 M 17 Y 0 K 0

RGB Values
R 204 G 203 B 230

CYMK Values
C 0 M 0 Y 0 K 15

Presentations

Staff creating PowerPoint presentations should follow all the guidelines in this document regarding logos, colors, typography, and language/messaging. All staff should also be using Fortune's standard PowerPoint presentation template. This template is available on the Common drive in a folder labeled "Logos and Branding Toolkit."
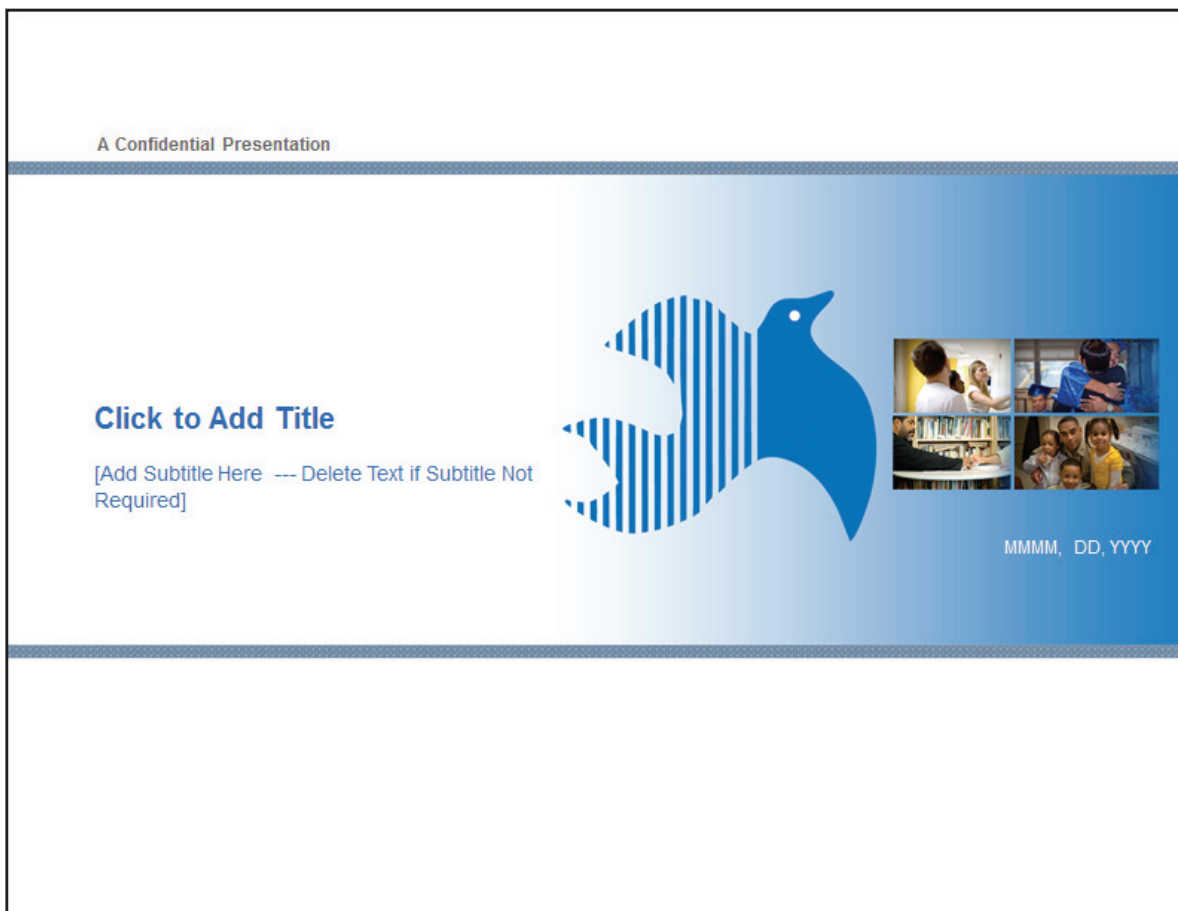
Email

EMAIL SIGNATURE

All Fortune staff should create an email signature to be used on all outgoing emails.   Please use the template below. There is a Word doc in the Common drive in a folder labeled "Logos and Branding Toolkit" that you can use to copy the text and pictures directly into your Outlook signature form.

Jeff Jones | Director of Communications | The Fortune Society | 29-76 Northern Boulevard |
Long Island City, NY 11101 | Phone: 718.906.9465| Fax: 212.633.6845| Website: www.fortunesociety.org

Please help the Fortune Flyers make it to the finish line of the NYC TCS Marathon!
https://www.crowdrise.com/TheFortuneFlyers2014/fundraiser/fortunesocietyorg

The line at the bottom of the email signature reflects a current initiative that The Fortune Society is promoting. You will receive emails periodically with updates. Please remember to keep this part of your signature up to date as it is an important way to spread the word about important events/initiatives.

EMAIL AWAY MESSAGE

If you will be out of the office for more than a day, you must set an automatic away message for your email. Please use the template below. If you have questions about how to set your email away message, please contact the I.T. helpdesk.

Thank you for contacting The Fortune Society. I am currently out of the office and will return on May 19, 2014. For any matters that require attention before my return, please contact NAME at 347- 510-xxxx (ext. xxx) or at xxxx@fortunesociety.org. I will respond to all other messages upon my return. Thank you.

Language/Messaging

The Fortune Society does not use the following terminology under any conditions, unless quoting directly from an article **IN QUOTES**. A paraphrased article should be reframed to use appropriate language, as part of Fortune's overall goal to eliminate the stigma against incarcerated and formerly incarcerated persons.

DO NOT USE:

- Convict
- Ex-convict
- Ex-con
- Offender
- Ex-offender
- Prisoner
- Inmate

DO USE:

- Incarcerated person(s)/people/individuals
- Formerly incarcerated person(s)/people/individuals

OTHER LANGUAGE THAT THE FORTUNE SOCIETY AVOIDS

"Fortune programs and services change our clients lives for the better."

This positioning conveys the message that we change our clients, molding them into something new and better, and is not an accurate representation of Fortune's work.

INSTEAD, please opt for something along the lines of "Through programs and services shaped by our clients' needs and experiences, we offer clients the opportunity to develop the skills and tools needed to permanently escape the destructive cycle of crime and incarceration."

"Fortune provides clients a second chance."

This is again not an accurate representation of what we do at Fortune. For one thing, we offer as many chances as are needed, understanding that the men and women we serve may encounter obstacles in their reentry journeys, or not yet have the skills, tools, or simply motivation to make a change in their lives.

INSTEAD, we like to talk about how our nationally recognized model of service includes lifetime aftercare and the opportunity to come back at any time, as long as you need assistance and are non-violent.

Mission Statement

The mission statement is as follows (amended as of Fall 2010). This **cannot be modified for any purpose**, nor can only one portion of it be used without review and express permission by the Communications Director.

The Fortune Society's mission is to support successful reentry from prison and promote alternatives to incarcerations, thus strengthening the fabric of our communities.

We do this by:

- BELIEVING in the power of individuals to change;

- BUILDING LIVES through service programs shaped by the needs and experience of our clients; and

- CHANGING MINDS through education and advocacy to promote the creation of a fair, humane and truly rehabilitative correctional system.

Questions

If you have any questions or concerns about this document or how to apply these guidelines in your work, please contact the Communications Director.