

Partner Agency Guidelines

Proudly Supported by:



Northfield Healthy Community Initiative (HCI) has created the Partner Agency Guidelines to establish a clear understanding with all partners regarding the communications of partnerships. With consistent application, we'll better convey to donors, friends and influencers the impact of our collaborative partnerships. We ask that all partners use the following brand standards and communications guidelines whenever possible.

LOGO USE

If a project is funded by HCI, the HCI logo should appear with the language, *Proudly Supported by:* (1) on all print and electronic communications (brochures, posters, annual reports, e-newsletters, etc.). If a project is funded by HCI and supported by HCI staff, the logo needs to appear with the language, *In Partnership with:* (2).

If the piece you're producing is black and white, the HCI logo may appear in gray tones (3).

The sponsorship lines should always be worded the same, matching the upper and lowercase shown, and include a colon. The HCI logo should always sit below the text so the copy reads correctly.

The sponsorship lines should appear in a standard font, such as Garamond or Helvetica Neue (4), and always in a dark, readable color.

WRITING STYLE

On first reference, please use Northfield Healthy Community Initiative (HCI) and for all following references use HCI.

Please include the following boilerplate in any news releases that mention HCI as a partner:

About Northfield Healthy Community Initiative

Northfield Healthy Community Initiative (HCI) is a coalition dedicated to cultivating a collaborative community that supports, values and empowers youth. HCI collaborates on nearly 20 local initiatives, convening like-minded organizations and providing the leadership, measurement tracking, communications and grant writing support that allow them to further leverage their resources on their programs that benefit youth. To learn more, visit www.northfieldhci.org.

In Partnership with:



Proudly Supported by:



Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890