

BUILDING IDENTITY

**Graphic Standards for
Creating Greater
Recognition for
Volunteers of America**



There are no limits to caring.®

June 2003

**For information, guidance, and instruction on
Volunteers of America logo use and graphic standards
or questions on the contents of this brochure,
please contact the communications department
at Volunteers of America national headquarters
703-341-5000 or 1-800-899-0089
or e-mail ndavis@voa.org.**

Graphics Standards— Building Our Identity

The Need for Standards

The consistent application of Volunteers of America's identity in all forms of visual communication is vitally important to building brand awareness. Branding helps build a greater recognition for Volunteers of America.

Volunteers of America's graphic identity is a shared asset of great value. Each of us shares the responsibility of using it wisely and consistently to the benefit of Volunteers of America.

This brochure provides you with the basic guidelines for use of Volunteers of America's identity. It also should serve as a resource guide for your designers, printers, and other vendors.

Legal Use

Volunteers of America's logo (the stylized "V" and the Volunteers of America name, in the ITC Garamond typeface, used together) is a registered trademark with the U.S. Patent and Trademark Office. The purpose of registering

Volunteers of America's logo (the symbol and name) is to obtain added legal recognition and protection. When used as registered, the Volunteers of America logo is protected by law for the purpose of preserving value and goodwill, and to protect the public from confusion, deceit, and fraud when others deliberately misuse our name and trademarks or use them without our expressed authorization.

But such legal protection can be lost over time. Any variations in use, and the absence of standards, can eventually cause confusion and loss of recognition in the public mind. In many cases, courts have actually denied trademark protection to organizations that have not maintained standards for use. **To ensure protection, whenever you use the Volunteers of America logo be sure that it is accompanied by the registration symbol "®."**

All Volunteers of America local organizations under licensing agreements with Volunteers of America, Inc. are authorized to use the Volunteers of America logo (the stylized "V" symbol and name). Local organizations' logos are available on the Volunteers of America intranet site (see page 4).

The authorization to grant rights to use the Volunteers of America logo is reserved by national headquarters. For questions and assistance, contact the national headquarters general counsel.

Internet and Video Logo Standards

The same logo standards set for print and other media, as outlined here, apply for Internet and Video applications as well.

Our Logo

Volunteers of America’s logo is unique, instantly recognizable, and easy to reproduce; see Figure 1. The logo is the stylized “V” and the Volunteers of America name, in the ITC Garamond book typeface, used together. The Volunteers of America name always appears in ITC Garamond book.

Because our logo “V” symbol is not recognizable on its own, at this time there is only one approved usage of the “V” symbol alone outlined on page 7. At all other times the “V” symbol must appear with the name.

Fig. 1. Volunteers of America logo behind a reproduction grid guide



Fig. 2a. Volunteers of America’s three logo layouts national logo



Fig. 2b. Volunteers of America’s three logo layouts local organization logo



Fig. 2c. Volunteers of America National Services logos



Logo Styles

There are three approved layouts of the logo—centered with the name on one line; centered with the name stacked on two lines; and symbol to the left, with the name stacked on two lines and flush left; see Figures 2a and 2b. In each, there is a unique relationship between the size and position of the symbol and the Volunteers of America name. Never change that relationship. The correct use of our logos is key to raising identity and protecting our trademark. These unique designs should not be altered.

Local and National Services identity

Volunteers of America’s identity system provides for three versions of the Volunteers of America logo to include a local designation; see Figure 2b.

The identity system also provides for two versions of the Volunteers of America National Services logo. *This logo is only used by national headquarters for specific purposes; see Figure 2c.*

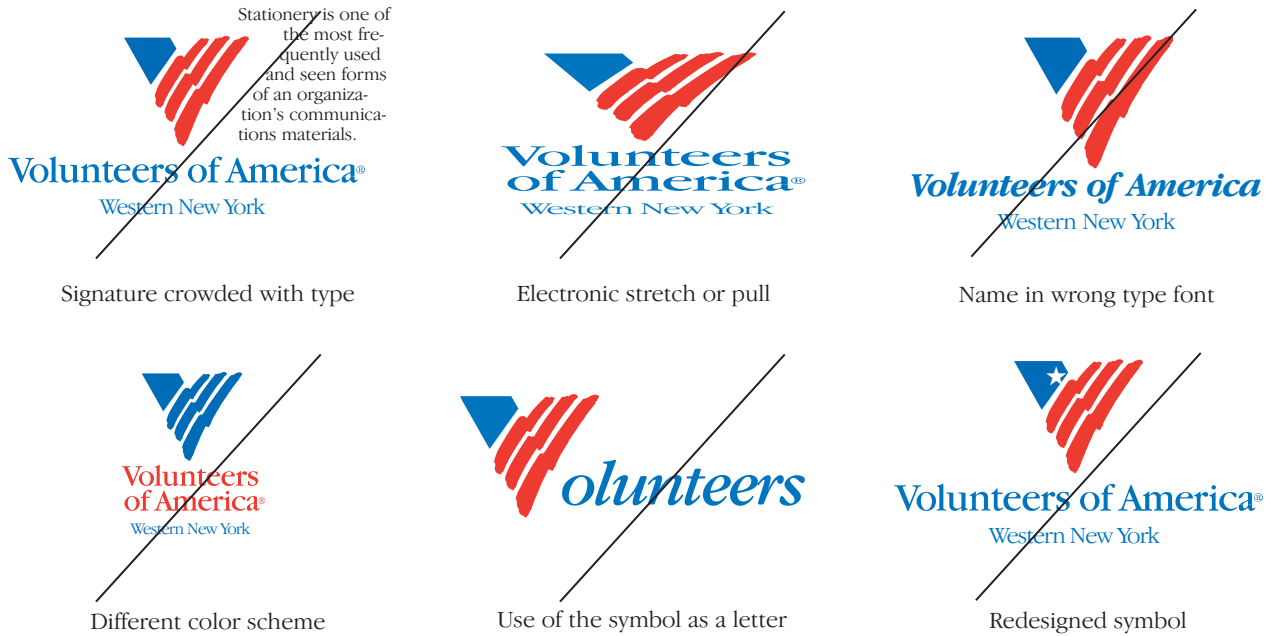
How to work with the logo

The logo should never be condensed, compressed, expanded, or distorted for any reason; see Figure 3.

When using the logo in an electronic application, i.e. Microsoft Word, the logo should always be sized using one of the four corner points. The corner points constrain the sizing to maintain the original proportions. This will prevent the distortion of the logo

Note: *Because our logo “V” symbol is not recognizable on its own, at this time there is only one approved usage of the “V” symbol alone outlined on page 7. At all other times the “V” symbol must appear with the name.*

Fig. 3 Incorrect usage of Volunteers of America logos



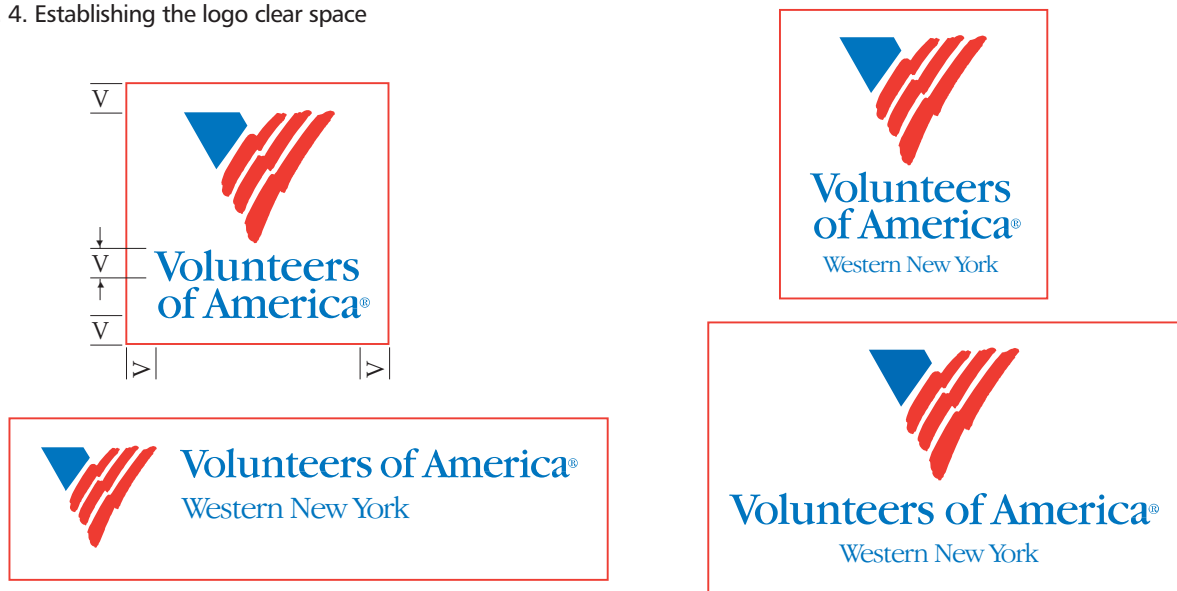
Clear space

Keep the space around each logo free of any lettering, illustration, or photograph to help ensure the integrity of the logo. It's easy to establish this boundary for any size logo: simply measure the height of the letter 'V' in Volunteers, then use that to establish a border on all four sides of the logo; see Figure 4.

Where to find logos

All national, and local organization logos are available on the Volunteers of America intranet site VOAINTRA.org. Once on the intranet site click on the link for [local logos](#) under the TOOL KIT icon. This takes you to the [Affiliate logos](#) folder on the ftp site. All logos are in folders listed by state. You will find the logos in both bmp and eps file formats. Also included in the affiliate logo folder are instructions on how to use the files.

Fig. 4. Establishing the logo clear space



Correct use of color is critical

The corporate identity system specifies that Pantone 032 (red) and 2935 (blue) are Volunteers of America's corporate colors; see Figure 5. When reproducing the symbol or a signature, tell your printer, graphic designer, sign manufacturer, or promotions vendor to always use the corporate Pantone colors.

When only one color is available, it is best to reproduce our logos in Pantone 2935. The stripes in the symbol should be reproduced using a 30 percent halftone screen. When choosing a color other than the corporate blue, always reproduce the logo using the darkest available color.

White is an integral element of Volunteers of America's identity, and whenever possible the logos should be reproduced on a white background. When reproducing the logos on a

Fig. 5 Correct color usage of logos



colored or textured background, the background should never appear to be darker than 10 percent black. Reproducing the logos on a dark background changes the look of the red and blue. To resolve this problem and allow for the occasional reproduction on dark backgrounds, logos have been designed to include a white, round cornered triangular clear space that encompasses the symbol. In these versions, the letters of the name are reversed out of the dark color to white. Newly approved is a total reverse logo (all white see figure 5.) This version of the logo is best suited for specialty items of dark colors when the reverse logo with color is cost prohibitive. The reverse logo will also be useful when your printing needs to be one color.

Corporate Font Family

For printed materials use the Garamond family of typefaces from the International Typeface Corporation. ITC Garamond typefaces are widely available. Their consistent use will establish a unique look for our organization and unify our printed communications. See Figure 6 for a partial showing of ITC's Garamond typeface family.

Fig. 6 A partial showing of International Typeface Corporation's Garamond font family



ITC Garamond Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

ITC Garamond Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678**

Special Logo Uses

There are some additional uses of the logo for special materials.

Gold logo—the logo may be reproduced in gold foil for printing or etched in gold on award plaques. In order for your vendor to create a gold logo you will need to provide them with a 100 percent black logo. You may request this version of the logo from the communications department.

Silver logo—the logo may be etched in silver for award plaques. In order for your vendor to etch a logo you will need to provide them with a 100 percent black logo. You may request this version of the logo from the communications department.

Corporate seal—is used on specialty items and other materials that lend themselves to that particular layout. Where ever possible a standard logo is preferable. Please contact the communications department if you have questions or need art for the corporate seal.



All black logo—the use of an all black logo is extremely limited. If a specialty item cannot use screens or a budget does not allow for a two-color logo, an all black logo may



**Volunteers
of America**

be used. Other uses include using a black logo for a photocopy job or a newspaper ad when the quality of the grayscale logo does not hold up. Please contact the communications department when you have questions or need for an all black logo.

Newly Approved Logo Usage

Total reverse logo (all white) This newly approved version of the logo is best suited for specialty items of dark colors when the reverse logo with color is cost prohibitive. The reverse logo will also be useful when your printing needs to be one color.



One Line Logo—This newly approved logo has been approved for banners and signage . It may be used for 30 foot or larger banners, and for signage when the available space for the sign best fits the one line format,see example pictured below.



Volunteers of America Western Washington office uses the newly approved one line logo for their building.

Use of the V symbol —there is **ONE** approved use of the V symbol alone. It can be used on a white background blown up so it bleeds off the righthand side of the page.

It must appear with the complete logo in the lower lefthand corner. No copy may cover the V symbol or the logo. The most common use of this treatment is for report covers, binder covers, and note cards. See below.



Beyond the Logo

Print Materials

Building our identity depends on the consistent application of our logo, correct use of the corporate colors, and the use of the ITC Garamond font family across all communications materials. When used consistently, these items become a common thread that helps unify and build our identity.

Having a consistent look for letterhead, business cards and other collateral material reinforces our identity to all who see it.

Letterhead

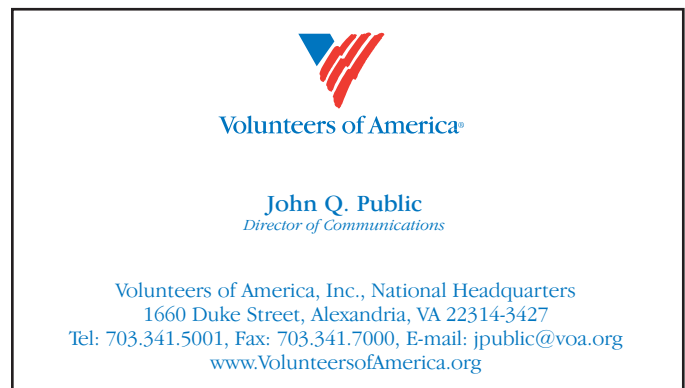
Volunteers of America has a standard layout for letterhead, memo, agenda, and fax cover pages. This layout is adaptable for any of the local organizations and templates are available on the template CD. See examples on this page. There are additional layout options for program letterhead. Please contact the communications department for details.

Business Cards

Volunteers of America has standard layouts for business cards; the most commonly used layout is shown here. There is an additional layout for dual address cards. To get a sample of this layout please contact the communications department.




Examples of letterhead and use of the Volunteers of America slogan (above), and business card examples (below).




National Services Letterhead & Business cards

These pages show examples of letterhead, and business cards for Volunteers of America National Services, local offices, programs and facilities.



Volunteers of America
National Services



Volunteers of America
National Services
1660 Duke Street
Alexandria, Virginia 22304-3427

There are no limits to caring.®

1660 Duke Street • Alexandria, Virginia 22304-3427 • Tel: 703.341.5000
Fax: 703.341.7000 • Website: www.VolunteersofAmerica.org




Volunteers of America
National Services®

Mary Summer
Director of Mission Fulfillment

7530 Market Place Drive, Eden Prairie, Minnesota 55344-3636
Tel: 612.941.0305, Fax: 612.941.0428,
E-mail: msummer@voa.org ■ www.VolunteersofAmerica.org

Local Office Letterhead & Business cards



Volunteers of America
Massachusetts

R. Bruce Myers, Jr.
Chairman

Thomas L. Bierbaum
Chief Executive Officer

The Family Center for Counseling and Education
71 Main Street, Suite 2200 • Taunton, MA 02780
Tel: 800.249.4775 or 508.822.4027 • Fax: 508.822.8257



Volunteers of America
Massachusetts

Susan Smith
Director of Development

71 Main Street, Suite 220, Taunton, MA 02780
Tel: 800.249.4775 or 508.822.4027, Fax: 508.822.8257
E-mail: ssmith@voama.org ■ www.voamass.org




Volunteers of America
Colorado Branch


John Jones
Director of Development

1865 Larimer Street
Denver, Colorado 80202
Tel: 303.297.0408, Fax: 303.297.2310
E-mail: jjones@voaco.org ■ www.voacolorado.org

Program and Facility Letterhead & Business cards


Volunteers of America

Coventry Place Apartments
24200 Cathedral Avenue, Redford, MI 48239
(313) 531-9355 TDD Available



Volunteers of America
Heritage Senior Homes

2855 Patterson Road
Grand Junction, CO 81501
970.245.7610



1530 Walnut Ave.
Grand Junction, CO 81501
970.245.1005


5781 Heritage Lane
Ft. Collins, CO 81326
970.464.5222

Administrative Business Office
2855 Patterson Road, Grand Junction, Colorado 81501, Tel: 970.245.7224


Volunteers of America

Seventy West Apartments
70 W. Alexander, Detroit, MI 48201
(313) 832-3800 F: (313) 832-5550


Volunteers of America
Heritage Senior Home

Jane Jones
Director of Nursing

1530 Walnut Ave.
 Grand Junction, CO 81501
 Tel: 970.245.1005, Fax: 970.245.1006


Volunteers of America

Heritage Senior Home

Jane Jones
Director of Nursing

1530 Walnut Ave.
 Grand Junction, CO 81501
 Tel: 970.245.1005, Fax: 970.245.1006

The Volunteers of America Slogan

There are no limits to caring.®

The national slogan is another part of building our identity. It should be used on signs, brochures, letterhead, and in advertising.

The slogan should appear in ITC Garamond Light Italic. “There” should be capitalized and a period should be placed after “caring.” The slogan is now a registered trademark, and should be followed by the ® symbol.

Newsletters

A newsletter is another important communications vehicle used to position and market Volunteers of America, your local organization, and your services and programs. Below are a few basic guidelines to consider when developing a newsletter:

- Identify/define your primary audience.
- Remember your audience and write for them, not your staff or executives.
- Never use “VOA” in the text, masthead, or other graphic treatments. Always use “Volunteers of America” or in the masthead use the logo (keeping the graphic standards, of course).
- Always include the local organization or facility name, address, telephone, and Web address in each issue.
- Involve staff, board members, volunteers, residents and their families in its production.
- Decide whether to produce it in-house or to outsource it.
- Develop a budget.
- Learn by reviewing other newsletters, especially those of your competitors.
- Write compelling factual headlines.
- Get organized, collect your materials, review, and prioritize.
- Sketch out your layout and stories order first.
- Display the local Volunteers of America logo prominently on the front and back covers of your publication in the correct corporate colors.

- Typography is important. Use the corporate font family ITC Garamond throughout your newsletter. For text use ITC Garamond Light.
- For variety and contrast, counterbalance the weight of Garamond Light with a strong sans-serif for headlines. For headlines, try using Futura Xtra Bold or Helvetica Black.
- Whenever you can, use photographs and illustrations to add impact to your newsletter.
- In the absence of photographs or illustrations, a visual can be a well designed headline, a chart or graph, an initial cap, a pull-out quote, or even a good piece of clip art.
- Crop photos to create focus.
- For additional guidance refer to the “Style Manual” in the *Communications Guide*.

See sample newsletter below.



Signage and Specialty Items

Signage for buildings, trucks and vans is another important way to build the Volunteers of America identity.

To strengthen our identity, the signage on all facilities under the Volunteers of America umbrella must have the same appearance and use the Volunteers of America logo.

We realize that signage has special issues because of varying architecture, building requirements, and facility types and at times requires a project by project analysis. If questions arise when designing new signage, please contact the communications department at the national headquarters for assistance.

Signage for healthcare and housing facilities own and managed by Volunteers of America national headquarters must have all signage reviewed and approved by Nanci Davis, director of creative services. Any local office with questions on signage should contact Nanci Davis as well.

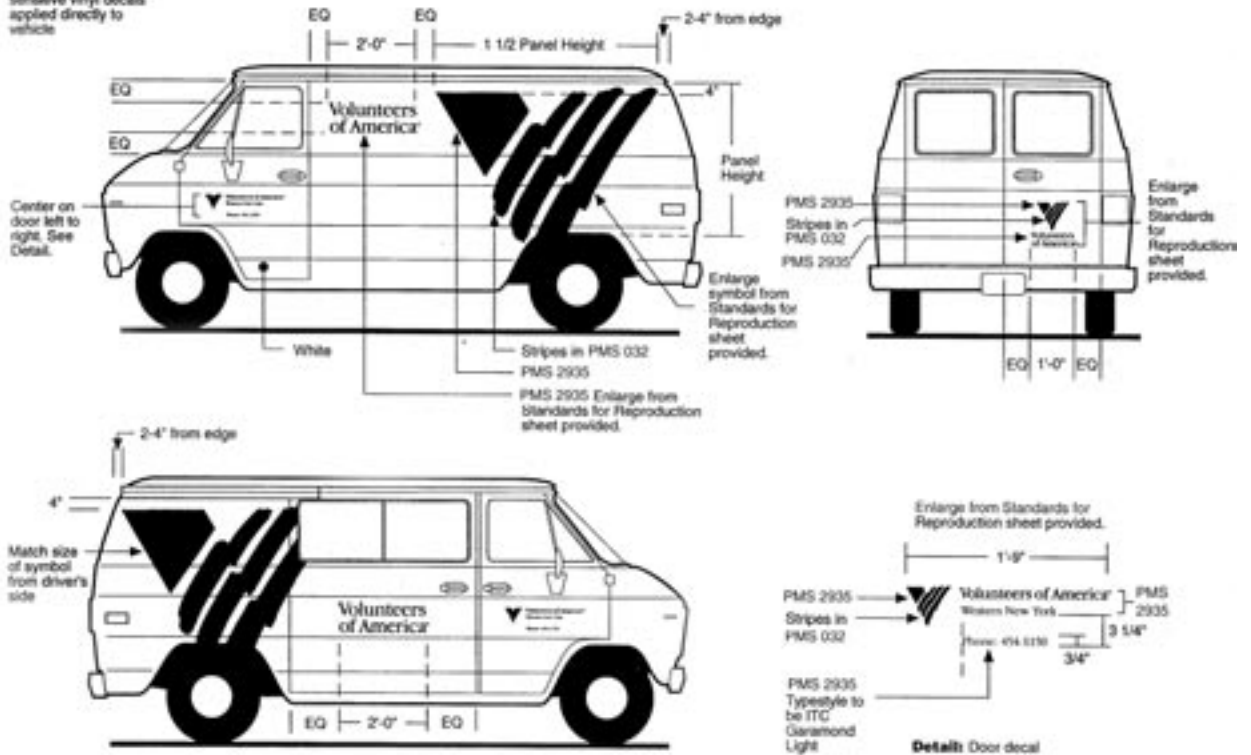
Here are examples of the approved layouts for signage.



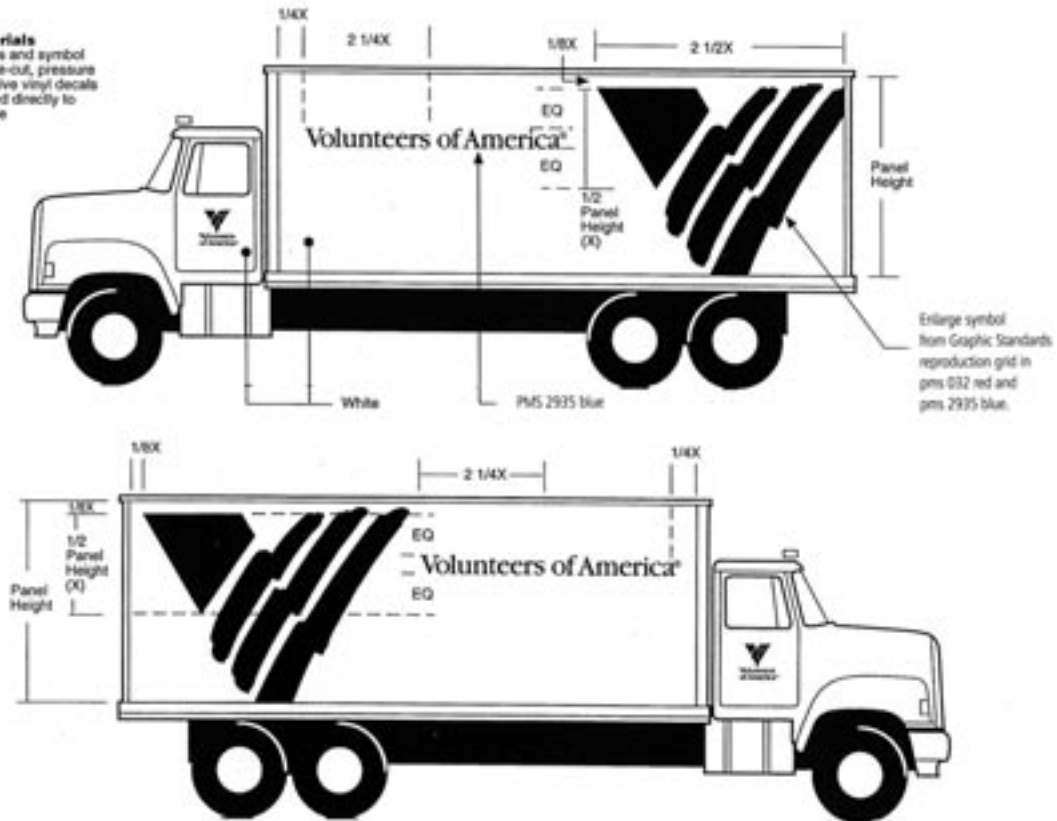
Volunteers of America signage guidelines for vans and trucks

Volunteers of America colors are PMS 2935 blue and PMS 032 red. Use as indicated.

Materials
Letters and symbol are die-cut, pressure sensitive vinyl decals applied directly to vehicle



Materials
Letters and symbol are die-cut, pressure sensitive vinyl decals applied directly to vehicle



Specialty Items

A fun way to keep the Volunteers of America identity in front of people is specialty items. Shirts, hats, drinking cups, etc. with the Volunteers of America logo on them can be used as gifts, fund-raising items, uniforms, and in many other ways.

Many of these items are available through the national headquarters merchandise catalogue. If you are going to produce these items through your own vendor please remember that all logo standards apply to these items as well.

See samples below.



Partnership and Sponsors

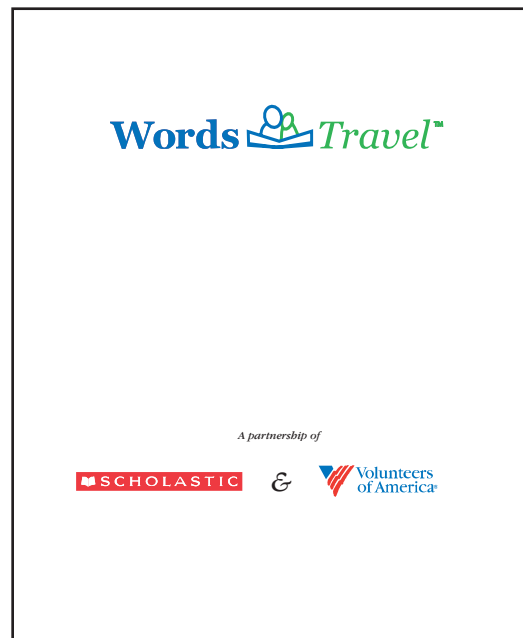


Words Travel is a partnership between Volunteers of America and Scholastic Inc. When using the Words Travel icon the Scholastic and Volunteers of America logos must be used as well. Please see examples of correct usage and sample letterhead.

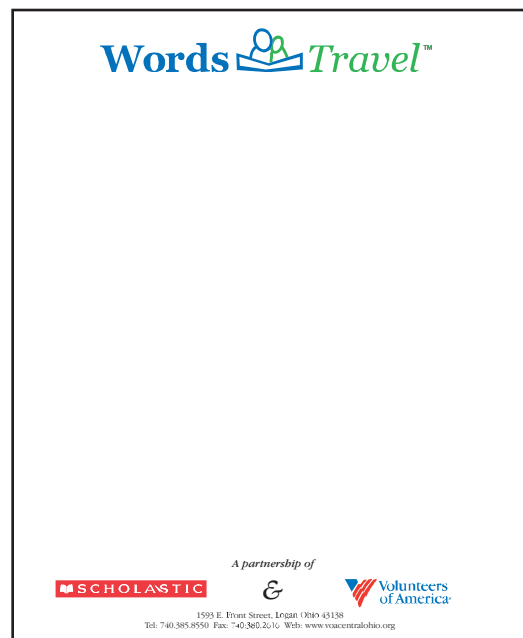
The Words Travel icon, the Scholastic logo, and the Volunteers of America logo are all available on the Volunteers of America FTP site which can be accessed through the intranet site. Go to voaintra.org and to the TOOL KIT section on the main page, click on [FTP site](#). On the FTP site click on the folder titled "[Words Travel Icons](#)".

The Words Travel icon is designed in PMS 361 green and PMS 2935 blue this full color version is available in spot and process builds. When printing in full color it is required to use the blue and green version of the Icon. This two color version should be used when ever possible. A one color version in PMS 2935 may also be used when printing in one or two color. The icon may also be used in black for black and white materials.

Example of Words Travel Icon usage



Example of Words Travel Letterhead



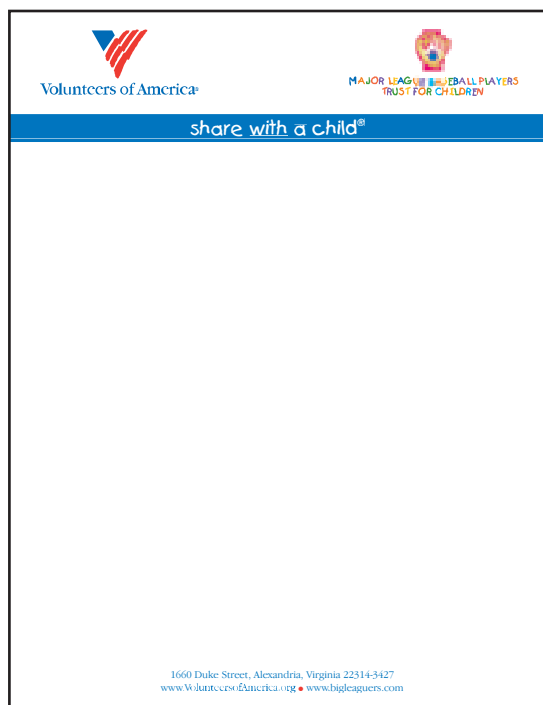
Share With a Child® Partnership

Volunteers of America's Share With a Child partnership with the Major League Baseball Players Trust for Children, has a program icon that is used for the program materials. The partnership also has letterhead with the logos from both organizations. All of these materials are produced and supplied by Volunteers of America national headquarters. If you have questions or need specific materials for this program please contact the communications department.

Share With a Child program icon



Share With a Child partnership letterhead



Programs with Registered Trademarks

A number of Volunteers of America program names are registered trademarks. This includes Sidewalk Santa®, I Remember Mama® and Caring Gifts®. The registered trademarks ensure that these program names are protected and only can be used by our organization.

While all Volunteers of America program names should appear with the Volunteers of America logo, it is imperative that registered program names *always* appear with the logo.

Many times local offices will receive corporate sponsors for their particular programs. While we encourage that practice, we ask you to ensure proper recognition and display of the registered program names and Volunteers of America logo. No other organization's logo should ever appear with our registered program names. When negotiating with potential corporate sponsors, never promise them equal or greater visual presence than Volunteers of America or promise them that you can use their logo in conjunction with the registered program name.

Besides the critical importance to our branding effort, it is also essential that we use our logo, slogan, and program names in accordance with these graphic standards, consistently and correctly, to maintain our trademark rights in these names. If we don't, others will be able to use these names and the value of the good reputation for high-quality human services all of us have worked so hard to establish under these names will be lost. This is unfair not only to us but to members of the general public, who need to know on which organizations they can rely.

Examples of proper usage of trademarked program names.

Remember Mama is a Volunteers of America national program that honors women with special Mother's Day celebrations. Volunteers of America invites its friends to pay tribute to special women through messages and gifts to the **Remember Mama** program. We would like to thank everyone who has contributed to this special program as we honor women who have played an important role in strengthening the fabric of America. In the following pages you will find Mother's Day messages, and a featured "My Mom" story. We hope you will enjoy reading the messages and stories that are a part of this special program.

A Sunny Sister's Story
My mother, Estella Schonauer, is a very brave and resourceful woman. There wasn't much expected of a woman in those days, especially a "single mom" with two children, but my mom had her own expectations of life. When I was young we needed to move from Mansfield, Ohio, to the Washington, D.C., area to start a new life. My mother worked both in Mansfield and in Washington, D.C., for Volunteers of America as a secretary. My brother and I thought moving to a big city was an exciting experience, but for our mother, it was a scary step cushioned by a sense of faith.

Her faith has played a powerful role in her life. So powerful, that it kept us as a family from giving up. The money she made in the big city was barely enough to pay someone to watch us after school while she worked. We moved with only enough clothes to fit in a suitcase, no furniture, no toys. Somehow, my mom made it work. She said to have faith because God had more plans for us. I admire her even more now as an adult for her deep sense of faith.

After a few years, a friend in Tiffin, Ohio, mentioned to my mom that there were jobs there, and we moved back to Ohio. The move to Tiffin gave my mom not only a higher income, but also a renewed sense of self-respect, a characteristic that had been taken away for a while. In fact, she even became confident enough to run for the office of city treasurer. Although she didn't win, she enjoyed getting to know the community members in Seneca County. What courage to venture into running for a public office!

I know my mom believes her most important accomplishment was raising my brother and me in a safe home filled with love and faith. I am very grateful to her for the sacrifices she endured to make that possible.

Today she enjoys life to the fullest as a vibrant member of Volunteers of America's Autumnwood Care Center in Tiffin. She conducts a weekly Bible study for about 25 residents every Saturday morning, plays the organ for their sing-a-longs and writes

Where indicated, use the "TM." The "TM" is used where a federal registration has not yet been obtained. It indicates that Volunteers of America is claiming trademark rights in the name and puts others on notice



not to use the name. Of the marks listed above, currently only "Words Travel" should be used with a "TM" – the others have all received their registration.

Do not license or otherwise permit anyone else to use these marks. Each local office has signed a license agreement with the national headquarters to allow the

Protecting Our Trademarks

What do you need to do to ensure that our trademark rights in these marks are not lost?

Use the marks in accordance with the standards in this guide. The single most important thing you can do is use the marks correctly. Variations in use over time can cause confusion about what

the protected trademark actually consists of, and can cause legal loss of the trademark.

Use these marks with the "R" as shown in this guide, which indicates that Volunteers of America has received a federal registration on the mark.



local office to use the marks. That license agreement prohibits the additional licensing of the marks by the local office. To do so would be a charter violation. The marks can only be licensed by the national headquarters.

Police your partners' use of the marks. It is tempting when you are working closely with another group to allow the line between their name and ours to

become blurred. Follow the guidelines in this manual for using the mark with such partners as television stations sponsoring your "Caring Gifts" campaign or with Scholastic regarding "Words Travel."

Report unauthorized use of our marks. A requirement for maintaining a trademark is

to show that you police it to prevent unauthorized use. The local offices are our “eyes and ears” across the country and have proved to be our best source for identifying trademark infringers. The national headquarters surveys local offices each year to determine whether they are aware of any such use, but in between, please contact the general counsel at national headquarters if you become aware of unauthorized use.

Report use of similar marks. Names such as “Music Volunteers of America,” “Single Volunteers of America,” and so on may violate our trademark. Please report these to the general counsel at national headquarters for appropriate follow-up.

Consider whether your local program names should be trademarked. If you develop or expect to develop a reputation and good will under a unique program or service name, please contact the general counsel at national headquarters to consider whether the name should be registered as a trademark. Please note that under the charter requirements and standards, only the national headquarters may register a trademark. That way, the national headquarters can ensure that all filings are made during the lifetime of the trademark as well as paying all legal costs and filing fees.



Guidelines for Volunteers of America Ministry Emblem

Volunteers of America’s ministry emblem is principally reserved for use by the commissioned ministers of Volunteers of America. This emblem evolved from the original emblem of 1896. The American eagle, with uplifted wings of a guardian angel, reflects our Christian heritage of providing human service to those in need.

The emblem is to be used with reverence and respect. It may be used the following ways:

Letter Size Stationery



Volunteers of America
A Ministry of Service

The ministry emblem may be used with the corporate logo on Volunteers of America letterhead.

When the corporate stationery has the corporate logo centered at the top of the page, the ministry emblem may be added to the lower right corner with the words “A Ministry of Service” beneath it. When the corporate stationery has the corporate logo on the left top border, the ministry emblem may be centered on the bottom of the page with the words “A Ministry of Service” beneath it. See Figure 6.

Personal or Monarch Size Stationery



Volunteers of America
A Ministry of Service

Personal stationery with the ministry emblem and without the corporate logo may be used by commissioned ministers for

personal internal ecclesiastical functions. The words “Volunteers of America” and “A Ministry of Service” should be printed under the ministry emblem that should be placed in the upper left corner of the page. This stationery should be cream with the ministry emblem printed in PMS 2935 blue. See Figure 7.

Note Cards

Note cards imprinted with the ministry emblem may be used by commissioned ministers for internal ecclesiastical functions. The words “A Ministry of Service” should be printed under the ministry emblem. The words “Volunteers of America” should be printed on the back of the card or centered at the bottom of the inside of the card. Note cards should be on cream card stock printed in PMS blue 2935 or embossed on cream stock.

Certificates and Awards

The ministry emblem may be used by local offices on certificates and awards for ecclesiastical and religious functions. The words “A Ministry of Service” should be printed under the ministry emblem. The words “Volunteers of America” should be used on the document or plaque. See Figures 8 and 9.

Lapel Pins

Lapel pins will be produced by the national office and may be worn by Volunteers of America commissioned ministers.

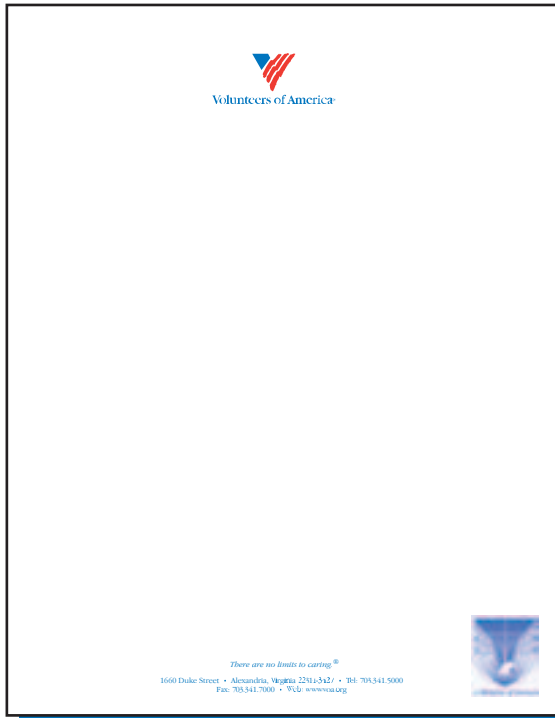


Fig. 6 Volunteers of America Letterhead with Ministry emblem

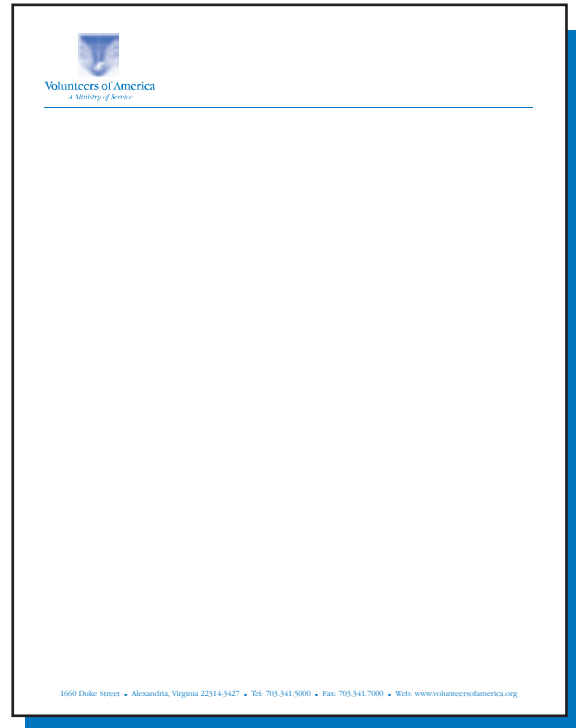


Fig. 7 Volunteers of America Ministry Letterhead

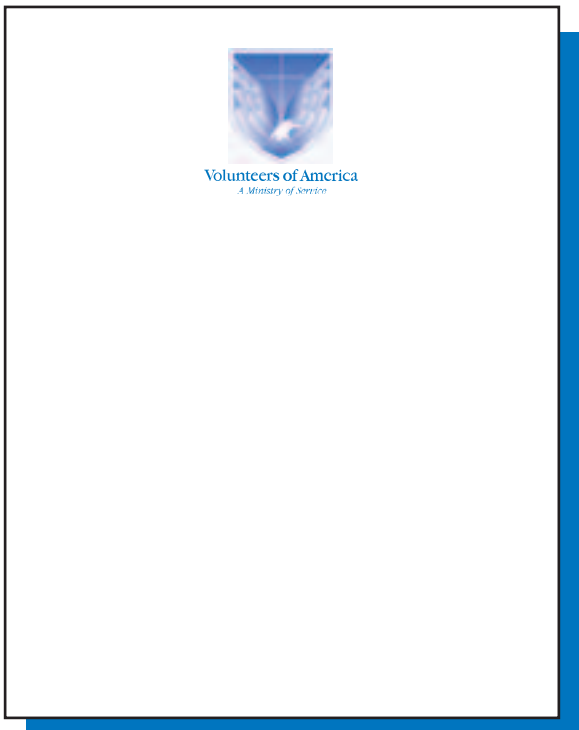


Fig. 8 Volunteers of America Ministry Certificate Vertical

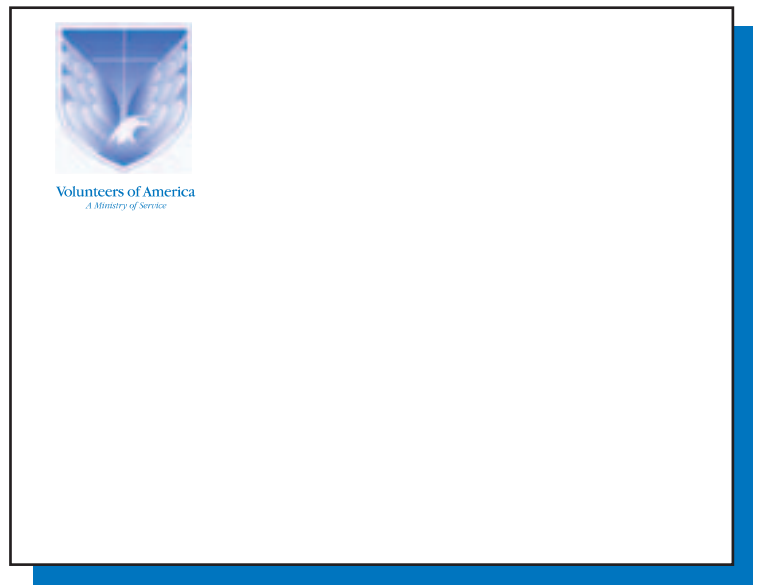


Fig. 9 Volunteers of America Ministry Certificate Horizontal



Volunteers
of America®

1660 Duke Street
Alexandria, VA 22314

www.VolunteersofAmerica.org

June 2003