

Empowering People. Building Futures.

Brand Guide

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Introduction

The consistent use of our organization logo and identity is extremely important, not only to legally protect the trademark, but also to ensure that our communications reflect the quality of Birch Family Services' (Birch) image. At the same time, our logo and identity strengthen the value of the name and mission with our current and prospective individuals, families, employees, volunteers and corporate partners.

In the pages that follow, you will find information about Birch's brand guidelines, brandmark, colors, typography, and secondary design elements. We have included examples to ensure that our corporate logo and branding are reproduced correctly in all types of communication materials. These guidelines are to be followed whenever any type of communication materials are produced for Birch internally or externally.

The intended audience is anyone charged with creating or approving internal or external materials that use the Birch logo or name in any way:

- Birch Family Services Marketing Team
- Birch Family Services Employees
- Birch Family Services Employees and Partners involved with:
 - Birch Family Services Development and Marketing Team
 - Birch Family Services Department Brand Liaisons
 - Birch Family Services Employees
 - Birch Family Services Partners Involved with: Communications, Public Relations, Advertising, Print and Digital Media, Social Media and Blogging

If you would like to create an internal or external document with Birch Family Services brand logo, please send the final product to your Department Brand Liaison for review. Once reviewed, your document will be returned to you with the proper brand logo and colors and may be distributed to the appropriate parties. Staff are not to create materials using the Brand Logo without brand approval from their Department Brand Liaison under any circumstances. Please review the list below to find your department's designated Brand Liaison.

Corporate Compliance

Eileen Berg
Compliance Officer
eileen.berg@birchfamilyservices.org
(212) 616-1802

Human Resources

Marline Cherestal
Senior Recruitment Manager
marline.cherestal@birchfamilyservices.org
(212) 616-1808

Quality Assurance

Lisa Armband
Director of Quality Assurance
lisa.armband@birchfamilyservices.org
(212) 616-1817

Residential & Day Habilitation

Lisa Sterrantino
Director of Community Services
lisa.sterrantino@birchfamilyservices.org
(212) 616-1877

Information Technologies

Brian Celardo
Chief Information Officer
brian.celardo@birchfamilyservices.org
(212) 616-1880

Education

Marjory Antoine
Deputy Director of Education
marjory.antoine@birchfamilyservices.org
(212) 616-1851

Fiscal

Joshua Scher
Chief Financial Officer
joshua.scher@birchfamilyservices.org
(212) 616-1824

New Frontier

Lisa Sterrantino
Director of Community Services
lisa.sterrantino@birchfamilyservices.org
(212) 616-1877

Training

Peggy DeMartino
Director of Training
peggy.demartino@birchfamilyservices.org
(212) 616-1861

Our Mission

Birch Family Services empowers individuals with autism and developmental disabilities to lead fulfilling lives.

Our Vision

Imagine a world where individuals with autism and developmental disabilities are celebrated for their abilities, uniqueness, and potential.

Brandmark

The Birch Family Services brandmark represents our brand across all communications materials. Our brandmark speaks volumes about the Birch identity, so it is important that we use it correctly. For all internal and external communications materials, it is a requirement to use the approved brandmark in its entirety.

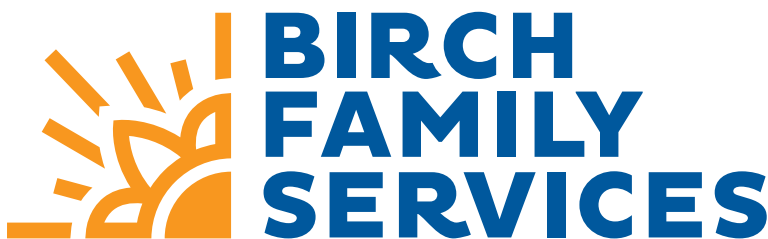
Color Variations

To address the variety of needs for producing marketing and promotional materials, we have created a Birch Family Services brandmark portfolio. All of our brandmarks are pieces of original artwork; do not alter them in any way or create your own.

The preferred brandmark is formatted for four-color process, also known as CMYK or full-color. Alternatively, a 2-color version may be used when a printed piece is being produced with spot colors. For materials only being produced in black and white, use the black-only brandmark. A variation of the brandmark can be placed over Birch Family Services' blue color with the logomark in orange with the logotext in white. For instances where the logo must be placed over a dark background that isn't Birch Family Services' blue, as a last resort, use the white-only version. No variations other than these five are ever to be used for printing.

A separate set of files are available for web, television and other digital uses. The only approved brandmarks for these uses are the full-color version or as a last resort, white-only version.

Color is an integral element of the Birch identity and it is essential that it is reproduced consistently and accurately. Refer to "Color Palette" section on page 8.



Full-color version



1-color version



Blue Background only version



Black-only version



White-only version

Brandmark with Tagline

The brandmark with tagline should be used in lieu of the standard brandmark when the marketing communications piece does not allow for significant space to explain what Birch Family Services provides and there is sufficient space to make the mark large enough.

If the brandmark appears multiple times in the same piece, the brandmark with tagline should only be used only once in the most prominent position (eg. the front of a brochure should use the brandmark with tagline). The other instances of the brandmark should use the brandmark alone (eg. the back of the brochure with the contact information should show the brandmark alone).

Sample Mark



Minimum Size



1.5"

Preferred Minimum Size



1.75"

Examples of Incorrect Use of the Brandmark

The Birch Family Services brandmark cannot be redrawn or changed in any way. Altering any aspect of these elements will adversely affect its recognition, dilute its impact, and undermine the consistent presentation of our image. As a rule, always utilize the brandmark's master digital files. The examples below illustrate misuse of the brandmark.



DO NOT stretch or distort the brandmark in any way.



DO NOT change the brandmark's typography.



DO NOT separate the typography from the brandmark.



DO NOT rotate the brandmark.



DO NOT add drop shadows to the brandmark.



DO NOT place the full-color logo over dark colors or backgrounds.



DO NOT change the brandmark's opacity.



DO NOT change the brandmark's colors.

Clear Space and Minimum Size

For the brandmark to make the greatest impact possible, we've established a clear space standard. Clear space is the area surrounding the brandmark that must be kept free of any elements, such as text, graphics, and other logos. The minimum required clear space is the height of the interior of the sun in the Birch Family Services brandmark. This distance should surround all sides of the brandmark.

To ensure maximum legibility, we have also established a minimum size requirement for the brandmark. The width of the brandmark must be at least 1 inch wide, though the preferred size is at least 1.25 inches wide.

Clear Space



Minimum Size



1"

Preferred Minimum Size



1.25"

Sample usage

OUR SERVICES Education Programs - Special education preschool programs for children 3-5 who have developmental delays or disabilities. - Head Start, Early Learn, and Universal pre-kindergarten programs. - School-age program focuses on the continued development of students' abilities. Employment Programs Birch provides adults with vocational preparation, job acquisition, and ongoing employer and employee support so they can thrive at work. Our New Frontier program helps young adults learn to maximize their strengths to achieve personal goals. Life Skills and Family Support - We work with adolescents and adults to develop the skills needed to achieve greater independence. - We help parents access the services available to their child. Residential Programs - We work with families to determine the most appropriate home for their loved ones based on their individual strengths. - Our Direct Support Professionals and Clinicians work together to support each person to live their best life. Training Birch Training Institute is certified by the NYSDOE to provide CTLE, CEU, and CE credits for internal and external audiences serving the learning, social, emotional, and behavioral needs of individuals with autism and developmental disabilities.	OUR MISSION The mission of Birch Family Services is to empower individuals with autism and developmental disabilities to lead fulfilling lives. “Now my son can’t stop talking. And he talks in complete sentences. My hope for him is to be able to live independently.” Soraya Diaz At Birch Family Services, we are experts in our field and we are committed to providing the highest-quality services in our area. Moreover, we believe each person wants to learn and be productive, live in a safe and healthy environment, feel valued, and develop meaningful relationships with others and their community. If you believe in a world where people are guided by possibilities and dreams, rather than constraints, we invite you to get to know us better and meet the people we serve.  104 West 29th Street 3rd Floor New York, NY 10001 BirchFamilyServices.org T: (212) 616-1800 F: (212) 741-6896	 Empowering People. Building Futures.  We Believe Every Person Can Shine The mission of Birch Family Services is to empower individuals with autism and developmental disabilities to lead fulfilling lives.
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Sponsor Logo Relationship

When the Birch Family Services brandmark is paired with sponsor logos, the Birch brandmark should always be placed to the left with sponsor logo(s) to the right. Be sure to observe clear space standards for the Birch brandmark, illustrated on page 6.



sponsor logo

sponsor logo

Color Palette

Use the colors on this page for creating all Birch Family Services communications. Color is an integral element of the Birch identity and it is critical that it be reproduced consistently and accurately.

Blue, orange, and white are the main primary colors for Birch Family Services.

The specified dark blue and dark orange are the supporting Secondary Color Palette. Secondary colors should be applied as an accent only. The dark blue is used in the context of the pattern and both dark blue and orange in select typographic treatments.

Intermediate tint values are discouraged. The Primary and Secondary Colors together make a rich, expanded palette distinctive to Birch. The secondary color palette should never overpower the primary colors of Birch.

Color Glossary

Color values are listed to accommodate the majority of reproduction environments. Colors will appear differently depending on individual monitors and printers. The listed values should be used for the most consistent color matching.

PMS value denotes spot inks that are used in offset printing. These are solid ink colors manufactured to specifications of the international Pantone Matching System (PMS).

CMYK value is used for four-color process printing. CMYK value is made by combining screen values of process colors: Cyan (c), Magenta (m), Yellow (y), and Black (k).

RGB value is used for web and digital screens. The Red (r), Green (g), and Blue (b) combine to make a full spectrum of colors.

HEX/HTML value is a color value (#) that can be displayed consistently across web browsers and operating systems.

Primary Color Palette



Birch Family Services
Blue
PMS 2145C
98c 62m 0y 14k
0r 88g 157b
#00589d



Birch Family Services
Orange
PMS 2011C
0c 48m 99y 0k
248r 151g 31b
#f8971f



White
0c 0m 0y 0k
255r 255g 255b
#ffffff

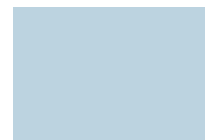
Secondary Color Palette



Dark Blue
100c 62m 0y 30k
0r 74g 135b
#004a87



Dark Orange
0c 70m 100y 0k
242r 100g 19b
#f26413



Blue Tint
25c 9m 7y 0k
204r 222g 233b
#ccdee9

Typography

The Birch Family Services typefaces are another unique expression of the brand's personality and values. Correct use of the brand's typeface strengthens the visual distinctiveness of Birch.

Karla is the primary specified typeface for Birch Family Services. It is modern and friendly but also assertive.

- Karla Bold should be used for all Birch headlines, accents, and callouts.
- Karla Regular should be used for secondary subheadlines.

Source Sans Pro Regular should be used for body copy.

We strongly discourage the use of additional fonts. Both fonts are available for free through Google Fonts.

Headlines, Accents, and Callouts

Karla Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890(&%:;, @#\$*+=)

Secondary Subheadlines

Karla Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890(&%:;, @#\$*+=)

Body Text

Source Sans Pro Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890(&%:;, @#\$*+=)

Optimal Text Formatting For Printed Communications

Recommended body copy size, leading and paragraph spacing for text in any document including brochures, letters, or any materials seen externally is Source Sans Pro Regular 9pt with 14pt leading, letterspacing set to -10, and .125" paragraph spacing. Body copy should be flush left, ragged right and not force justified.

For headlines and subheads, use the sample below as a guide. For most print pieces, headlines should be set in Karla Bold, at least 21pt with 25pt leading, with letterspacing set to zero. When size is increased, leading should be increased proportionally. Subhead point size on any given piece should be 30-60% the size of headlines, Proxima Nova Bold, and all caps. Letterspacing should be expanded to 20. Subheads may use a color from the secondary palette where appropriate.

Documents should be saved as PDFs with fonts embedded so that all materials are always seen in a consistent fashion, regardless if the end user has the Birch Family Services fonts.

This is an Example of a Headline in Karla Bold.

This is an example of body text in Source Sans Pro Regular. **This is an example of how emphasis text can be treated.** The rest of the text is for placement and demonstration purposes only. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut imperdiet vestibulum felis non mollis. Aenean vulputate elit a diam dictum vitae fermentum nulla scelerisque. Curabitur convallis blandit risus, sed rhoncus neque sollicitudin at.

Donec vestibulum, enim a aliquam tincidunt, odio ante molestie urna, et accumsan ipsum purus nec magna. Nullam pharetra, velit ac tristique rutrum, dolor dui volutpat tortor, et tincidunt neque diam id ligula. Sed non justo in velit tempor blandit in non nulla. Nam venenatis eleifend sodales. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam erat volutpat. Proin fringilla lorem nec dolor ultricies pellentesque hendrerit tellus vehicula.

This is an example of a subhead in Karla Regular

Proin lacus sapien, congue at malesuada ac, pellentesque eget nisi. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Sed ut elementum elit. Nulla vitae tortor facilisis sem rutrum iaculis tempor eget enim. Mauris in felis erat, sit amet aliquet risus. Aenean et turpis quam. Suspendisse vulputate libero et nulla molestie mattis.

“ This is an example of callout text in Karla Bold. Lorem ipsum dolor sit amet consectetur elit asipcing elit.

Attribution Text Using Source Sans Semibold

Vit veribus nuscus dolorep erehenderebis dignis doluptaquam qui ommolorrur quia doluptur rerume nem lab ilibusdame latur ad escia quasitatem consequ amenti inum quasped utat rempor re maximil laborrores ea ditae. Ullandisitae nonem quas dolupta ectatur modipide opta pro iduciliqui simporum fugitio repret, ut reium aliqui autem que preped millendus, sitatis am dis coreici magnate ipsum re pratat es volupti issit, sit harum quae alit quae sernatem.

Alternative Fonts

For instances where Google fonts are not available, use these fonts as a substitute.

Headlines, Accents, and Callouts

Arial Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890(&%:;.,@#\$*+=)

Secondary Subheadlines and Body Copy

Arial Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890(&%:;.,@#\$*+=)

Secondary Design Elements and Usage

Secondary design elements work alongside the typography and color palettes to create a distinctive and engaging visual brand for Birch Family Services. These elements may be used on any print or web piece to add interest and enhance content. Guidelines for usage are outlined below.

Pattern

The sun logomark may be used as a textural element in dark blue on a background filled with Birch Family Services blue. The sun mark should always be cropped such that the bottom and sides of the icon cannot be seen. Try to avoid small slivers of dark blue or Birch Family Services blue being created by the cropping of the sun mark.



Orange Line

A horizontal or vertical rule may be used as a divider or decorative accent. For most web and print pieces, this line should approximate the weight of one of the lines in the sunburst of the logomark. The size of the logo will determine what weight the divider should be.

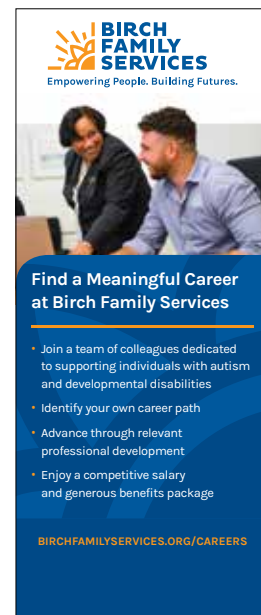
When the blue background is used, the line's color should remain orange. There is no instance where any other color may be used.



Rounded Corner

Rounded corner should be used only in the top left, not top right. The corner is meant to reflect the rounded center of the sun in the brandmark. This element can scale as needed at the discretion of the designer.

The corner is a stylistic element that can be applied to any backgrounds or containers. For example, it can apply to areas with white or light blue backgrounds, or even photos.



Secondary Design Elements and Usage

(Continued)

Statistic Callout

Any instance of statistics can be called out using this typographic treatment. Karla Bold is used on the statistic and Karla Regular is used for the rest of the sentence. Orange lines appear on top and bottom with half of the height of the statistic used as padding.



stat. height 75% 3/4 stat. height

of the individuals we serve come from
low-income households.

Quote Callout

Any text can be called out using this style. In the context of this brochure, the background fills the horizontal space completely. The quote icon should appear to the left of the quote, vertically centered to the first line of text. The quote text is Karla Bold. The quote attribution uses Source Sans Pro Semibold. Both the quote icon and attribution should use Birch Family Services' orange.

OUR MISSION

The mission of Birch Family Services is to empower individuals with autism and developmental disabilities to lead fulfilling lives.

“ Now my son can't stop talking.
And he talks in complete sentences.
My hope for him is to be able to
live independently.

Soraya Diaz

At Birch Family Services, we are experts in our field and we are committed to providing the highest-quality services in our area. Moreover, we believe each person wants to learn and be productive, live in a safe and healthy environment, feel valued, and develop meaningful relationships with others and their community.

If you believe in a world where people are guided by possibilities and dreams, rather than constraints, we invite you to get to know us better and meet the people we serve.



104 West 29th Street
3rd Floor
New York, NY 10001

BirchFamilyServices.org
T: (212) 616-1800
F: (212) 741-6896

Photography Guidelines

Photography plays an important role in the way we communicate. It has the ability to capture the spirit and essence of our organization. Photographs need to be relevant, authentic, and engaging. To ensure best quality, photos should be high resolution with the subjects in focus and a shallow depth of field. Avoid stock photos that do not connect directly to Birch Family Services.

Emerging Photo Style

Photos with one or a small group of subjects may be edited with a clipping path that gives the appearance of the top of their head emerging out of the photo. This effect gives prominence to the subject and highlights their singularity, especially in a group.

This effect should be used sparingly, only in the context of a lead image. In some instances, the blue sunburst pattern can be used behind the subject's head. No more than half of the person's head should emerge out of the photo.



Sample Design Materials

The samples below illustrate proper usage of the brand elements described in pages 4–14. They demonstrate how these elements work together to create a distinctive brand for Birch Family Services.



104 West 29th Street, 3rd Floor
New York, NY 10001
T: (212) 616-1800
F: (212) 741-6896

Jane Doe
123 Main Street
Milburn, NJ 07041

Dear Ms. Doe,

Obit, unt labo. Pa dent ut lantius, ulpa nis quat ut harumque labor maio berum ulparietur, ad qui debisim volumet officimus sinicis veri ulupta est omninus as dolumque aecatus re si que odii dolumplam doloprep archil quibus as verumet adiam reprem quuntibus aperum rae sequamnet ut eusticum in ra voluplati incas exlopiorem. Nempore vit volum volupstasero cus autemporis repudisque.

Perferio qui dolumpi ut archil et lab ipitum volor am quam quiesuntio bea quide et, tota qui rest et aut ut volum ipici commi core volum idus rem sunt ex et eum sum fugit omnis sinicias et molutplatis adis quasipcia quistio rematia audiam num reprovtas ut hitatecabo. Ota vent estum quia consedi cuscio repertoripor melorum aut et verum inus, vendamus exere pre eicaz labur, namenten enditat. Iquam ulabor archillo dolorem que odii ut mostum exped quia dolla volupla tqaueria alit lanturest, officur sentinu labior alit mo volore es repe as dentur autemque de eaqui commin facesequi algendae a venihit, opta volorati vent undae et lilt modit venime pos silius.

Uglitaquas idellaborum volorum nis reium que eum vid quant essi id quia solorenupta nobilibus remquaetas offit officem eatur alem aditate et hitasperunt, acis consequae cus alit veremam sinet volopos vent mos milla quibusz sita suntus, core lum id que voloro quo cor raturias et insi esta que cores doloatolum quossum quia vellaud antilatus nonsequ iaeccio corum exeromquis arum accaeacatur, quas sandita vel ideserferi cone nienist iberrumque re quinduc itatis nit re solo magni noz quos molutplam esequisto kunt iam rem derts volupstieria sedit eosantiam fugies aut eum que expit que quam, sum lantim con coned ut autem fugit et re, el lum enum re earum debis exeribus, alia que aperionut aut eum ut labor adionse quibus.

Sincerely,
Signature
Firstname Lastname
Title

BIRCHFAMILYSERVICES.ORG



BIRCH ALSO OFFERS A GENEROUS BENEFITS PACKAGE INCLUDING:

- Medical and dental insurance plans
- Pre-tax flexible spending accounts for health care and transit
- Group life and long-term disability insurance
- Tuition assistance
- An employer-funded profit-sharing pension plan
- Professional development

Additional Perks Include:

- A unique team approach in our programs where you will have the opportunity to perform meaningful work
- Competitive salaries
- Generous time and leave policy
- Convenient locations in Brooklyn, Queens, Bronx, and Manhattan
- Full-time, part-time, and fee-for-service positions with flexible schedules in our residential services, including weekend, overnight, and evening shifts.

OUR MISSION

The mission of Birch Family Services is to empower individuals with autism and developmental disabilities to lead fulfilling lives.

“Our goal is to assist individuals in reaching their fullest potential. That’s the focus of Birch.”

Matt Sturiale, President/CEO

At Birch Family Services, we are experts in our field and we are committed to providing the highest-quality services in our area. Moreover, we believe each person wants to learn and be productive, live in a safe and healthy environment, feel valued, and develop meaningful relationships with others and their community.

If you believe in a world where people are guided by possibilities and dreams, rather than constraints, we invite you to get to know us better and meet the people we serve.





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T: (212) 616-1800
F: (212) 741-6896

Meaningful Careers Begin Here

Come build your career at Birch Family Services and help people with autism and developmental disabilities live their most fulfilling lives.



BIRCH FAMILY SERVICES

FIRSTNAME LASTNAME
Title

T: (212) 616-1800 F: (212) 741-6896
104 West 29th Street, 3rd Floor | New York, NY 10001
firstname@birchfamilyservices.org

BIRCHFAMILYSERVICES.ORG





Empowering People. Building Futures.



Empowering Individuals with Autism and Developmental Disabilities to Lead Fulfilling Lives

- Education Programs
- Employment Programs
- Life Skills and Family Support
- Residential Programs
- Training

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