



Graphic Chart Agency Guidelines

www.unitycare.org

Base Elements

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- Fonts

Utilization of Logotype

- Logotype in positive
- Logotype in negative
- Exclusion zone

Commercial Stationary

- Letterhead (8.5" x 11")
- Fax Sheet (8.5" x 11")
- Envelope (#10 Envelope, square flap)
- Business Card (3.5" x 2")
- Flyer (8.5" x 11")
- Brochure (8.5" x 11" Trifold)

Official Addresses

- Email: FirstinitialLastname@unitycare.org
- Website: www.unitycare.org

Base Elements



Logotype

The logo is icon based. The logotype of Unity Care is composed by two shapes, one is house and other is showing family with blue and orange shades.

This logo reflects the agency's focus on providing supportive housing solutions for children and families we serve. We know that when children and families have stable and supportive housing, they have a solid foundation for a healthy life. The new design positions Unity Care for continuous growth in the implementation of our 5 Pillars of Success (Housing, Education, Employment, Well-Being and Unconditional Care) in serving the whole family."

We will use this logo with tagline and without the tagline

Some info about the main color:

The name of the agency is in two colors; "Unity Care" in dark blue, "Since 1993" in orange



Base Elements



The Color

Definition of the colors used in the logo

Technical References:

Blue	CMYK	RGB	PANTONE
	C : 99% M : 82% Y : 22% K : 7%	R : 31% G : 60% B : 121%	Blue : 281 C 1F3C79 HTML
Orange	CMYK	RGB	PANTONE
	C : 02% M : 63% Y : 93% K : 00%	R : 233% G : 116% B : 30%	Orange : 172 C (1665) E9741E HTML



Base Elements



Logo Element

The logo is icon based. Which based on three element

- 1: House
- 2: Text
- 3: Family

This logo shows unity and brand that we care our customers and families like we are working since 1993. Which shows happy family under the one house roof. So we care about the family to changing their lives.



Some info about the main color:

Using two main color blue and orange blue is the main corporate strong color which we used in all branding and orange is one of the secondary color which is the supportive color with blue.



Base Elements



Font

Logo Type Trajan Pro Bold

Used bold version in the logo

This version is restricted for the logo only. You can use it also in titles.

Commercial Swansea

Normal, atalic and bold version is available in this font.

This utilization is all for commercial documents.

Trajan Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%^&*()>?~

Swansea

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%^&*()>?~

Swansea

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%^&*()>?~

Utilization of Logotype



Logotype in Positive

The logo is composed of 2 colors (see reference page 9). It can be printed in CMYK, Pantone.

This logo is in 2 pantone color is recommended.

The utilization of the logo in one color also in grayscale.



Utilization of Logotype



Logotype in Negative

In case of dark or color background or complex pictures, the logotype must be use negative

Two application must be possible:

Negative inverted logo

Logo1 100%

Logo2 75%



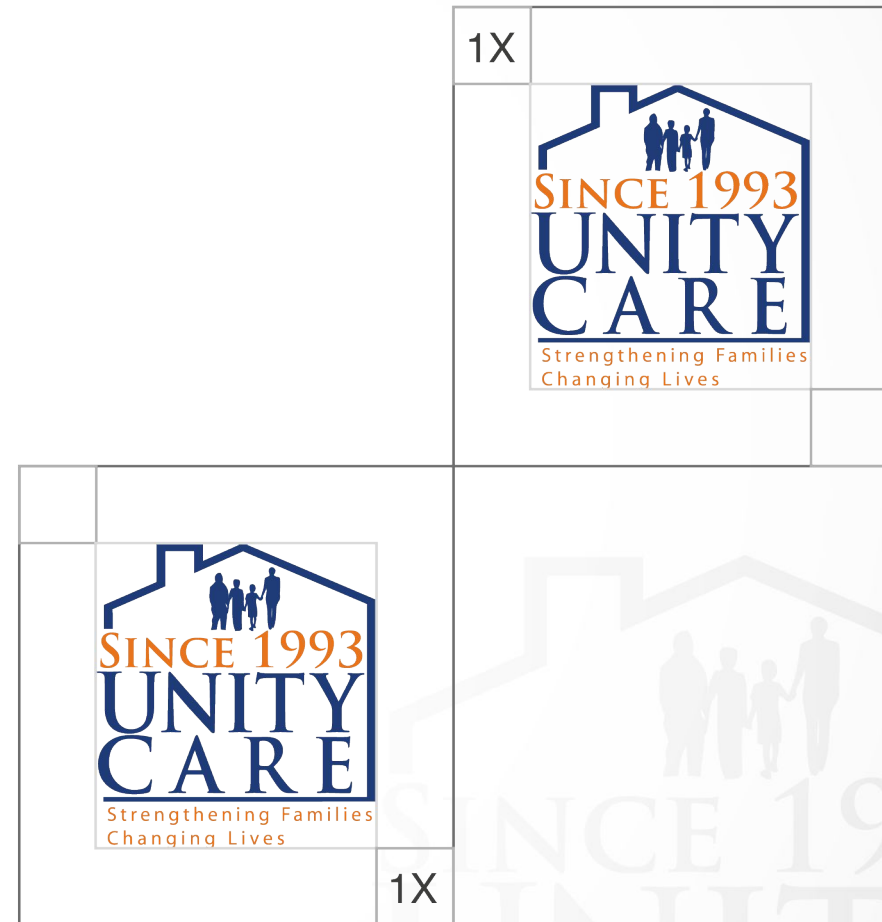
Utilization of Logotype



Exclusion Zone

The logo must stay free and keep a certain distance with the surrounding elements. To respect the visual authority of the logotype, and exclusion zone has been defined.

The exclusion zone <1x> (x distance with of the square) must be respected with no exception. The size of the exception is proportional to the size of the logotype.



Commercial Stationery



Letterhead

Format 8.5in x 11in
Print 2 Color recto



Commerical Stationery



Fax Sheet

Format 8.5in x 11in
Print 2 Color recto

11 in 8.5 in 8.5 in

25mm



Fax

www.unitycare.org    

To: _____ From: _____

Fax: _____ Pages: _____

Phone: _____ Date: _____

Re: _____ CC: _____

☐ Urgent ☐ For Review ☐ Please Comment ☐ Please Reply ☐ Please Recycle

Comments: _____

25mm 25mm

Unity Care
Agency Headquarters
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11 in

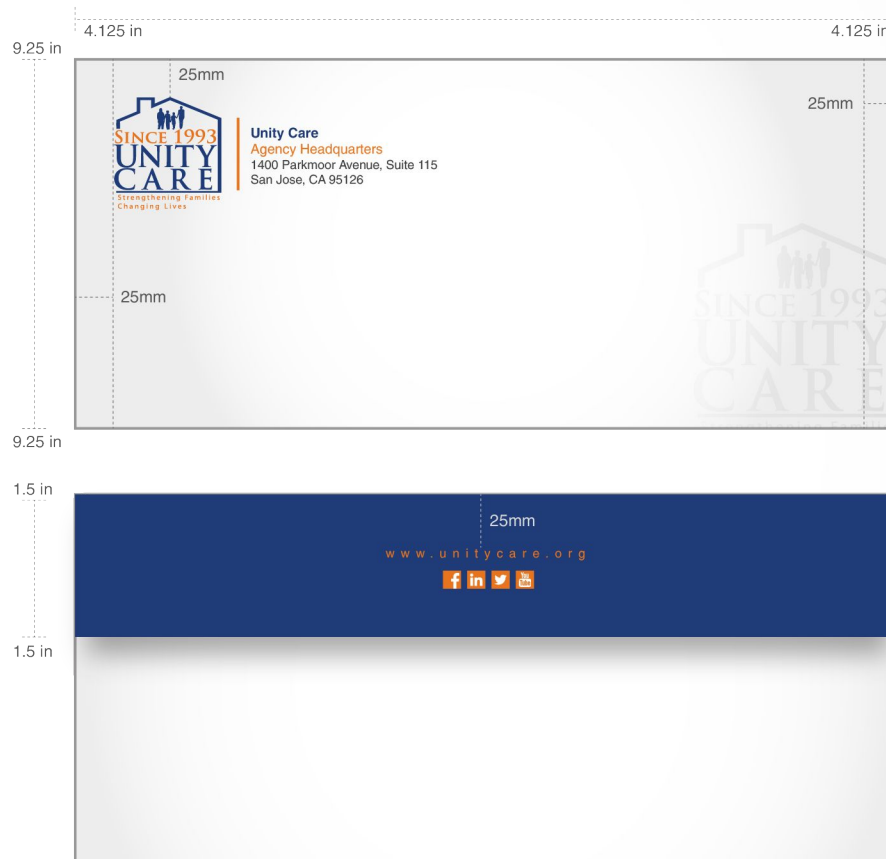
Commerical Stationery



Envelope

Format 9.25 x 4.125

Print 2 Color recto



Commerical Stationery



Business Card

Format 3.5in x 2in
Print 2 Color recto





Commerical Stationery

Flyer

Format 8.5in x 11in
Print 4 Color recto

11 in

8.5 in

8.5 in



Serving our most vulnerable youth and families with a full range of quality services to improve their physical, mental spiritual and emotional well-being.

Community Based Services

- Covered California
- Foster Family Agency
- Hip Hop 360
- Independent Living Program
- Independent Living Skills Program
- Parent Engagement
- PHIRE
- Resource and Advocacy Support Services
- Transition to Independence Process

Educational Services

- Imani Village – School-Linked Services
- Hip Hop 360

Housing Services

- Project Safe Haven (Non-Minor Dependents & THP+ FC)
- Residential Treatment Homes (5 Level 12 Homes)
- Transitional Housing Placement Program (THPP) (2 Homes)
- Transitional Housing Placement - Plus (THP-Plus)
- Affordable Housing Apartment Complexes Unity Place I and Unity Place II

Mental Health Services

- Imani Village (School Linked Services)
- Nia Project (Differential Response)
- Odyssey (Wraparound)
- Outpatient Mental Health Clinic (OMHC)
- Therapeutic Behavioral Services (TBS)

Our mission is to provide quality youth and family programs for the purpose of creating healthier communities through lifelong partnerships.

Community-Based • Education • Housing • Mental Health Services
408.510.3480, www.unitycare.org



11 in

www.unitycare.org

Commerical Stationery

Brochure

Fromat Trifold 8.5in x 11in
Print 4 Color recto

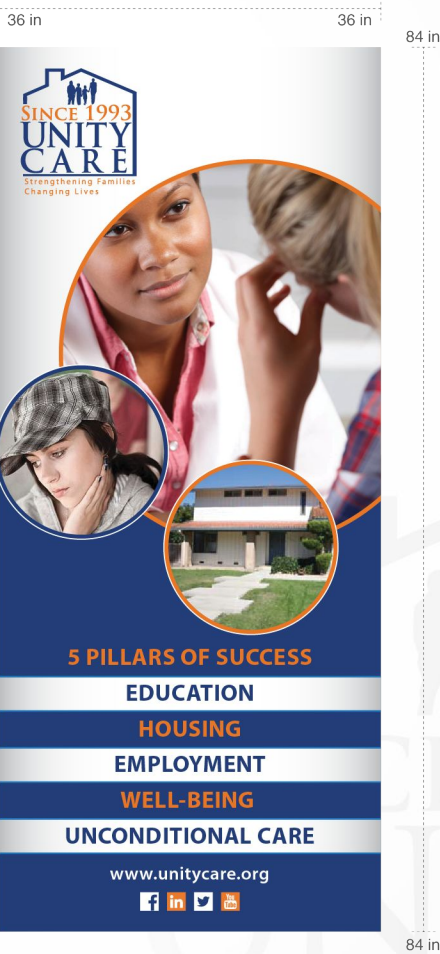




Commerical Stationery

Banner

Format 36in x 84in
Print 4 Color recto



Official Address



Unity Care

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