



Huntingdon House

Style Guide

Date of Issue: April 2019

Mission

Huntingdon House’s mission is to provide support to victims and survivors of domestic violence, while working toward the elimination of domestic violence through education and advocacy within the community.

History

Since 1982, Huntingdon House has been serving Huntingdon County, PA. In that year, the Human Services Plan for Huntingdon County identified the need for a service that would address the problem of domestic violence. The Huntingdon County Human Services Council endorsed the need of a local service provider.

A public hearing was held in November of 1984 to discuss solutions to domestic violence. Following that hearing, a task force was organized with citizens and representatives from a number of local organizations.

Women’s Health Services, Inc. served as the umbrella agency for the development and implementation of the project until July 1, 1986 when Huntingdon House, Inc. was established as an independent, non-profit corporation.

Huntingdon House, Inc. is a United Way member agency.

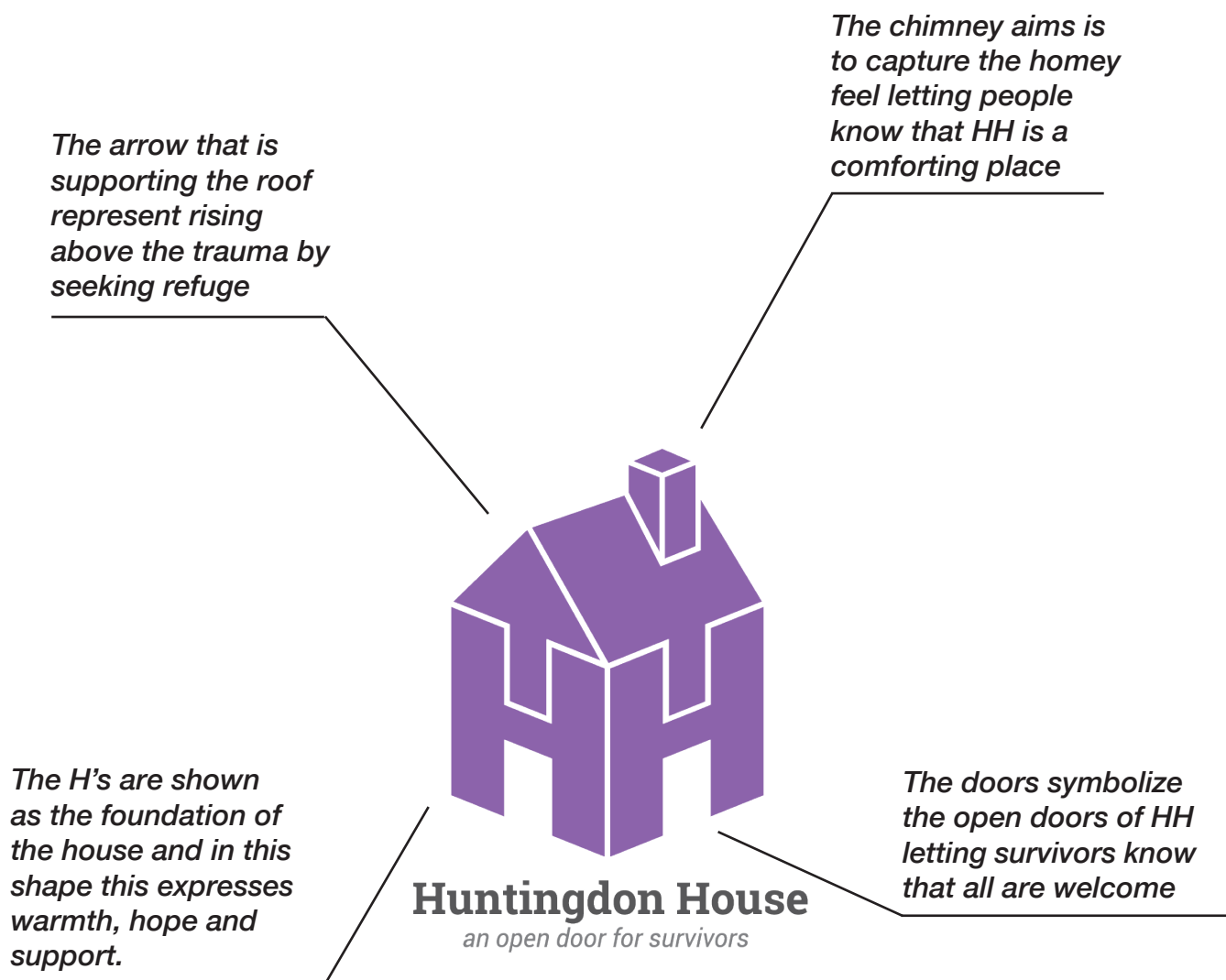
Phrases

*Client goal plan
Commitment to social justice
Consistent community
Encourage self-care
Feels like home
Prioritize the rights, needs, and wishes of survivors
Strong support system
Survivor-centered work approach*

Keywords

<i>Adapt</i>	<i>Healing</i>
<i>Advocacy</i>	<i>High energy</i>
<i>Compassion</i>	<i>Hope</i>
<i>Educate</i>	<i>Kindness</i>
<i>Empathy</i>	<i>Love</i>
<i>Empowerment</i>	<i>Respect</i>
<i>Generosity</i>	<i>Support</i>
<i>Genuine</i>	<i>Vibrancy</i>
<i>Growth</i>	<i>Warmth</i>

Primary Icon / Logo Breakdown



Logo / Icon Usage

The top two HH logos are the correct way to use the logo in regards to color, shape, and size. The images below the proper HH logos are the incorrect way to use the logo.



Huntingdon House
an open door for survivors

Logo in primary colors



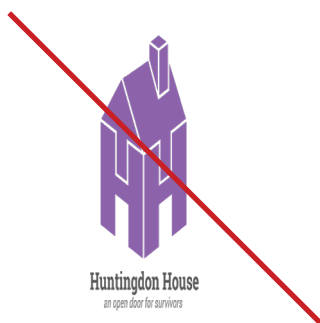
Huntingdon House
an open door for survivors

Logo in primary colors gray-scale



Huntingdon House

Do not use the HH icon separately without the tag line



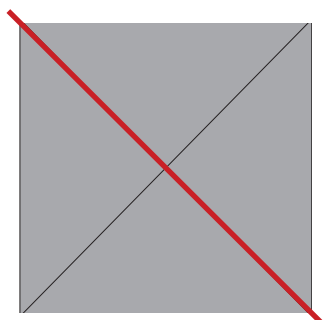
Huntingdon House
an open door for survivors

Do not stretch or shrink logo



Huntingdon House
an open door for survivors

Do not put the tag line in purple



Do not apply the logo to any external content with a white background. The logo background must always be transparent.



Do not put the logo on a picture background. This creates competition with the logo and the picture, which becomes a visual distraction.

United Way Logo Usage

The United Way Logo has its own style standards guide. The use of the United Way logo must always follow these standards in regards to web, print, and social media. Please be sure to use the Huntington County United Way logo provided below. These files are accessible on your Google Drive.

Please visit: <https://www.unitedway.org/our-partners/corporate-resources/logos> for more information.

Huntingdon County

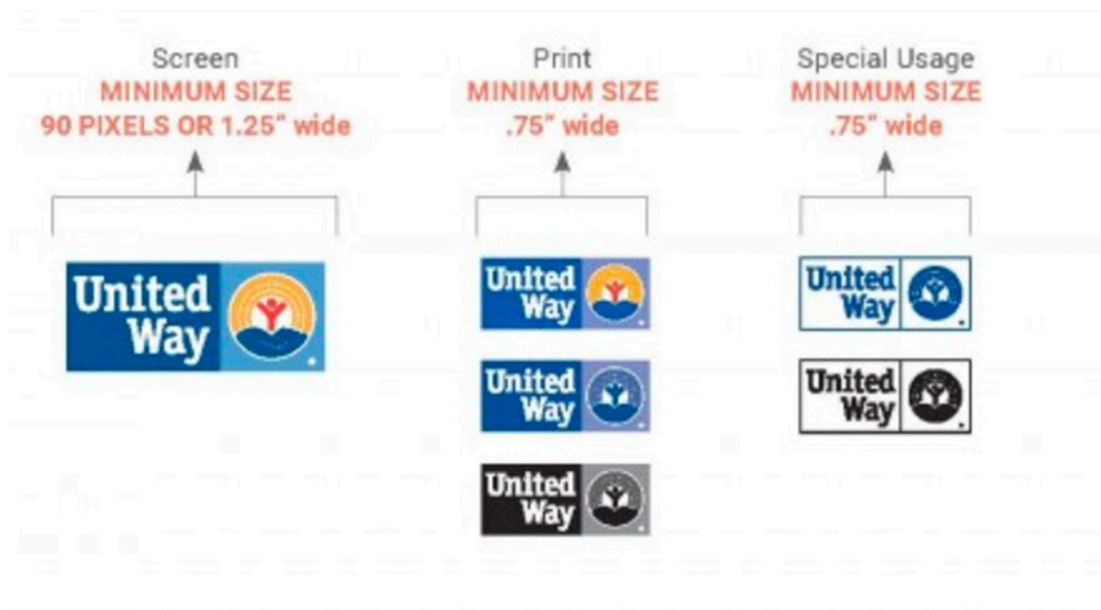


Member Agency

Huntingdon County



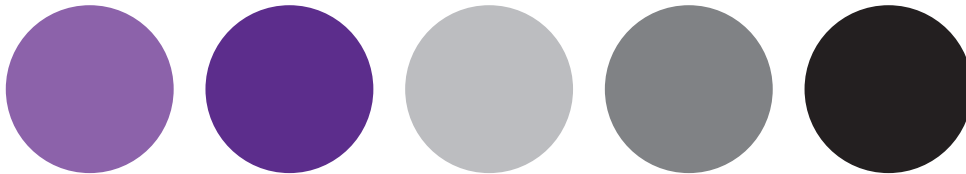
Member Agency



Color Palettes

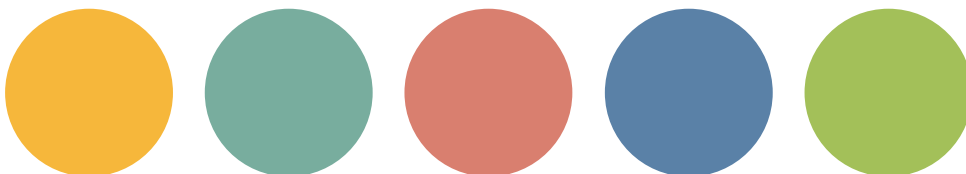
The primary color palette should be used when printing the logo in color or in gray scale such as on a letterhead or business card. The secondary color palette can be used when designing brochures and other print materials to give emphasis and compliment the primary color palette.

Primary colors



C 50 M 70 Y 0 K 0	C 80 M 100 Y 5 K 0	C 0 M 0 Y 0 K 30	C 0 M 0 Y 0 K 60	C 0 M 0 Y 0 K 100
HEX #8c66a9	HEX #5d3289	HEX #bcbec0	HEX #808285	HEX #231f20
R 140 G 102 B 169	R 93 G 50 B 137	R 188 G 190 B 192	R 128 G 130 B 133	R 35 G 31 B 32

Secondary colors



C 3 M 30 Y 88 K 0	C 55 M 17 Y 42 K 0	C 13 M 60 Y 54 K 0	C 69 M 44 Y 20 K 1	C 40 M 9 Y 83 K 0
HEX #f3b648	HEX #7cad9e	HEX #d77f71	HEX #5e81a3	HEX #a5bf5f
R 243 G 182 B 72	R 124 G 173 B 158	R 215 G 127 B 113	R 94 G 129 B 163	R 165 G 191 B 95

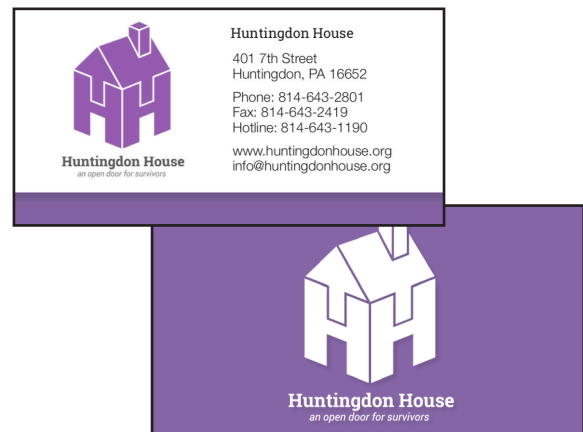
Stationary

The use of stationary is to be used when conducting official business purposes. Appropriate use of Huntingdon House logo and watermark is important for the contingency of the brand. All of the following are located in the Google Drive under “Stationary Set.”

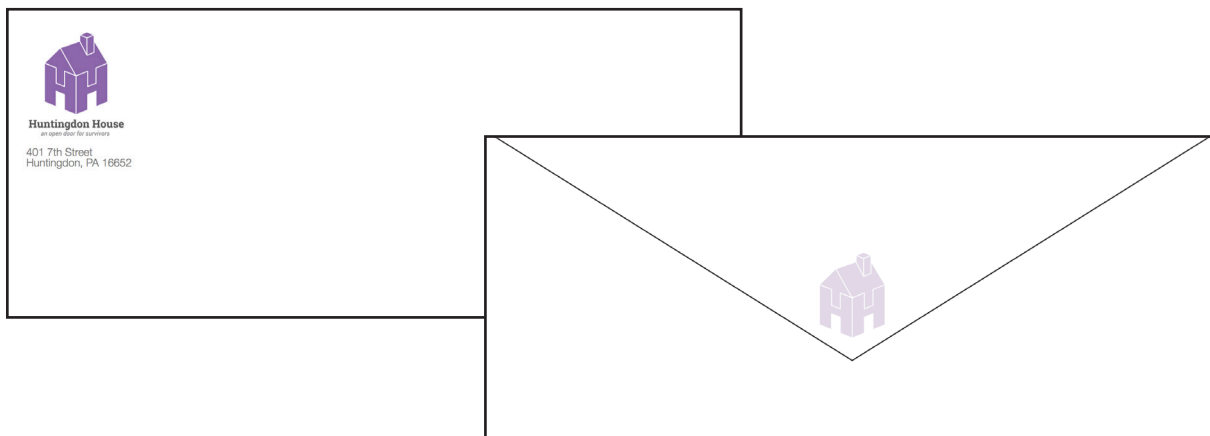
Letterhead



Business Card (front and back)



Envelope



Typography

This sans serif Helvetice Neue fonts should be used when the text is displayed in a paragraph, signatures, print, or physical signage. The italicized Heletica Neue fonts should be used when writing formally such as professional correspondence. The Roboto Slab font should only be used for writing on the website. See Google Drive to find the tutorial titled “How to download fonts”.

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Roboto Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Slab Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Roboto Slab Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Slab Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Signatures

This format applies to all documents that require a signature. Signatures are used on letterheads in addition to email messages. See previous page for specific typography guidelines. Download the Word document titled, “Email Signatures for HH” on the Google Drive for signature outline.

Signature Outline:

All information below is required.

Name _____ **Helvetica Neue Condensed Bold, 15pt, purple**

Title _____ *Helvetica Neue Light Italic, 12pt, 80% gray*

Office: XXX-XXX-XXXX _____ **Helvetica Neue Bold:** Helvetica Neue Light, 80% gray

Hotline: XXX-XXX-XXXX

Fax: XXX-XXX-XXXX

Helvetica Neue Bold, 80% gray

Huntingdon House _____

Helvetica Neue Light

401 7th Street

Huntingdon, PA 16652

Helvetica Neue Bold, Black

HuntingdonHouse.org _____

Email Signature example:

Please use the Word Document Template

John Smith

Executive Manager

Office: 814-643-2801

Hotline: 814-643-1190

Huntingdon House

401 7th Street

Huntingdon, PA 16652

HuntingdonHouse.org

Huntingdon House is a United Way Member Agency

Document Signature example:

Print letterhead has contact information preprinted

(written signature)

Name

Title

Stamp

This stamp was created to apply the Huntingdon House information to pre-provided print materials such as the back of rack cards or brochures.



Huntingdon House
an open door for survivors

401 7th Street
Huntingdon, PA
16652

Print Materials

All print materials are provide in the Google Drive under “Rack Cards and Brochures.” The rack cards are to be printed 3.75” x 8.75” front and back. The Brochure should be printed 8.5” x 11” front and back and must be in a tri-fold format.

Brochure (Front and back)

Donate

Huntingdon House relies on the community's kindness and generosity. Without your love and support through donations, our organization would not be where we are today. If you are interested in making a donation, please follow the steps below, depending on the type of donation you wish to make.

How To Donate

Call Huntingdon House at 814-643-2801 to let us know what you would like to donate.

Receive verbal confirmation that your donation item will be accepted.

Go to Huntingdon House and drop off your donation inside the office building. Please do not leave your items outside of the office.

You can also write out a check to Huntingdon House or provide cash in a sealed envelope.

You can visit our website to make a monetary donation through PayPal.

What To Donate

Gift Cards
Cleaning Supplies
Paper Products
Toiletries
Feminine Hygiene Products
Baby Supplies
Bedding
... and more!



401 7th Street
Huntingdon, PA 16652
Phone: 814-643-2801
Fax: 814-643-2419
Hotline: 814-643-1190
info@huntingdonhouse.org
huntingdonhouse.org



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Mission Statement

Huntingdon House's mission is to provide support to victims and survivors of domestic violence, while working toward the elimination of domestic violence through education and advocacy within the community.

Survivors

Domestic violence is willful intimidation, battery, physical or sexual assault, and/or emotional and psychological abuse. Abusers use a systematic pattern of power and control perpetuated against another person. Domestic violence affects individuals in every community, regardless of their age, economic status, sexual orientation, gender, race, religion, or nationality.



Survivors and victims of domestic violence have a place at the Huntingdon House. Our organization offers a warm and safe environment. We make it our priority to provide a strong support system and a consistent community for you. Remember, you are not alone and it is not your fault. There are options and resources available to you at Huntingdon House. We will listen to your needs, assist you with exploring options, and advocate for you to find the best option available.

Our Services

We provide a variety of services to survivors of domestic violence. All of Huntingdon House services are free and confidential.

24/7 Hotline
Emergency Shelter
Rapid Re-Housing
Support Counseling
Safety Planning
Prevention Education
Legal Advocacy
Michael Ayers Law Project
Relocation Assistance
Community Outreach
Senior Survivor Services
LGBTQ Relationship Violence
Foster Pet Program

Volunteers

Volunteers make Huntingdon House feel like home. They add warmth, vibrancy, and hope to our community, which promotes a strong support system and a consistent community for the victims and survivors of domestic violence. Volunteers grow from their experience as much as victims and survivors do. Here at Huntingdon House, everyone has a place to help. If you are interested in becoming a volunteer, please call us at 814-643-2801 or email us at info@huntingdonhouse.org.



How To Volunteer

- Reach out and contact us for information about our position.
- Schedule an in-person or phone interview with one of our staff members.
- Complete the free 45 hour training process to become certified.
- Obtain Pennsylvania Clearances and other required paperwork. The information is on our website.

Rack Cards (Front and back)

Foster A Pet Program



Huntingdon House offers a Foster-A-Pet Program to provide a safe, temporary home for the pets of domestic violence survivors. Often, victims of domestic abuse are hesitant to leave a dangerous situation out of concern for their pets' safety. This program exists to make sure that survivors have a safe place for these animals to go while their owners utilize Huntingdon House's housing services.

Get Involved

An animal companion helps survivors heal. Pets provide stability for survivors, as most survivors have always had the love and warmth only their pet can provide.

To become a foster, stop by our office or send us an email at info@huntingdonhouse.org

If you can't become a foster but you still want to contribute, consider donating pet supplies to our office.

Our Services

24/7 Hotline
Emergency Shelter
Domestic Violence Counseling
Legal Advocacy
Transitional Housing
Prevention Education
Michael Ayers Law Project



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Huntingdon, PA 16652
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www.huntingdonhouse.org

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LGBTQ Relationship Violence



Huntingdon House offers support for the LGBTQ Community. Abusive partners may threaten the victim of domestic violence in many ways, including threatening to "out" victims to their families, friends, communities, or anyone the victim knows. Relationships like these are toxic, as your partner should never make you feel like you cannot be yourself. If your partner is making you feel unsafe or insecure within your relationship, please reach out to our organization.

What To Do If You Are Being Abused

Call 911 if you are in danger. Do not remain silent. Tell a friend. Seek help through counseling or support groups. Pack a bag and keep it in your car or another safe place, in case you have to leave in a hurry.

Identify a safe place or a safe person you can go to in the event that you need to flee the situation.

The National Domestic Violence Hotline: 1-800-799-7233
GLBTQV (Gay Men's Domestic Violence): 1-800-352-1901

Our Services

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Senior Survivor Services



Like many younger victims, older victims often choose not to reveal abuse by intimate partners and family members. This can be due to fear, shame, and isolation. Victims may be worried about how to find options. Victims can also be concerned about the person who hurt them. If victims have health problems that limit their freedom and abusers are their caretakers, they may worry about who will provide them care or if they will be moved to a nursing home. Abuse later on in life is often a continuation of on-going domestic violence as partners age together.

What Is Domestic Violence?

Domestic violence is willful intimidation, battery, physical or sexual assault, and/or emotional and psychological abuse. Abusers use a systematic pattern of power and control perpetuated against another person. Domestic violence affects individuals in every community, regardless of their age, economic status, sexual orientation, gender, race, religion, or nationality.

Other Resources

National Domestic Violence Hotline: 1-800-799-7233
Area Agency on Aging: 814-643-5115

Our Services

24/7 Hotline
Emergency Shelter
Domestic Violence Counseling
Legal Advocacy
Transitional Housing
Prevention Education
Michael Ayers Law Project



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