

Brand Standards and Framework



Council on Children and Families

Welcome To Our Brand

We're excited to share the Council on Children and Families brand identity and guidelines with you. What you'll see here is the outcome of months of research and reflection to clarify our brand to represent who we are, what we do and who we serve.

As a member and representative of our council, you're in a great position to help ensure we consistently represent our brand values in all communications. To do so, please review and follow these guidelines. If you have questions or comments, please contact us at:

 council@ccf.ny.gov

 [518.473.3652](tel:518.473.3652)

Thank you for collaborating with us to improve the lives of children in New York.

Vanessa Threatte, Executive Director

Elana Marton, Deputy Director and Counsel

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Foundation

Our Mission

The Mission of the Council is to strengthen New York State's systems of care through cross-agency collaborations. The unique value of the Council is in its ability to provide a comprehensive, cross-systems perspective critical for the development and implementation of strategies impacting the availability, accessibility, and quality of services for children and families.

Positioned as a neutral body, the Council provides coordination between New York's health, education, and human services systems and facilitates the development of state and local service systems that are coordinated, strength-based, prevention-oriented, and responsive to the needs of children and families.



Priorities

Our work streamlines and supports the availability, access and quality of services for children, youth and families in New York State. Here are our current focus areas.

EARLY CHILDHOOD

Projects that help coordinate systems

CROSS-SYSTEMS COLLABORATION

Projects that simplify access to comprehensive care

RESEARCH AND DATA

Data that informs evidence-based policy and decisions

MENTORING

1:1 mentoring in a school setting

FAMILY RESOURCES

Projects that support children, youth and families

Strategic Framework

Imagine a brand as a person. Think about who they are inside and out. How does the brand interact with others? What makes the brand special? What is the brand especially good at?

A nine-box framework helps define these traits and more, allowing for alignment and ensuring that everyone who touches the brand can talk about it in the same way. Centered around a singular brand promise, this framework lays the groundwork for everyone who touches the brand to rally around.

VALUE PROPOSITION

We coordinate NY agencies to connect children and families with critical services.

RELATIONSHIPS

- Proactive supporters
- Objective bridge-builders
- Reliable and responsive partners

POSITION

Policy leader, agency convener and trusted community resource who helps navigate complex systems.

EXPRESSION

- Active and persistent
- Clear, helpful and approachable
- Respectful and human
- Leaders and partners

BRAND PROMISE
We are a collaborative voice for children and families.

PERSONALITY

- Passionate and dedicated
- Empathic and open-minded
- Innovative and agile
- Problem-solvers and doers

VISION

To enable a state where every child and family thrives.

CULTURE

We embrace diverse perspectives to advance a shared vision, finding joy and meaning in our work.

ADVANTAGE

Our neutral position within the government system allows us to:

- Develop effective solutions
- Impact policy
- Set children up for success

Messaging

Tagline

Our tagline is the single phrase we use to represent our brand promise and values. It should be used consistently in all communications.

For example, include our tagline near our logo or as the description on our social media accounts, an end slide in presentations, or in the footer of an email, letter, ad, brochure or web page.

You may use our tagline as a headline or in copy on occasion, but it may not be changed.



Tone of Voice

We can look to our brand expression and personality to guide our tone of voice.

PERSONALITY

- › Passionate and dedicated
- › Empathic and open-minded
- › Innovative and agile
- › Problem-solvers and doers

BEST PRACTICES

- › Write the way you speak
- › Use first-person pronouns: we, you, us
- › Incorporate contractions and common abbreviations: we're, you're, ASAP

EXPRESSION

- › Active and persistent
- › Clear, helpful and approachable
- › Respectful and human
- › Leaders and partners

Tone of Voice

In our writing, we use:

ACTIVE VS. PASSIVE VOICE

e.g., Sarah did her homework. vs. The homework was done by Sarah.

EASY-TO-UNDERSTAND, APPROACHABLE LANGUAGE

e.g., I'm not sure, but I'll let you know ASAP. vs. I am uncertain at this time and will provide you an answer as soon as possible.

SIMPLE, CONCISE GRAMMAR

e.g., Take bus 39 to the stop in front of our office. vs. You can take the Rochester Transit Service bus 39 to the bus shelter located in front of our office.

CONFIDENT, STRONG WORDING

e.g., We connect children and families to critical support. vs. We try hard to make sure children and families can get helpful support.

Headline Examples

Headlines should be simple, short and attention-getting to engage readers and clarify the subject of the content that follows. If you need to provide more context, you may use eyebrow copy as shown to the right.

EXAMPLES AND INSPIRATION

The headline examples on this page can be used on occasion if relevant, but they are primarily intended to provide inspiration and reference for your writing.

People Are Complex

Accessing Services Should Be Simple

The system is as complex as the people we serve. This headline spotlights the irony that makes it challenging for families to get appropriate support. It uses opposite words—“complex” and “simple”—to reinforce why CCF exists: to simplify access to critical services.

Through Our Collaborations

No Need Goes Unmet

Each CCF member agency has a specialized area of expertise. This headline highlights CCF’s role as a coordinator and convenor, emphasizing our core value of collaboration. The aspirational phrase “no need goes unmet” adds emotion to the message “we bring agencies together to solve problems.”

Bettering the Way NY Serves Children and Families

In plain language, this headline explains the point of our work. It’s an active, authentic and positive expression of our purpose.

Because Every Child and Family is Unique

Simple and concise, this headline answers the “why” of the brand promise and leans into CCF’s vision.

Our Purpose

Caregivers and parents believe in their children's gifts and what they can achieve. Because every child and family is unique, it can sometimes be a challenge to get the support they need. The state's system is complex, and children and families often need a combination of support—more than any single agency offers.

CCF compiles resources and convenes agencies to connect children and families to critical support. We resolve disputes, collaborate with partners to streamline processes and coordinate services across government agencies. **Together with our partners, we're bettering the way New York serves its children and families.**

Elevator Pitch

The New York Council on Children and Families convenes and coordinates state agencies to connect children and families to critical support. The system is complex, and it can be challenging for people who are seeking help to get appropriate support when and where they need it, especially if they need a combination of services.

That's why CCF exists. We collaborate with member agencies to streamline processes, coordinate services, and make it faster and easier to find and access necessary resources. Together with our partners, we're bettering the way New York serves its children and families.

Visual Brand

Logo

The Council on Children and Families wordmark must appear with the New York State lockup as shown unless it's within close proximity to the New York state lockup.

Our wordmark must be rendered in title case D Sari Bold, which should only be used with our wordmark.

For more information, reference the full [New York State Brand Guidelines](#)



**Council on Children
and Families**

Spacing & Sizing

To ensure the proper prominence and legibility of the CCF brand mark and identifier, always surround with the minimum amount of clear space. This clear space isolates the brand mark and identifier from competing elements, such as text, photography or background patterns that may compete with its appearance.

The clear space for the brand mark is equal to the height of the first letter of the state name (N) in whatever size the brand mark and identifier is reproduced.

The CCF brand mark and identifier can be used in a wide variety of sizes, but when sized too small, it reduces legibility and impact. The brand mark should never appear smaller than .25" (18px) in height and only at that size if it can be produced legibly. With the tagline, the brand mark shouldn't appear smaller than 1" (72px) in height.

BRAND MARK/AGENCY CLEAR SPACE AND RELATIVE RELATIONSHIPS

N = HEIGHT OF "N" IN NEW YORK STATE



SIZING



Incorrect Use

To preserve the integrity and professionalism of the brand, there are strict limitations on proper use of the logo.

The examples on this page illustrate only some of the possible misuses.



DO NOT CHANGE BRAND MARK COLOR



DO NOT CHANGE BRAND MARK PROPORTIONS



DO NOT ADD DROP SHADOWS OR OTHER EFFECTS TO THE BRAND MARK



DO NOT OUTLINE THE BRAND MARK



DO NOT ROTATE THE BRAND MARK



DO NOT LOCK UP PRODUCT IDENTIFIERS OR PRODUCT DESCRIPTIONS WITH THE BRAND MARK



DO NOT PLACE THE BRAND MARK ON A COMPLICATED BACKGROUND OR A BACKGROUND THAT REDUCES ITS LEGIBILITY



DO NOT CROP THE BRAND MARK

Color Palette

Core Colors

Our core colors are the three shades of purple shown to the right. These should be used (along with white) as our go-to color selections for design options. We also have a selection of the New York State secondary colors you may use together with CCF’s core color palette. Please refer to the [New York State Brand Guidelines](#) for more information and the complete selection of state colors.

Accent Colors

In addition to our core and secondary colors, you may use our three accent colors as supplementary background, icon or contrasting colors. Our three accent colors are tints of New York State’s core Gold (Pantone 130C) and Purple (7680C) colors:

1. 10% opacity of Pantone 130C
2. 10% opacity of Pantone 7680C
3. Adjacent saturation of Pantone 7680c

Use these tints sparingly—less than 25% of a design—only when visual distinction is necessary and never with the CCF logo.

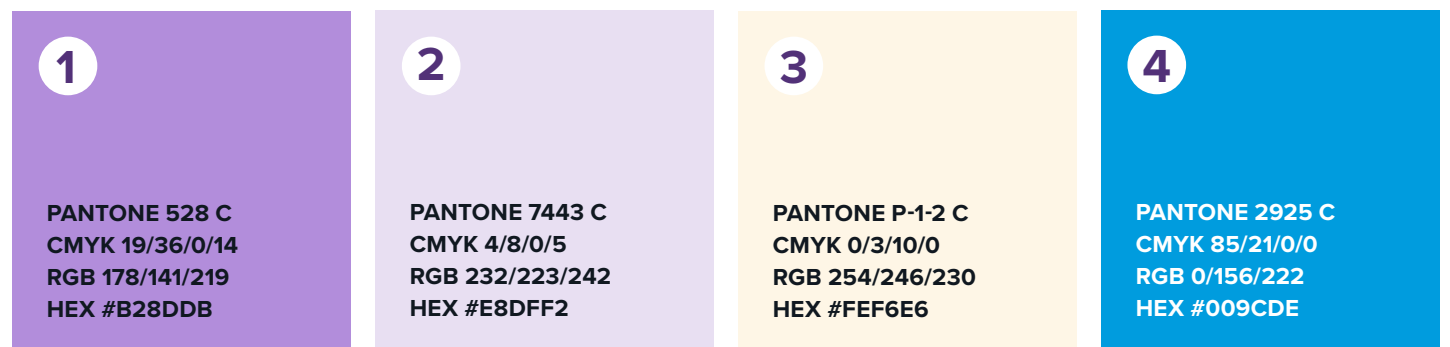
NYCCF CORE COLORS



NYCCF SECONDARY COLORS



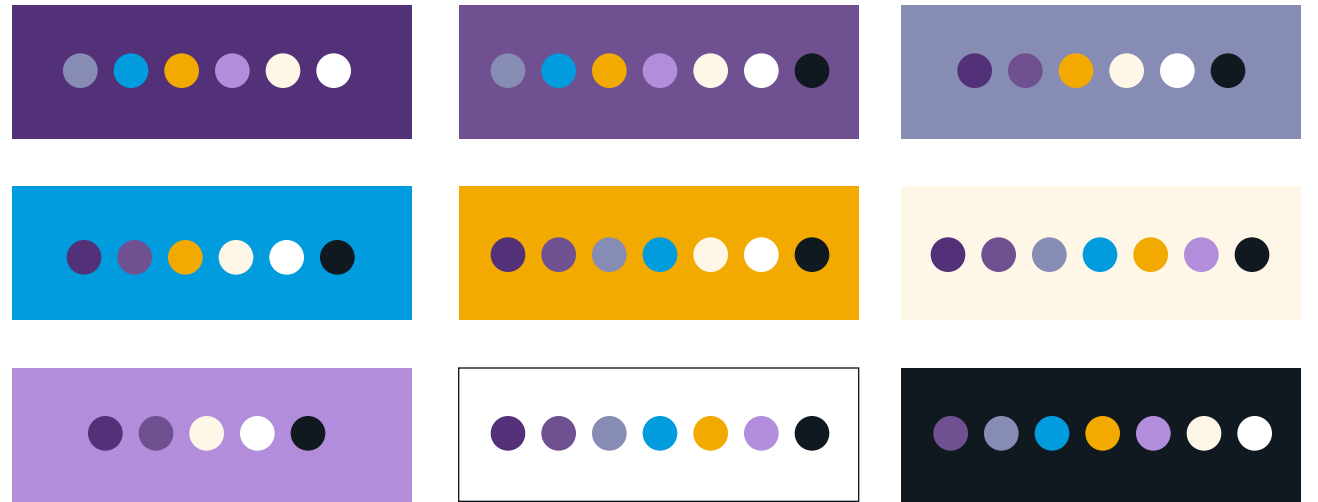
NYCCF ACCENT COLORS



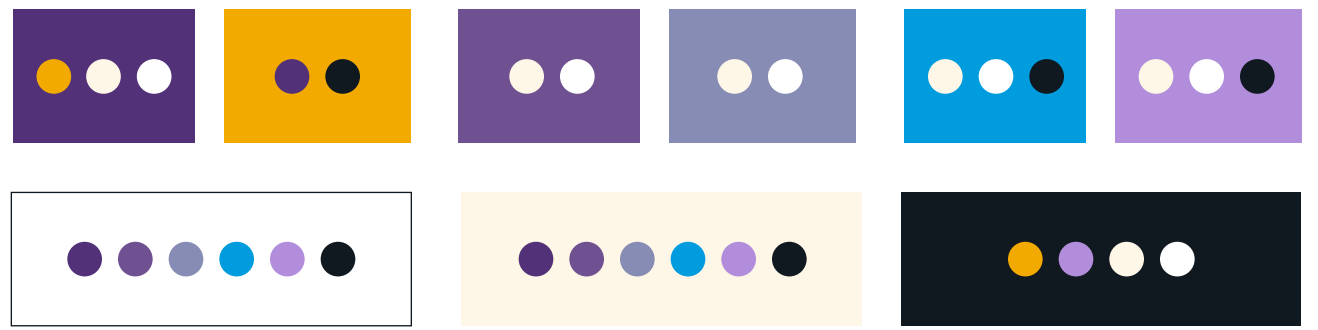
Color Accessibility

The following color combinations all reach Silver standards for WCAG 3.0. The color combinations shown here may be used on top of or in close proximity to each other. Anything outside of these ranges may not comply with WCAG 3.0 color accessibility standards.

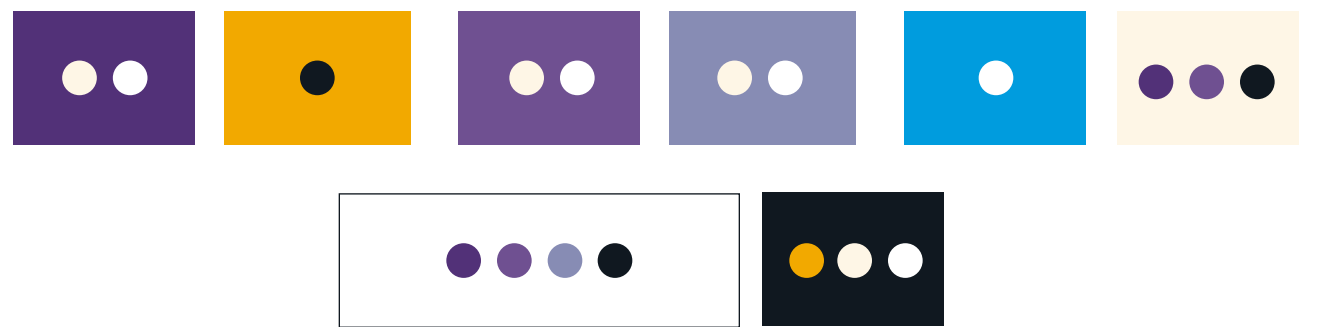
MINIMUM STANDARD ACCESSIBLE | L*15



HEADLINE & ICONOGRAPHIC ACCESSIBLE | L*45



CONTENT COPY ACCESSIBLE | L*60



FLUENT COPY ACCESSIBLE | L*90



Icon Sets

Icon Sets

We use icons to add visual interest to our communications and help clarify and reinforce our messaging.

Priorities

Each of our priorities has a designated line-art icon without a solid fill. Use these icons only when referencing the specific priority.

Additional Icons

You may use our additional icons along with line-art icons available in Adobe Stock to enhance your communications. For example, an emoji as a social media post image or on a presentation slide.

PRIORITIES



ADDITIONAL ICONS



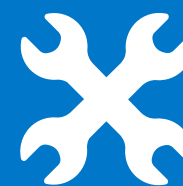
Member Agencies

The Council on Children and Families includes 12 directors of New York’s health, education and human services agencies. We work together on processes to improve outcomes for the state’s children and families.

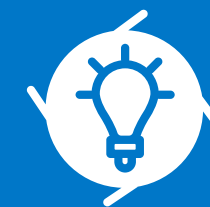
Each member agency has its own unique solid-fill icon. Our member agency icons are not interchangeable and do not replace the agencies’ logos. The icons are for our use only as a way of identifying and differentiating the agencies visually.



OFFICE FOR THE AGING



DEPARTMENT OF LABOR



COUNCIL ON DEVELOPMENTAL DISABILITIES



OFFICE OF CHILDREN AND FAMILY SERVICES



OFFICE OF TEMPORARY AND DISABILITY ASSISTANCE



OFFICE FOR PEOPLE WITH DEVELOPMENTAL DISABILITIES



OFFICE OF MENTAL HEALTH



DEPARTMENT OF HEALTH



DIVISION OF CRIMINAL JUSTICE SERVICES



STATE EDUCATION DEPARTMENT



OFFICE OF ADDICTION SERVICES AND SUPPORTS



JUSTICE CENTER FOR THE PROTECTION OF PEOPLE WITH SPECIAL NEEDS

Typefaces

Typography is a strong extension of the NY State brand character and plays a major role in creating a distinct and consistent look for New York State across all communications and promotional materials.

Proxima Nova

This font has been selected for its versatility and legibility for body copy. It offers many weights and styles, which provide a broad degree of design flexibility for all design communications. If you can't use Proxima Nova, use the systems font, **Arial** instead.

Oswald

This font was selected for its narrow footprint and diverse weights for use as accent copy, such as a subtitle, list or piece of information that needs to be called out. This font was re-drawn and re-formed to better fit the pixel grid of standard digital screens. Oswald is designed to be used freely across the internet by web browsers on desktop computers, laptops and mobile devices.

PROXIMA NOVA

abcdefghijklmnop
opqrstuvwxyz
0123456789

**abcdefghijklmnop
opqrstuvwxyz
0123456789**

**abcdefghijklmnop
opqrstuvwxyz
0123456789**

**abcdefghijklmnop
opqrstuvwxyz
0123456789**

ARIAL

abcdefghijklmnop
opqrstuvwxyz
0123456789

**abcdefghijklmnop
opqrstuvwxyz
0123456789**

**abcdefghijklmnop
opqrstuvwxyz
0123456789**

OSWALD

abcdefghijklmnop
opqrstuvwxyz
0123456789

**abcdefghijklmnop
opqrstuvwxyz
0123456789**

**abcdefghijklmnop
opqrstuvwxyz
0123456789**

Type Hierarchy

When rendered consistently, the proper use of type will draw the reader's attention, lead them to the most important information first, and maintain a sense of clarity, order, legibility and structure throughout written communications.

Rules for use of type

The hierarchy of information guides the type sizes and weights (thickness) for different levels of information, illustrated here to the right.

Primary use of type

Set titles in Proxima Nova Bold using title case (initial cap followed by lowercase letters). Set subtitles in bold using sentence case and use Proxima Nova Regular for body copy. Information or data that needs to be differentiated and called out should be set in Oswald Bold uppercase.

Typography exceptions

In cases where the primary use of type restricts visual differentiation and impact, you may use the other type weights in the Proxima Nova and Oswald families

TITLE CASE,
PROXIMA NOVA
BOLD. 40/44 PT.

Title Set in Proxima Nova Bold Title Case.

SENTENCE CASE,
PROXIMA NOVA
MEDIUM. 24/28 PT.

Subtitle set in Proxima Nova Bold sentence case. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

SENTENCE CASE,
PROXIMA NOVA
LIGHT. 16/24 PT.

Body copy set in Proxima Nova Regular sentence case. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation. Duis aute irure dolor in reprehenderit in voluptate velit fugiat nulla pariatur dolor.

Imagery

Adobe Stock is our preferred image asset resource. Please contact Kristin Weller (kristin.weller@ccf.ny.gov) with image requests and for information about gathering resources and handling assets.

Be sure to use pictures of real, vibrant people with a focus on caregivers. Highlight scenes that show both support and independence and celebrate our differences.

When searching for images, look for themes that represent our brand:

- Parental and Community Support
- Caregiving and Compassion
- Heroic and Bold Characters
- Positive Outcomes
- Individuality and Unique, Human Scenarios



ALL IMAGES SOURCED FROM ADOBE STOCK

Visual Treatments

Visual treatments have been added to these standards to give the CCF a more distinctive look and feel. You may use these visual treatments to enhance your communications.

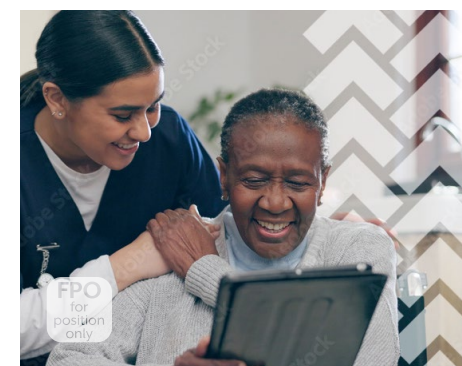
Halftone

Halftones can ground a design to give a sense of place and add visual interest. This works best when the image is monochrome and does not compete with primary layout elements. Subjects within the image should remain in their original state.

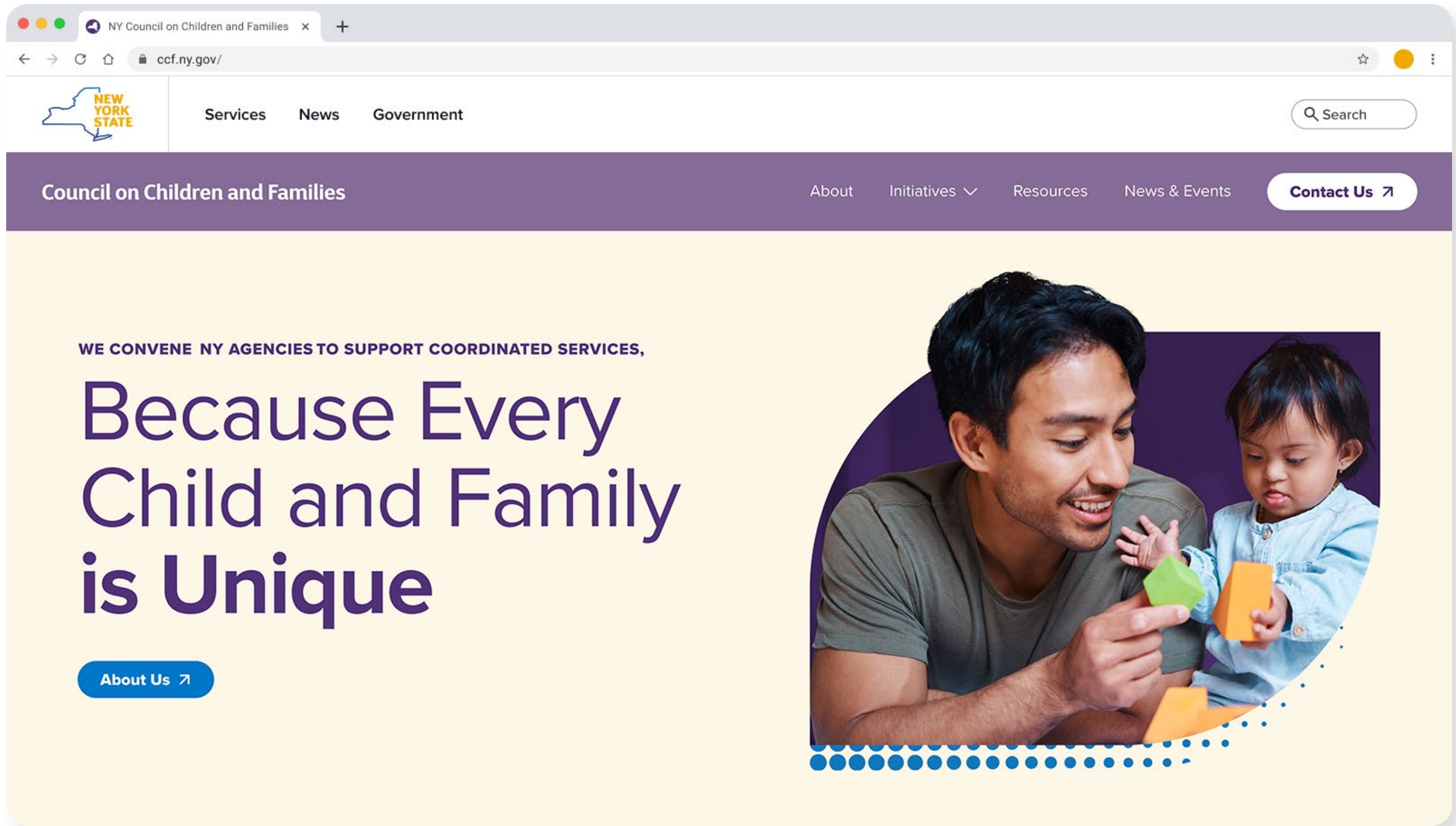


Patterns and Shapes

You may use shapes and patterns to express the brand personality. Here we show four examples: a leaf shape as a framing device, upward arrows behind masked subjects, halftoned dots as shadows on images and a wavy-edged background field.

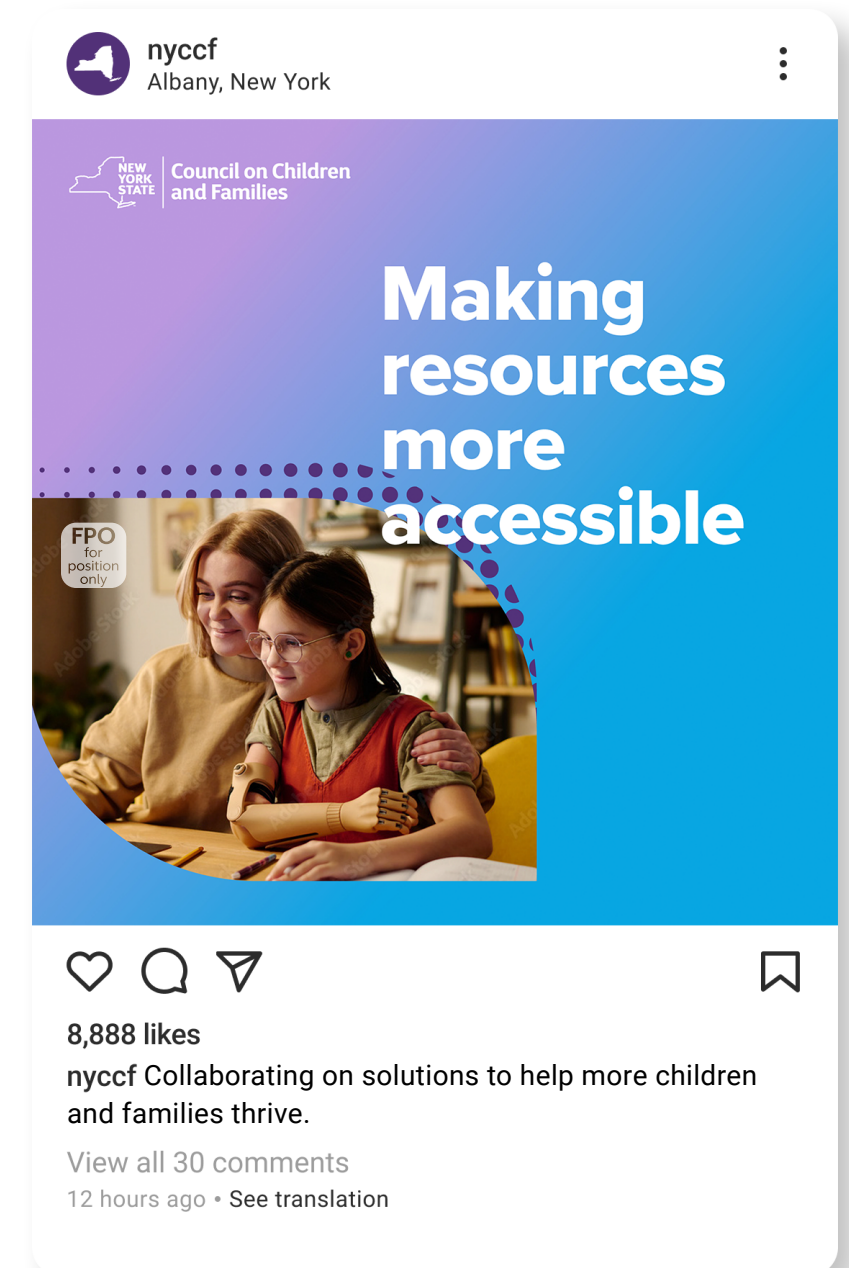


Applications



Organic Social Best Practices

- › Deactivate inactive accounts and remove social media icons from your communications or resume consistent activity (Pinterest and YouTube).
- › Consider adding Instagram if staff can support.
- › Adhere to CCF's brand guidelines for colors, fonts and logos in images and tone of voice for text.
- › Include CCF's tagline near our logo in images, and in your bio and profile on social media accounts.
- › If you don't have an appropriate photograph, you may use the additional icons included in the CCF brand guidelines or the line-art icons available in Adobe Stock to enhance your posts.
- › Use up to 3-5 emojis and specific, relevant hashtags in text.
- › Tag agencies, partners and sponsors in posts.
- › Engage with commenters or at least acknowledge comments.
- › Post organic content consistently 2-5 times a week.
- › Post relevant content to educate and inform followers about timely issues related to children and families, support causes, promote events and advocacy, share success stories, collaborate with agencies, build relationships with stakeholders, and highlight partners, initiatives and priorities.



Thank you



**Council on Children
and Families**