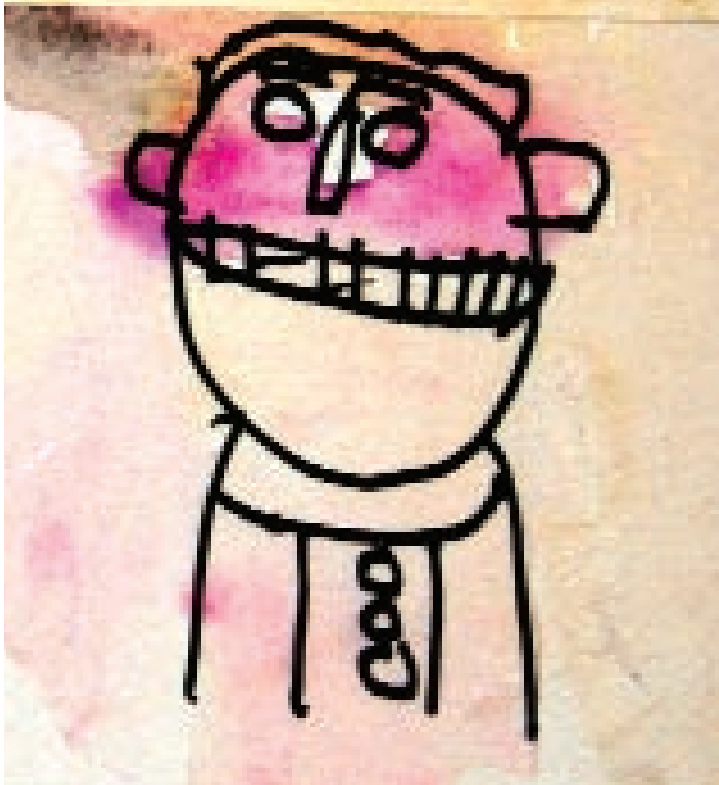


# The Arc of San Francisco Logo & Tagline Usage

Agency Communication Guidelines

12/6/05





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## Introduction

The following provides general guidelines for ensuring materials produced by The Arc of San Francisco carry a consistent style, look, message and tone as approved by The Arc of San Francisco and The Arc of the United States.

Please note that informational materials, press releases, announcements, invitations and other promotional pieces should always originate with The Arc of San Francisco, not from individual agency departments, and should be created in partnership with The Arc of San Francisco's Development and Community Relations Department.

**Note:**

For more information, contact Mark Kirk at 415.255.7200 Ext. 118 or [mkirk@thearcsofsanfrancisco.org](mailto:mkirk@thearcsofsanfrancisco.org).



## Part I. The Arc of San Francisco Logo and Tagline Usage

### Logo

The Arc of San Francisco logo consists of two components: “The Arc” icon as provided by The Arc of the United States to brand all affiliated chapters, and “of San Francisco” as designated by The Arc of San Francisco. The Arc of San Francisco should always use “The Arc” icon with “of San Francisco.”

The Arc of San Francisco logo should be featured prominently on all administration and communication items and documents, as well as informational and promotional materials. Typically the logo is positioned in a corner, preferably upper left.

Note that when the logo is closely followed by the agency’s address, it is not necessary to repeat the agency’s name.

Below is the approved chapter logo for The Arc of San Francisco.



2/C (Blue and black)

### Note:

The logo should always appear in its entirety. **Do not** separate “The Arc” from “OF SAN FRANCISCO.”



The Arc logo can be used in a 1/C black, reversed out white, or 2/C format.

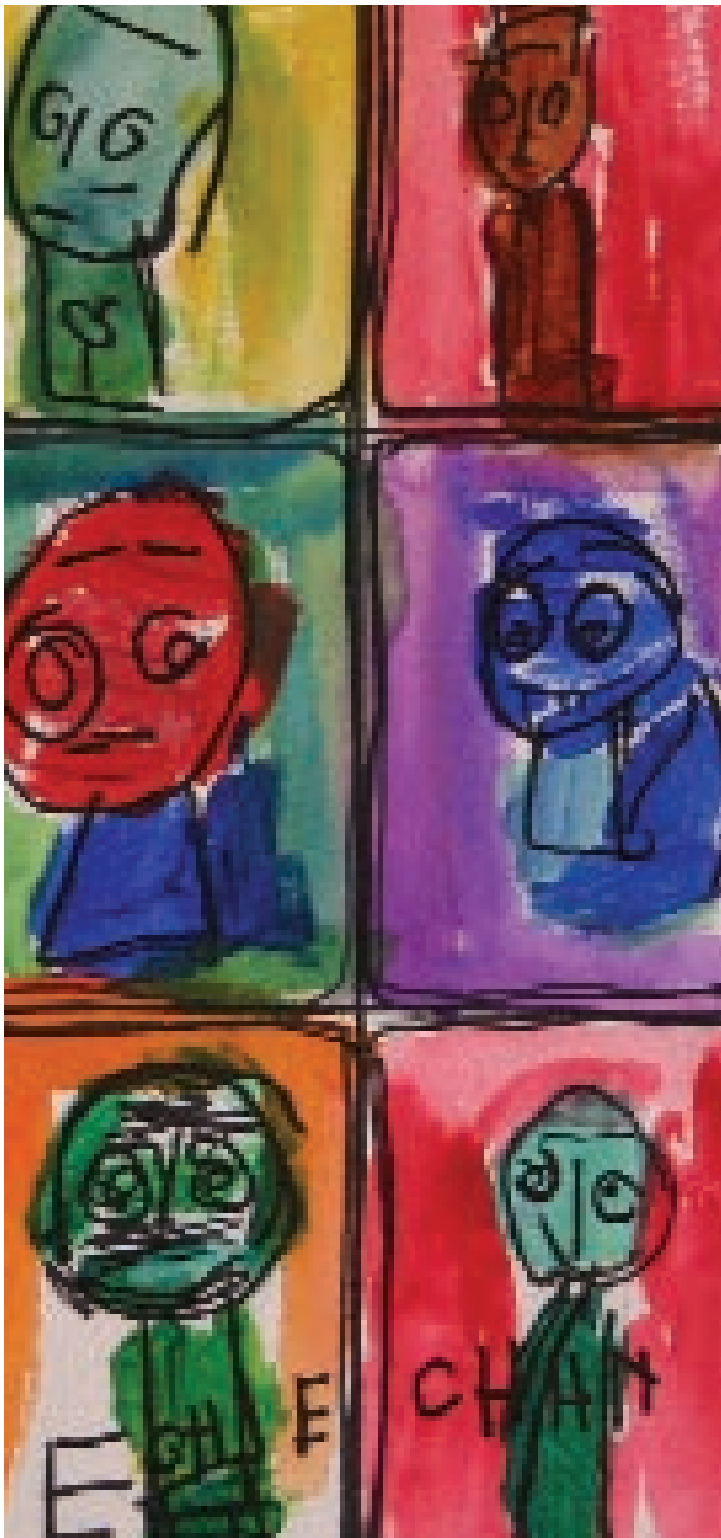


1/C (Black logo on white background)



(White logo reversed out on dark background)

The Arc logo can be “reversed out” (or appear white) on any color background. Darker background colors are recommended with a negative white logo so it is easier to see.



2/C (PMS 541 blue and black logo)

Two color reproduction: 2/C PMS 541 blue and black. This logo must always appear on a light colored or white background.

The logos mentioned above are available on The Arc of San Francisco's server for staff members. Vendors can obtain them by calling Mark Kirk at 415.255.7200 Ext. 118 or e-mailing him at [mkirk@thearcsanfrancisco.org](mailto:mkirk@thearcsanfrancisco.org)

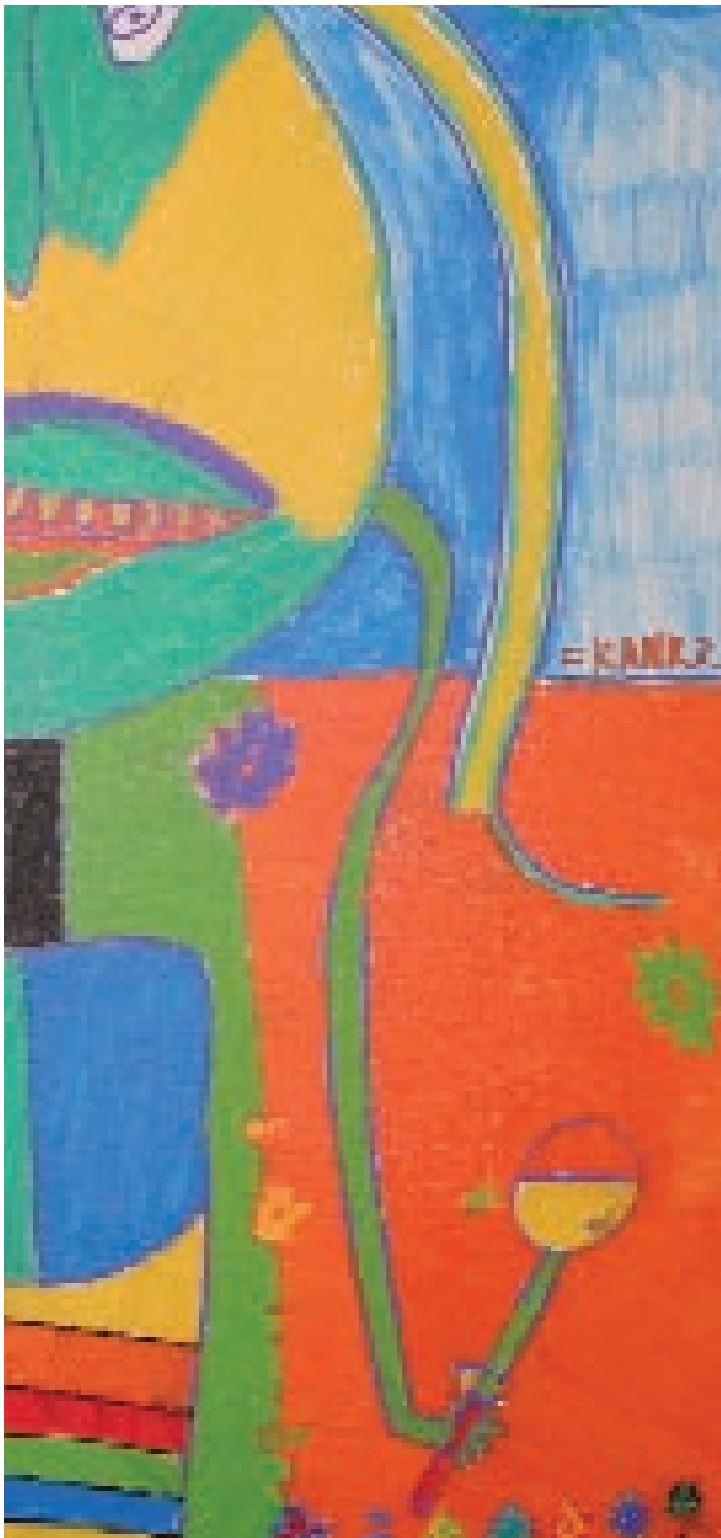
**Note:**

Please do not reproduce  
The Arc of San Francisco  
logo smaller than .875" wide



Please do not reproduce  
any of our logos inside a box





## Logo and Tagline

The tagline used by The Arc of San Francisco is, “The resource for people with developmental disabilities.”

The logo and tagline should appear together on all marketing or promotional materials, particularly in any advertising, public relations communications (press releases, newsletters), brochures, flyers, announcements and specialty items such as buttons, banners, tote bags, etc.



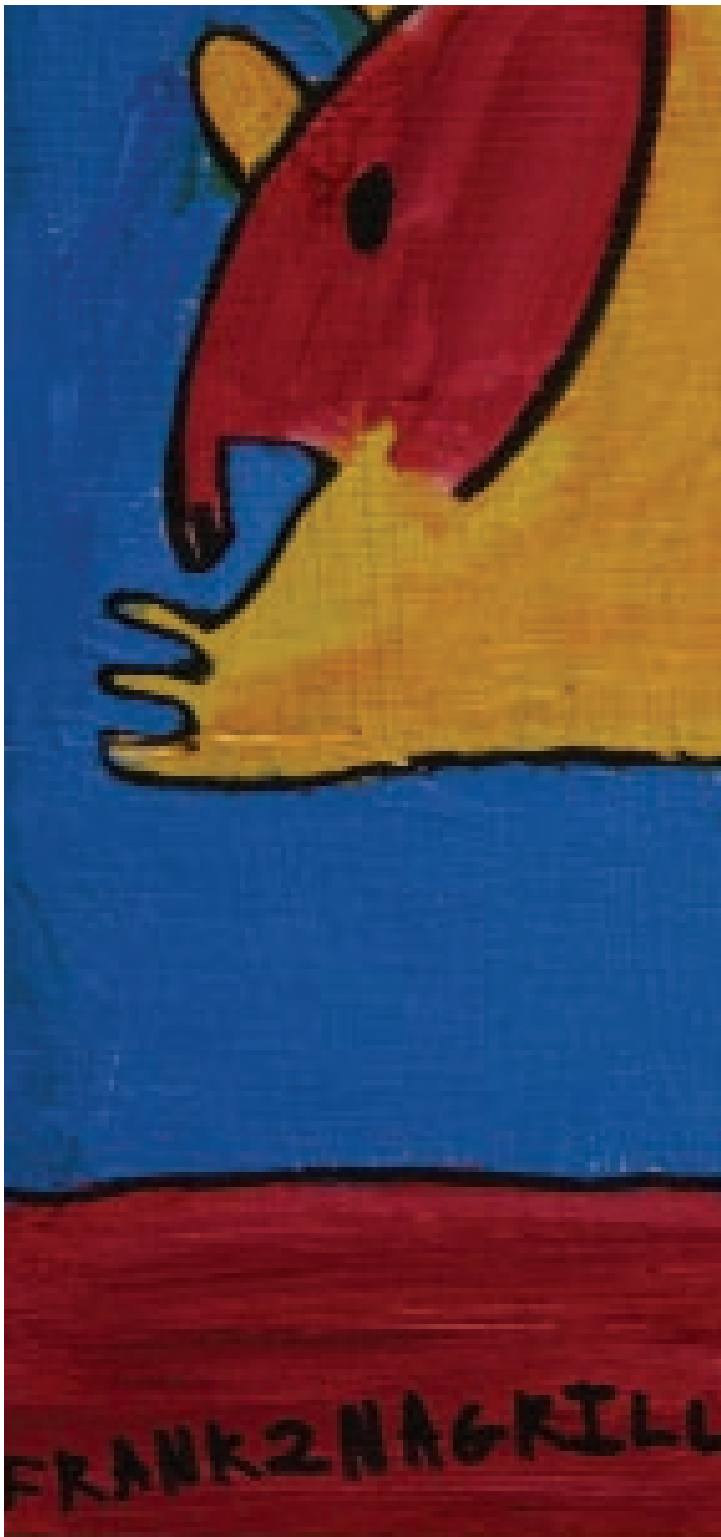
*The Resource for People with  
Developmental Disabilities*

2/C (PMS 541 blue and black logo with black tagline on white background)



*The Resource for People with  
Developmental Disabilities*

1/C (Black logo and tagline on white background)



(White logo and tagline reversed out on dark background)

The logo and tagline can be “reversed out” (or appear white) on any color background. Darker background colors are recommended.

### **Tagline**

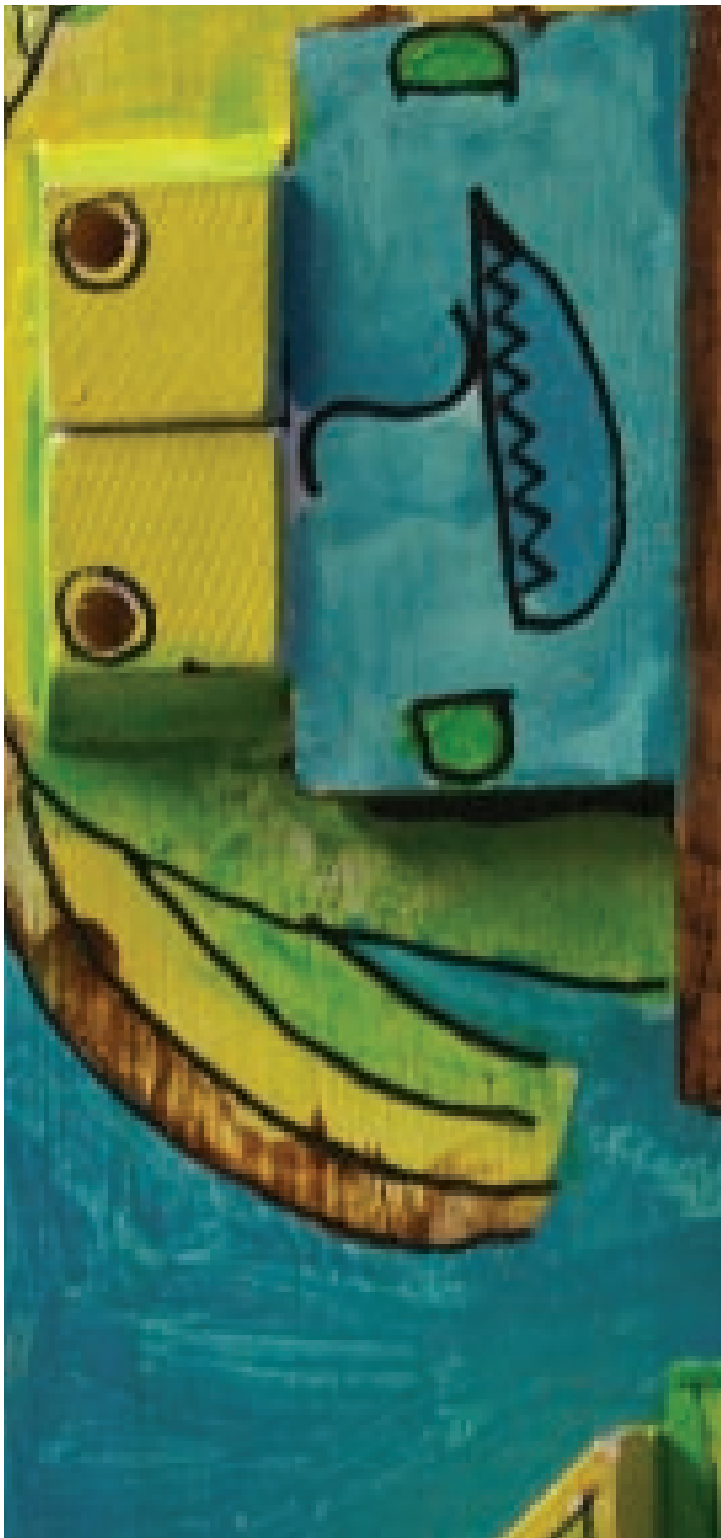
In some instances, for example on letterhead or in grant proposals, the tagline can be positioned apart from the logo. The following tagline treatments are approved for this purpose.

***The Resource for People with Developmental Disabilities.***

(Helvetica Bold Italic, initial caps plus lower case).

**The Resource for People with Developmental Disabilities.**

(Helvetica Bold, initial caps plus lower case)



## The Arc of San Francisco Stationary System

The Stationary System for The Arc of San Francisco (business card, letterhead and envelope) does not require that the logo and tagline be positioned closely together, however, they are “linked” visually by typestyle and format design. (See printed samples for reference.) The designs/layouts on these stationary items should not be altered.

## Part II: Typography

### TYPEFACES

The Arc of San Francisco prefers using the following typefaces in its more formal communications. Ideally, type should not appear smaller than 9 point, for readability.

### Sans Serif Faces

- Arial
- **Arial Black**
- Arial Narrow
- **Arial Rounded MT Bold**

Feel free to use the *italic*, **bold** or ***bold italic*** styles of the font if you have the need.

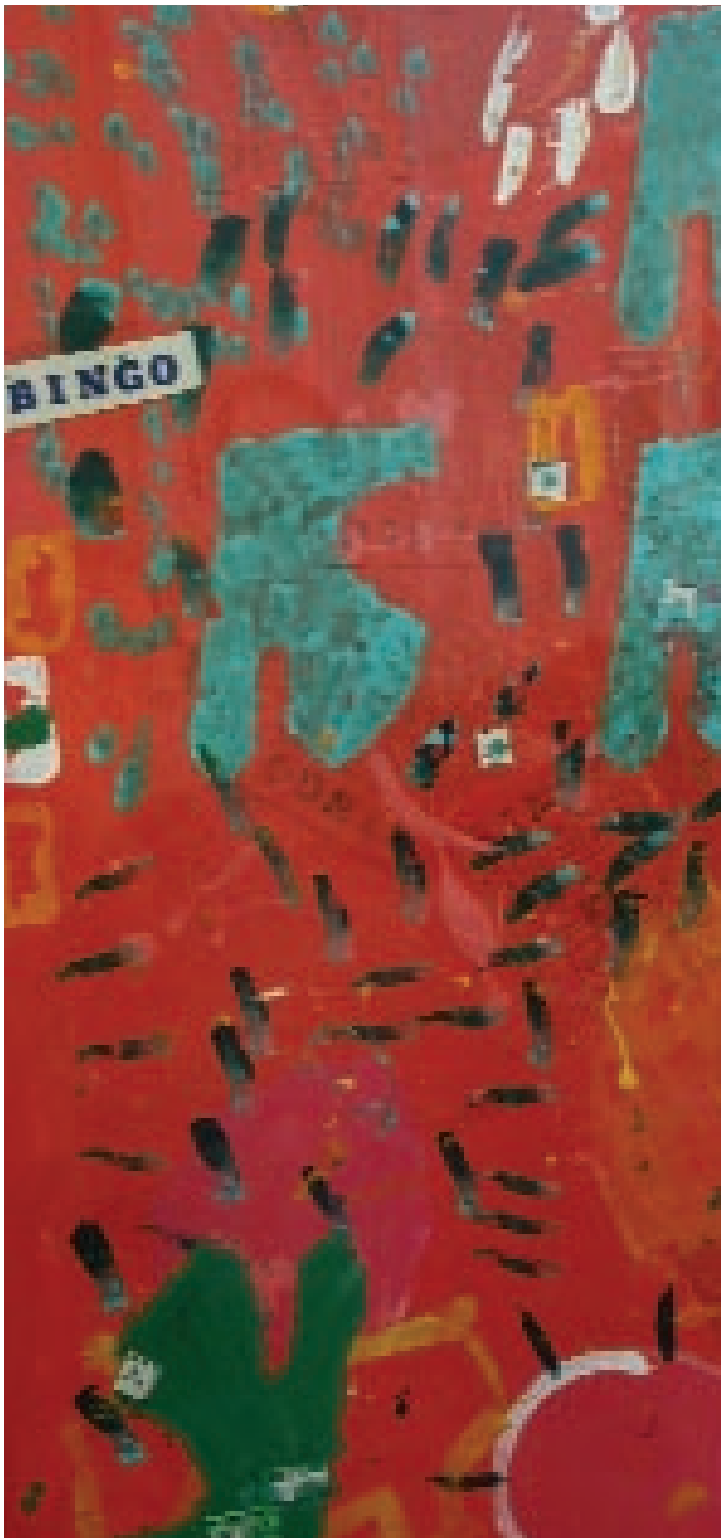
(Sample of 20 point Arial regular)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

123456789 . : ; ( ! ? “

The quick brown fox jumps over the lazy dog.



- Helvetica
- Helvetica Narrow

Feel free to use the *italic*, **bold** or ***bold italic*** styles of the font if you have the need.

(Sample of 20 point Helvetica regular)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789 . : ; ( ! ? “ )

The quick brown fox jumps over the lazy dog.

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- Myriad Roman
- **Myriad Bold**

Feel free to use the *italic*, **bold** or ***bold italic*** styles of the font if you have the need.

(Sample of 20 point Myriad Roman)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789 . : ; ( ! ? “ )

The quick brown fox jumps over the lazy dog.

Note:

Myriad Roman is typically used in The Arc's Stationary System.



## Serif Faces

- Times New Roman

Feel free to use the *italic*, **bold** or ***bold italic*** styles of the font if you have the need.

(Sample of 20 point Times New Roman regular)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789 . : ; ( ! ? “ )

The quick brown fox jumps over the lazy dog.

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- Palatino

Feel free to use the *italic* or ***bold italic*** styles of the font if you have the need.

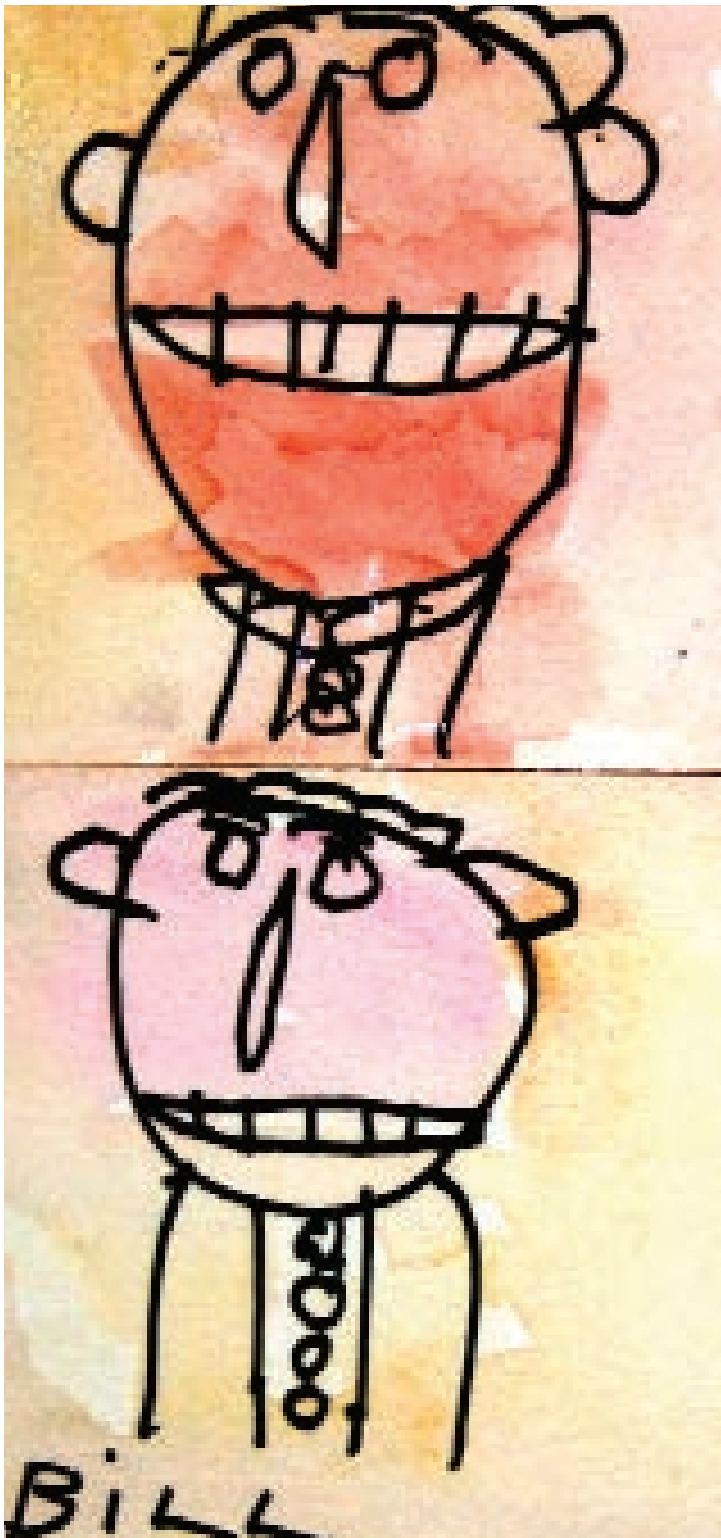
(Sample of 20 point Palatino regular)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789 . : ; ( ! ? “ )

The quick brown fox jumps over the lazy dog.



## Brochure Sample Type Treatment

The following shows sample type treatments The Arc of San Francisco has used successfully:

Headline:

**Transforming our clients'  
lives is our life's work.**

(22 point Helvetica Bold)

Subhead:

We help our clients live more independently.

(14 point Helvetica)

Body:

The Arc of San Francisco provides access and support to safe, affordable housing so that clients can live on their own, in their own homes, in their own neighborhoods, in their own communities.

(11 point Palatino)



## Part III. Communication Style Guide

### Referring to The Arc

The following provides guidelines for how to refer to The Arc, its chapters and constituents.

It is preferred we keep “The” and “Arc” together as a single name. We are “The Arc,” not an “Arc.” Affiliated chapters are not “Arcs;” they are “chapters of The Arc” or “The Arc’s chapters.” Other examples of appropriate use:

- The Arc of San Francisco’s members or members of The Arc of San Francisco
- The Board of Directors of The Arc of San Francisco
- The Arc of the United States
- clients of The Arc (or of The Arc of San Francisco)
- staff of The Arc (or of The Arc of San Francisco)

Always capitalize “T” in “The Arc” Never capitalize “ARC”

The Arc of San Francisco’s national organization is The Arc of the United States, not “Arc National” or “National” or “Arc U.S.”

### Marketing Materials

It is preferred that “The Arc of San Francisco” appear in its entirety in all copy heads and subheads. “The Arc” can be used in body copy, or in subheads, only if preceded by a larger headline with the complete “The Arc of San Francisco.” Note that while “clients of The Arc” or “staff of The Arc” are preferred, it is acceptable in some lengthier materials to use the abbreviated versions, for example, “Arc clients” and “Arc staff.”



## Grant Writing

All funding requests should be handled through The Arc of San Francisco's Development and Community Relations Department. Proposals should use the full name of The Arc of San Francisco. Note that we are a separate, 501(c)3 non-profit organization, financially independent of The Arc of the United States. Abbreviate the name of The Arc of San Francisco only when it is awkward to use our full name. As an example, it is acceptable to say "clients of The Arc" or "Arc clients" rather than clients of The Arc of San Francisco or The Arc of San Francisco's clients.

## Use "*People First*" Language

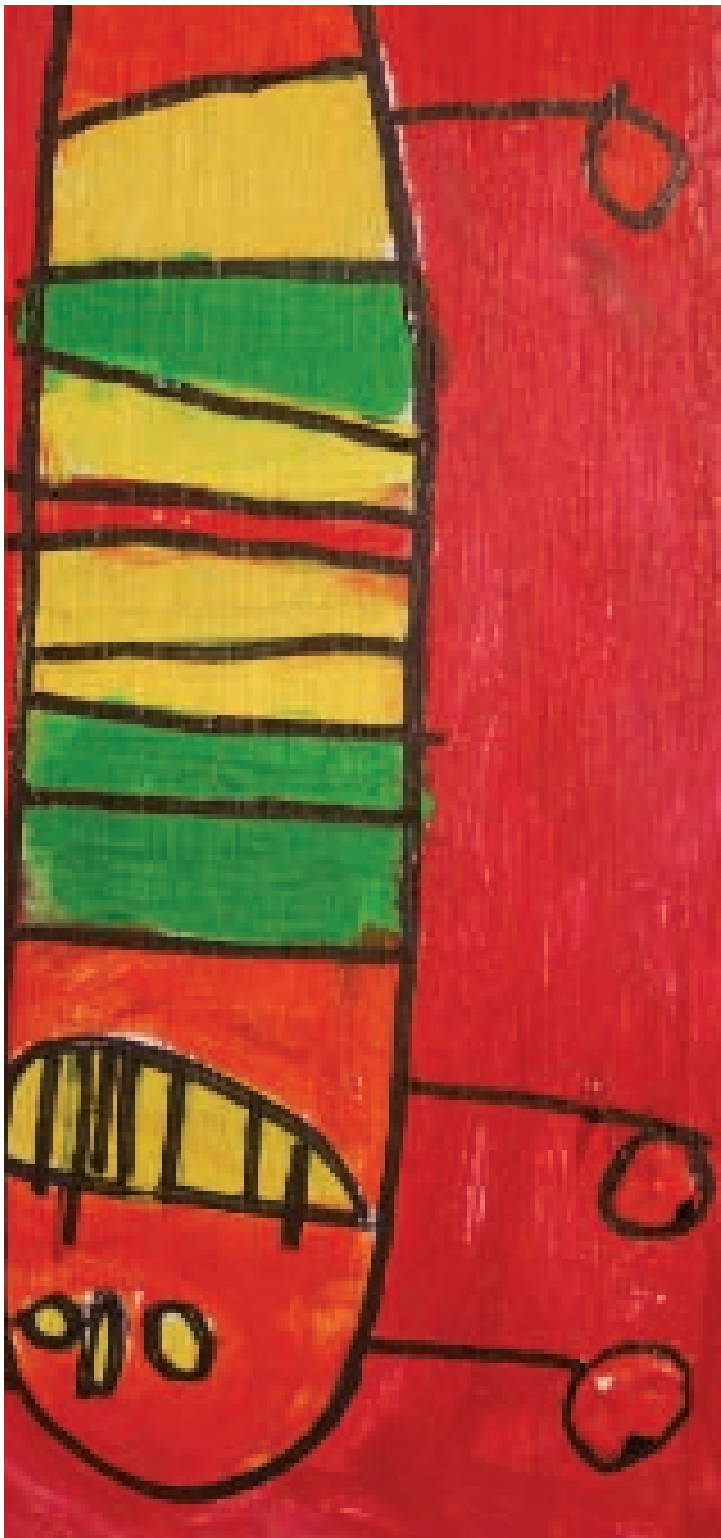
The 1991 People First Language article by Kathie Snow is considered by many to be the clearest, simplest, and most comprehensive article on this important subject. It both reflects and creates "best practices" in the art of language. Individuals, schools, and organizations across the country and around the world use this article to teach others the importance of using respectful and dignified language.\*

It is the practice of The Arc of San Francisco and The Arc of the United States to use "*People First*" language in all communications.

Never refer to our constituents as retarded, disabled, handicapped, wheelchair-bound, the mentally retarded, etc. Do not use the word "retarded" at all. Refer to a person's disability when necessary or relevant. Examples:

- people with mental retardation or an individual with developmental disabilities
- people with cognitive, intellectual or developmental disabilities
- people who need supports and services or a person who needs supports
- a person who uses a wheelchair

\*(Excerpted from "*People First*," [www.disabilityisnatural.com/peoplefirstlanguage](http://www.disabilityisnatural.com/peoplefirstlanguage))



## Who are the so-called "handicapped" or "disabled"?

According to stereotypical perceptions, they are:

- People who **suffer** from the **tragedy** of birth defects.
- **Paraplegic heroes** who **struggle** to become **normal** again.
- **Victims** who **fight to overcome** their challenges.

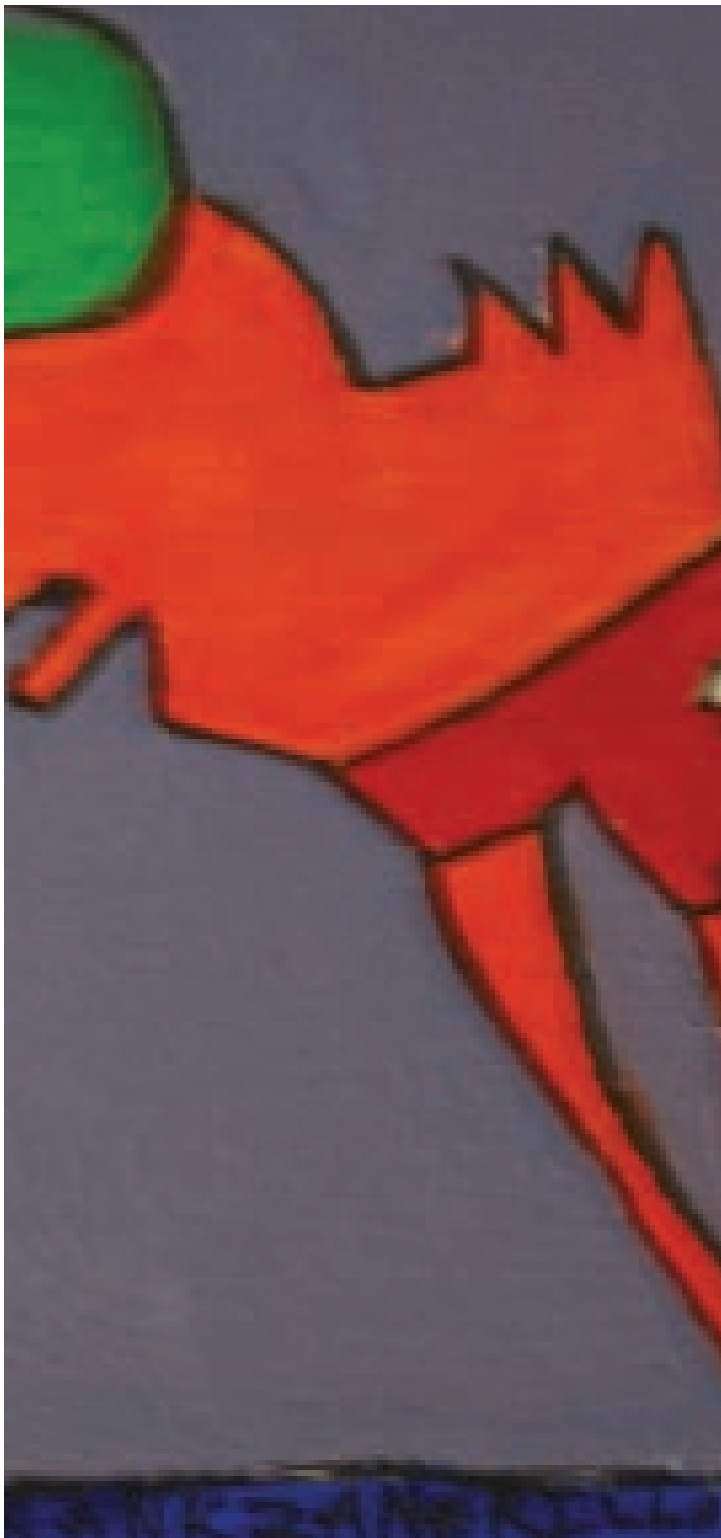
Categorically, they are called retarded, autistic, blind, deaf, learning disabled, etc., ad nauseum!

## Who are they, really?

- Moms and Dads
- Sons and Daughters
- Employees and Employers
- Friends and Neighbors
- Students and Teachers
- Leaders and Followers
- Scientists
- Doctors
- Actors
- Presidents and More

***They are people. They are people, first.***

In response to our constituents, the mission of The Arc of the United States now *contains the phrase "people with cognitive, intellectual and developmental disabilities."* However, we continue to use the term "mental retardation" when no other suitable substitute is appropriate, e.g. in some public policy documents.



## **Mission Statement**

Long “official” version:

The Mission of The Arc of San Francisco is to serve people with developmental disabilities, individuals with similar needs, and their families by providing access to a full range of services that advance self-determination, dignity and quality of life.

The Arc of San Francisco focuses on the following services:

- Advocacy
- Employment Related Services
- Housing Development and the provision of related services and supports
- Arts and Leisure
- Aging Supports and Services

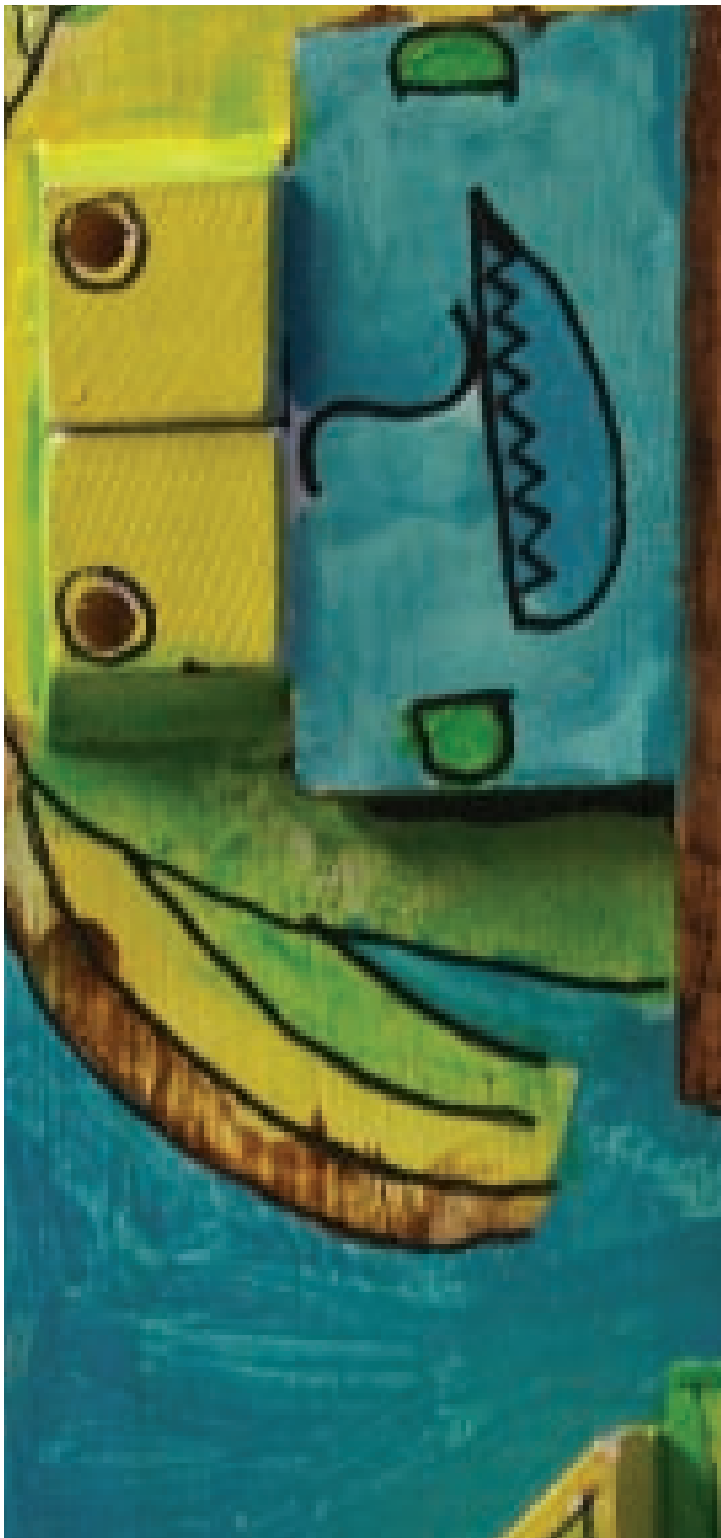
Short version:

The Mission of The Arc of San Francisco is to serve people with developmental disabilities by advancing self-determination, dignity and quality of life.

## **Clients vs. Consumers**

Even though systemically, people who are receiving services from The Arc of San Francisco are referred to as “consumers,” The Arc of San Francisco commonly refers to our constituents as our “clients” or “clients of The Arc,” or as the individuals we serve.

For more information on “*People First*” language, visit [www.disabilityisnatural.com](http://www.disabilityisnatural.com).



## Photography/Artwork

Note that releases must be obtained from any client who grants permission to use their photograph or artwork in any of The Arc of San Francisco's public communications. If the individual is conserved, permission must be obtained from the client's conservator. Permission forms are available on The Arc of San Francisco agency server, in the file cabinet in the agency mailroom (with other agency forms), or in the Development and Community Relations Department. Permission forms must be filed in the Human Resources Office.

## Other Mandatories

The various departments and services of The Arc of San Francisco should not develop their own brochures or group mailings. All formal communications should be generated in the Development and Community Relations Department to ensure appropriate agency branding.

Printed materials should have copyright mandatory as follows:

© (year) The Arc of San Francisco. Printed in the U.S.A.

Credits:

A special thank you to the artists at The Arc of San Francisco Senior Services for the artwork that appears in this publication.

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Artwork Photography by: Michael F. Gould

Design by: Burr Purnell of Oberon Creative

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