



Style Guide

Welcome to the Alliance for Housing and Healing's Style Guide (version 1, December 2012).

To better reflect the 2009 merger of Aid for AIDS and The Serra Project, the new Alliance for Housing and Healing's logo should be on your internal and external correspondence. This logo replaces regular usage of the Aid for AIDS and Serra Project logos as well as the names of these entities except when referring to the programs directly associated with them and/or to clarify for the reader.

You will receive templates for letterhead, your email signature, and a fax cover sheet. Following the guidelines below, you can use the logo on other forms of correspondence such as memoranda and client related forms. If you would like help designing a template, please contact Carole King (cking@alliancehh.org, 323-344-4880) and Adam Rycroft (arycroft@alliancehh.org, 323-344-4897).

Thank you for embracing the new logo and presenting a cohesive look to all of our constituents.

The Logo

There are two versions of the logo. The color version and the all black version. Under most circumstances, please use the color version.



The logo consists of the image as well as the text. Unless given permission, please do not alter the layout of the logo. "Alliance for Housing and Healing" should be to the right of the logo, not to the left, above, or below it, and the related dimensions of the logo need to remain the same.

Style Guide

Colors

The logo consists of two colors: Red and Gray.



The PMS Colors are:

	RED	GRAY
PMS Color	032	7540
Hex Color	#Ef4035	#696a6c
RGB Composite	R: 239 G: 64 B: 53	R: 105 G: 106 B: 108

Font

The font that is used in the logo is called ITC Stone Sans Com Medium. This is a font that can be purchased, but is not necessary for most of our work.

The primary font to be used on all printed correspondence is **Calibri**. The font size should be 12 point. If need be, the font can be made smaller, but anything less than 9 point is generally not legible.

The font color in most correspondence should be black. Use underlining, bolding, and italics for emphasis sparingly.

Line spacing of 1.15 looks best on most correspondence especially letters.

Style Guide

Letterhead

There are three types of letterhead:

1. Standard Letterhead with Main Office Address
2. Standard Letterhead with No Address
3. Letterhead with Board information (for executive office use only)

You will receive the first two templates as Word documents. If you are writing from the main office, please use the template with the main office address. If you are writing from the West Hollywood office or a group home address, please use the letterhead without an address and add your contact information as part of your signature. For example:

Sincerely,

Carole King
Alliance for Housing and Healing
8235 Santa Monica Blvd., Suite 200
West Hollywood, CA 90046

If you require another type of letterhead (SP Housing, for example), please contact Carole and Adam.

If your letter or document requires more than one page, the following pages will contain only the logo in the upper left hand corner, not the address. These secondary pages will be included in your templates.

It is suggested that you number successive pages of documents in the lower right corner.

Margins should be 1 inch on all sides (top, bottom, right, left). Exceptions can be made when working with a form or trying to ensure the text fits on one page. When working with the Board letterhead you will need to modify the left side margin.

The font is Calibri in 12 point. Exceptions can be made when working with a form or trying to ensure the text fits on one page.

Line spacing of 1.15 looks best on most correspondence especially letters.



Style Guide

Please continue to use the envelopes you have in stock. If you would like, you can print return labels with the new logo and your address to paste onto blank envelopes. In a few months we will order more envelopes as we use up the stock we have.

Email Signature

Your email signature should contain the following elements.

- Name
- Title
- Alliance for Housing and Healing (in red linking to the www.alliancehh.org website)
- Aid for AIDS and The Serra Project in gray
- Address
- Telephone and fax number (or cell phone number)
- Logo
- Confidentiality Notice

You can copy and paste the new email signature from the cover email sent with this style guide and replicate it on your email correspondence with your own details. If need be, this can be adapted for SP Housing and other situations when client confidentiality is vital. Adam and Cary can assist with email signatures as needed.

Adam A. Rycroft
Development Associate
[Alliance for Housing and Healing](http://www.alliancehh.org)
Aid for AIDS | The Serra Project
825 Colorado Blvd., Suite 100
Los Angeles, CA 90041
T: 323.344.4897 F: 323.254.2198



CONFIDENTIALITY NOTICE: This message, including any attachments, is for the exclusive use of the intended recipient(s). Any unauthorized review, use, disclosure, or distribution of information contained herein is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

Style Guide

Alliance for Housing and Healing will link to www.alliancehh.org. To add this link, highlight the text, choose the link to icon, then type in the <http://www.alliancehh.org> web address in the address line.

The text of your email correspondence should be in **Calibri Body**, size 11. This is generally the default font in Outlook.

Powerpoint



Above is an example of the PowerPoint slide template. If you are creating a PowerPoint presentation, please ask Adam for this template.