



SHARING LIFESM

Demonstrating compassion.SM

SHARING LIFE BRAND PROMISE

Official Reference and
Guidelines Manual



OUR BRAND | LETTER FROM THE EXECUTIVE DIRECTOR

Demonstrating compassion.

The vision for Sharing Life Community Outreach was born in my heart many years ago. I envisioned a place of hope for people who find themselves in need. I envisioned a cheery place; warm and friendly. A place where the client would feel respected and welcome. A place of encouragement and even opportunity – a place

where demonstrating compassion is not just something we do, it's who we are at our core.

As a nonprofit, benevolent organization our primary goal is to come along side individuals and families who need help obtaining the basic necessities of life.

Services we offer:

- A food pantry and clothes closet.
- Holiday programs that provide food (Thanksgiving) and gifts (Christmas) as well as a Back-to-School Fair.
- Utility assistance for those who are subject to disconnection of water, gas, or electrical services.

- Assistance in getting gasoline to search for a job or get to work.
- Educational programs to enrich the lives and future of our clients that include jobs skills training with basic computing skills and standard business applications, job interview skills classes which include resume writing and dressing for success, parenting classes, a twelve step class for those struggling with addiction and a mentoring program for young, single mothers.

All of these services are delivered with not only compassion, but with a commitment to excellence using best practices. In keeping with that commitment, we have produced this Sharing Life Brand Guide to introduce you to our brand and the simple rules and standards that must be used consistently across all forms of communication.

I urge you to apply these standards and join us in building a strong and effective Sharing Life brand.

Sincerely,

Teresa Jackson
Executive Director
Sharing Life Community Outreach



WHAT IS A BRAND?

WHAT IS A BRAND?

A brand is not...

- | | |
|-----------|----------------|
| a name | a product |
| a company | a person |
| a logo | an ad campaign |

A brand is a promise.

It is the promise we make that creates expectations, delivers satisfaction and ensures loyalty among our stakeholders.

A strong brand has three elements: conviction, consistency and connection.

All these elements are important so that the promise that the brand makes is not broken.

This document will give you important information about the Sharing Life brand and help you communicate with conviction and consistency so that the brand can live up to its highest potential at every point of contact. In addition, the guidelines contained in the document apply to all Sharing Life departments and partnerships.



THE SHARING LIFE BRAND - 'DEMONSTRATING COMPASSION'

Amid all of our recent growth, one thing remains constant – the underlying purpose that inspires the Sharing Life brand.

'Demonstrating Compassion' is a clear – and very much needed – expression of who we are, what we stand for and why we exist in the Mesquite and southeastern Dallas county area and beyond.

Sharing Life and *'Demonstrating Compassion'* are indelibly connected to one another because one doesn't exist without the other. It is the one thing we want those who engage with us to remember about Sharing Life.

The more we understand our brand and the more consistently we express it, the stronger it will become. And that will help us to help many more people for many years to come.



MISSION STATEMENT:

Sharing Life exists to demonstrate compassion by effectively and efficiently providing dignified, benevolent services to families in need in Mesquite and Southeastern Dallas County.

THE SHARING LIFE LOGO

The Sharing Life primary logo is the foundational element of our brand. As the most visible and recognizable element of our identity, it represents our brand to the world.

Our logo represents our heart for those in poverty situations – those we want to ‘*demonstrate compassion*’ to most. The heart symbol in our logo perfectly illustrates the compassion, commitment and love we put into our mission at Sharing Life.

The typographical treatment of our name below illustrates a softer approach by using a serif font rather than a bold san-serif. It is professional, yet represents the soft spot we have for those we serve.

Also included in the logo is the “service mark” or “SM.” This signifies that Sharing Life is a service organization and should be used along with the logo. We use this with the anticipation of legally registering our logo in the future and this will help us show ownership of our name and our logo style.

Also, you may be wondering why our logo uses the shortened version of our name. Our legal name is Sharing Life Community

Outreach. For purposes of space and brevity, we have shortened the name in the logo to simply read, “Sharing Life.”

To protect the integrity of our logo, it must always be reproduced correctly.

Do not attempt to re-create or alter the logo in any way.



THE SHARING LIFE LOGO WITH TAGLINE

When you think of Nike, you think of “Just Do It”; Apple: “Think Different”; Salvation Army: “Doing the Most Good” and the list goes on of iconic taglines that you could probably name.

These taglines serve as a call to action, a rallying cry and much more for the brands they represent, and as you continue to recall other taglines you will realize that they also leave an indelible emotional imprint about the brand in your mind.

Sharing Life’s tagline is *Demonstrating compassion*.SM

It’s who we are. It’s what we do.

When you think of Sharing Life, we want you to think of the care, compassion and love we put into everything we do – from providing food or much need financial assistance to our clients, to cleaning the parking lot!

Our brand tagline symbolizes the need for everyone to be treated with dignity and respect. To be treated as a person created in God’s image. To be treated with compassion.

Never alter the tagline.

[Continued, next page]



THE SHARING LIFE LOGO WITH TAGLINE [CONTINUED]

Never add your own words to the tagline or distort its meaning in any way.

There are only three ways to depict the tagline:

- In a sentence.
- Directly under the Sharing Life logo as shown on previous page and this page (horizontal version shown on this page).
- As a headline, main title or event name.

Using the tagline in a sentence:

When using the tagline within a sentence, please use the phrase in its entirety, with the SM symbol on the first reference and italicize it. Subsequent references in the same document do not have to include the SM symbol. To protect the integrity of the tagline, it must always be reproduced correctly.

Examples:

- At Sharing Life, we want you to know that *Demonstrating compassionSM* is what we do to ensure clients have a positive and uplifting experience.
- Thank you for supporting Sharing Life and know that with your

gift, we are *Demonstrating compassionSM*

Never create any new taglines. This applies to divisions, subsidiaries, departments, programs, services or events.

Using the tagline with the logo:

When possible, always use the version of the Sharing Life logo that includes the tagline. Never use it with another brand's logo. Never recreate the tagline in another typeface or logo treatment or form. This official logo and tagline is the only officially approved mark.

Using the tagline as a headline, main title or event name:

Occasionally, the tagline will be used as a headline for print, electronic, video or display collateral; or as the name of an event. When this is done, the Sharing Life logo is always presented prominently at the same time or on the same page.



SECONDARY DESCRIPTOR LOGOS

From time to time, Sharing Life Creative Services may design secondary logos for events, partnerships or programs. Examples might include the Christmas Faire, back-to-School Fair or the Sharing Life Annual Gala.

These will logos typically include the event names as part of the Sharing Life primary logo.

Always use the prepared artwork and never attempt to re-create or alter the logo in any way.

Never create a new logo.



LOGO STAGINGS

There are vertical and horizontal logo versions for each of the primary, secondary descriptor and subsidiary logos. Whenever possible, the vertical version of the logo is preferred.

When space limitations preclude use of the vertical logo, the horizontal version of the logo may be used. The horizontal logo is intended for use in tight horizontal spaces with limited depth, such as online banners or promotional items.

These two stagings – the preferred vertical and the alternate horizontal – are the only versions of the logo that may be used.

Always reproduce the logo using original artwork. Never redraw, distort, or alter the logo in any way, including use of the “heart” artwork as a stand-alone piece of art.



LOGO CLEAR SPACE USAGE AND MINIMUM SIZE LIMITATIONS

Clear space

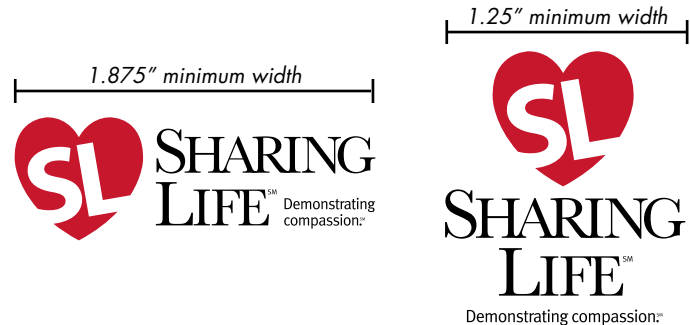
Maintaining the legibility and presence of our logo is essential. To maximize visibility, the logo should always be separated from its surroundings. The area of isolation, or clear space, ensures that the area surrounding the logo remains free of any other graphic element.

The area of isolation should equal the height of the “S” in Sharing Life, with the exception of the space above the symbol, in which a clear space equal to one half the height of the capital “S” is acceptable (See example at right). Do not permit anything to penetrate this area of isolation. This clear space must be consistent in every application of our logo.



Minimum space

Establishing a minimum size for reproduction helps to maintain the integrity of our logo and ensures that our identity is always clear and legible. Never reproduce the logo smaller than the minimum sizes shown below. These minimum sizes apply to all Sharing Life logos, including those with secondary descriptors. The single exception to this rule is the use of the logo on specialty items in which the print area is extremely small. Examples include pens or flashlights.



COLORS

The Sharing Life logo appears prominently in every form of communication and must never appear in color versions other than the three options shown here.

The full-color logo may appear on a white background, or on a neutral color background such as cream or light tan. The three color options for display of the full-color Sharing Life logo include:

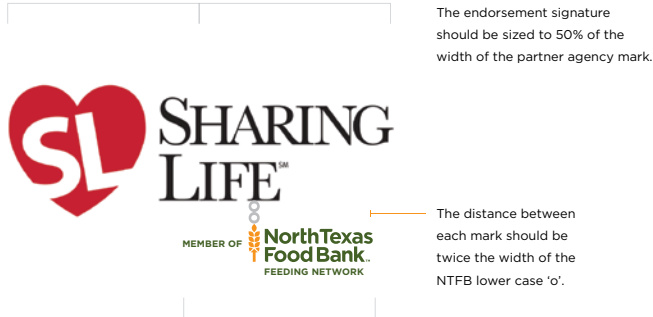
EXAMPLE A	EXAMPLE B	EXAMPLE C
<p>A two-color red (Pantone Matching System 200) and black logo.</p> 	<p>A one-color black logo</p> 	<p>Another option for logo display is a white logo reversed out of a dark background</p> 

THE SHARING LIFE AND NORTH TEXAS FOOD BANK PARTNERSHIP

Our most important partnership is with the North Texas Food Bank (NTFB). They have established standards when the Sharing Life logo is used with the NTFB logo.

When creating a horizontal endorsement signature lockup, use the preferred full color version whenever possible. The NTFB

endorsement signature should always be approximately 50% of the width of the partner agency mark. If 50% of the partner mark falls below the minimum size requirement for the NTFB endorsement signature, do not use a lockup.

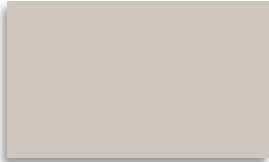


COLOR PALETTES

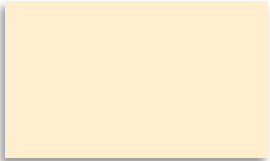
In addition to the color usage of the Sharing Life logo, using a complementary palette is important to maintaining the integrity of our mark. With few exceptions, the preferred palettes for use in Sharing Life print or electronic materials are:



A. Primary Palette
White



C. Neutral Palette
Colors such as tan or eggshell



B. Secondary Palette
Cream



D. Reverse Palette
PMS 200 (red)

APPLICATION

EMAIL SIGNATURE

Every communication is part of our identity.

So it is essential that our email signature represents us clearly and consistently.

The signature begins with your full name and title.

The Sharing Life appears first, followed by the physical address, phone numbers, email address, website and tagline.

Do not add the Sharing Life logo image to your signature – this is due to technical issues of email servers that may or may not recognize or show the logo. So for brand consistency, we will not have the logo mark as a jpeg or attachment of any sort to the email signature.

Do not add personal elements to your email signature.

Do not add quotations or additional information to your signature.

Jacob Taylor

Director of Operations

3544 E. Emporium Circle

Mesquite, TX 75150

Office: 972-285-5819

SharingLifeOutreach.org

Sharing LifeSM

Demonstrating compassion.SM

APPLICATION [CONTINUED]

POWERPOINT TEMPLATE

A cohesive presentation style is another hallmark of a well-defined brand.

An electronic PowerPoint template has been created to simplify presentation development and to unify presentation style.

The template includes layout formats for both cover and text slides.

Follow the layout specifications and strive for a clean, concise, bulleted writing style. An uncluttered PowerPoint slide will garner greater attention and interest.

To obtain the official Sharing Life PowerPoint template, please visit SharingLifeOutreach.org/resources.



APPLICATION [CONTINUED]

SOCIAL MEDIA

Social media outlets, such as Facebook, are essential ways to extend the Sharing Life brand in communities by offering an easily accessible platform for networking; Sharing Life news; generating excitement around upcoming events; successes in serving our clients; donor; employee and board recognition; and advocacy issues relevant to the clients we serve.

All social media sites are managed by the person occupying the 2nd Vice President, Public Relations position on the Sharing Life Board of Directors. Generally, we will have an intern posting on our social media sites and she or he will have the responsibility to vett and approve requested posts. Posts should be limited to the subject matter above. It is important that we not share our personal opinions or post about controversial subjects that have little to nothing to do with the mission of Sharing Life. **All posts must be approved before posting.**

Please contact jacob@sharinglifeoutreach.org with questions.



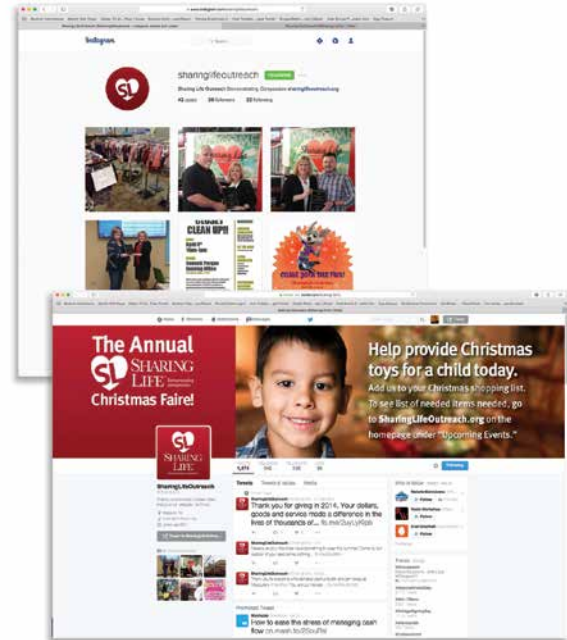
APPLICATION [CONTINUED]

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GENERAL GUIDELINES

- All new, Sharing Life-branded social media accounts must be created by the 2nd Vice President, Public Relations position on the Sharing Life Board of Directors or someone appointed by that person. If you would like to create a social media account, please contact Jacob Taylor at jacob@sharinglifeoutreach.org.
- All profile and cover photos for Sharing Life-branded social media accounts must be created and provided by the 2nd Vice President, Public Relations position on the Sharing Life Board of Directors or someone appointed by that person to establish brand consistency. Profile photos will be Sharing Life logo images, and cover photos will be standard templates with customization options for each event. To request these images: jacob@sharinglifeoutreach.org.

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APPLICATION [CONTINUED]

POST GUIDELINES

- Sharing Life logos may not be used on any social media graphics not created by the Sharing Life Creative Department.
 - Do not post photos of clients without a photo release.
 - Ask permission if you would like to repost photos or blog posts shared by clients, mission trip participants, volunteers, etc... on their personal social media accounts.
 - Do not post any financial, confidential, sensitive or proprietary information about Sharing Life or any of our clients or employees.
 - Do not publish, like, repost, retweet or comment on any post that could be construed as controversial or offensive to our audiences.
- Speak respectfully about our current, former and potential clients, partners, vendors, employees and competitors. Do not engage in behavior that will reflect negatively on Sharing Life's reputation. **Demonstrate ecompassion!**
 - Respond in a timely manner to any questions or comments you receive on social media - preferably within a couple of hours if possible. Contact the person in the 2nd Vice President, Public Relations position on the Sharing Life Board of Directors or someone appointed by that person if you are unsure how to reply to a message you receive. Leadership of Sharing Life reserve the right to amend or remove any information, posts or graphics on Sharing Life-branded social media accounts that do not follow social media guidelines or brand guidelines.

APPLICATION [CONTINUED]

APPAREL AND MERCHANDISE

Apparel such as t-shirts, jackets, polo shirts, etc., and merchandise such as pens, pencils, flashlights – any type of promotional item –are important to furthering the brand of Sharing Life. And as such, those items need to reflect the Sharing Life brand as outlined in this manual.

Please contact Jacob Taylor at jacob@sharinglifeoutreach.org before ordering an Sharing Life branded apparel or merchandise to ensure all branding guidelines are being applied correctly.



APPLICATION [CONTINUED]

EXTERIOR SIGNAGE

Exterior signs are vital tools used at Sharing Life physical locations – both temporary and permanent. In many cases, external signs at a Sharing Life location may be the only visual of the brand seen by a potential donor or volunteer. Therefore, it is critical that all exterior signs adhere to brand standards and guidelines.

Because signs are often expensive, it is important that they are executed correctly and with the cooperation of the Sharing Life Creative Department.

When a new sign is needed, please contact please contact the 2nd Vice President, Public Relations on the Sharing Life Board of Directors or someone appointed by that person. or email Jacob Taylor at jacob@SharingLifeOutreach.org.



APPLICATION [CONTINUED]

SHARING LIFE-BRANDED COLLATERAL

The Creative Department at Sharing Life is here to serve you by providing professional support for the production and use of Sharing Life-branded assets. These resources include but are not limited to:

- Print materials (i.e., brochures, flyers, periodicals)
- Videos
- Digital resources (website, social media, electronic newsletters)

As you engage our professional services, we will work with you to produce collateral appropriate for your use and accomplish your goal(s).



APPLICATION [CONTINUED]

SPECIAL EVENTS

Special events that engage external audiences provide unique venues to lift the brand of Sharing Life. Because an important part of the Sharing Life brand is delivering quality in all we do, it is important that special events reflect the overall level of quality associated with our brand.

For simplicity, we divide our events into broad categories:

- **Fundraising special events:** These are events designed to raise funds and goods for Sharing Life's ministry activities. These include our annual gala, 5K runs, food and clothing drives, etc.
- **Donor and volunteer appreciation events:** These events are designed for Sharing Life donors and volunteers and serve as a venue for Sharing Life to show thanks to them for their support of our work.

- **Conventions and trade shows:** These typically involve setting up a Sharing Life-branded display and materials and information to attendees about our work.

- **Third-party events:** These are events other organizations conduct to raise money and goods that benefit Sharing Life. Often, they will use Sharing Life-branded materials.

- **Miscellaneous events** requiring media presence and that are open to the public, such as groundbreaking, ribbon-cuttings, grand openings, etc., need to be coordinated by the 2nd Vice President, Public Relations on the Sharing Life Board of Directors or someone appointed by that person.

All events that fall into any of the categories above must be approved by Sharing Life leadership. Many local events, however, do not require Events team notification or participation, such as exhibiting at a local church mission fair.

APPLICATION [CONTINUED]

RESOURCES AND CONTACT INFORMATION

All logo, artwork and design requests must go through SHaring Life leadership.

Submit requests to: jacob@SharingLifeOutreach.org.

Downloads are available at the following URL:
SharingLifeOutreach.org/resources

- Logo files (hi-res)
- Email signature guidelines
- PowerPoint presentation templates

For help regarding the logo, tagline use, production of any branded materials, printed pieces, collateral or advertising, please direct all requests to the 2nd Vice President, Public Relations position on the Sharing Life Board of Directors or jacob@SharingLifeOutreach.org. Please note that no branded materials may be produced or printed without prior permission from Sharing Life leadership. Thank you for maintaining the integrity of our brand.

