



Brand Guide

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Introduction



Brand guidance is essential for ensuring that all communications and representations of The Community House (TCH) brand are consistent, cohesive, and aligned with our guiding principles. It serves as the cornerstone for maintaining brand integrity, helping everyone involved—whether internal teams or external partners—to accurately reflect our identity across all platforms and materials. Adhering to these standards is crucial for building and sustaining a strong, recognizable brand that resonates with the community, fostering trust, loyalty, and a clear presence. Consistency is key, and this guide will provide the tools and guidelines necessary to achieve it, safeguarding the brand's essence in all of our marketing communications.

Mission

To inspire, uplift, and care for all people in our community.

Vision

A place where people connect, engage, and belong.

Guiding Principles

- Be welcoming and inclusive.
- Foster excellence and inspire growth.
- Encourage creativity, bravery, and new ideas.
- Create meaningful programming that builds community.
- Invest in staff, board, and volunteers.
- Maintain our commitment to Hamilton and Wenham.
- Honor our history and founders.

Statement on Diversity, Equity & Inclusion

TCH fosters an environment where all people feel welcome. We seek ways to learn, grow and meet the challenges of today through a shared commitment to diversity, equity and inclusion (DEI) which includes accountability, development, and acceptance.

Logo Guidance

The Community House Logo

Originally designed by Cat Stramer then later modified, The Community House logo represents an important part of the history of our Hamilton-Wenham community and is a significant and defining element of our brand identity. The building itself and The Community House organization have been in existence for over 100 years. This is unique in that not many organizations that have been around for over a century remain in the same location. The Community House logo is an important tool in reinforcing our organization's brand recognition, awareness, and equity. When used correctly, we are ensuring that The Community House brand identity is consistent and recognizable, which helps to build trust and equity in our community of patrons, sponsors, and donors.

TCH Logo Variations



Standard logo in navy blue.



Reverse logo in white for use on dark backgrounds.



Logo with white accents for use on neutral backgrounds.



Black logo for use with black only printing.

Logo Usage

This section contains important guidelines for what is not permissible for the TCH logo. These guidelines also apply to other program logos (ex. Stage 284 and TKC logos). NOTE: The Stage 284 logo has an exception to the color rule, see the Stage 284 Logo section for details.



Do not stretch or distort the logo.



Do not use the logo on an angle.



Do not recreate or modify the logo or change the font.



Do not apply a shadow or glow or any other effect to the logo.



Do not change the color of the logo or type elements.



Do not cut off, crop, or delete any part of the logo.



Do not obstruct the logo with an image, graphic, or any other element.



Do not use the logo with any other words or sentences.

Logo Usage cont.

This section contains guidance on using the logo in a composition such as a layout or social media graphic. These guidelines also apply to other program logos.



The Community House

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The Community House

Aximi, quidus magnati umenite consed quossi beaquod quasi reium similibus explani hilibus esti omnis exerferspis doluptae in cus aut aut ulpa pro odi sectem ad ulparup tatust autet, qui beatendae pra serum ut omnis ipsunt int valoribus modiorrum, asin cor aut abo.

Nequat ape quas magnihit qui corum ex eos as aliquid magnimp orepre poria consequi ommolupiet qui dias est ut quatendit officienis exerum voluptas nos et.

Ensure there is adequate space around the logo. Do not crowd the logo with text or graphics. When possible, align text and other elements with the top of the roof of the TCH logo (not the cupola).



When using the logo on top of an image or colored background, ensure there is enough contrast to clearly see the logo. Choose the logo variation that will provide the most contrast.

Stage 284 Logo

The Stage 284 logo features TCH navy with a contrasting lime green to highlight the vibrancy of the program. The number “284” is set in the secondary font Verdana, customized for spacing and thickness. The word “STAGE” is set in all caps in the primary font Candara Bold, and customized for height and spacing. The tag “at The Community House” is also set in Candara Bold with no customizations. The colors of the Stage 284 logo may be modified to match the branding colors for a production. *A logo with modified colors should only be used in marketing for that particular show.* The Creative Director will typically provide the modified files.



Standard logo in navy blue and lime green.



Reverse logo for use on dark backgrounds.



Black logo for use with
black only printing.

The Kids Community Logo

The Kids Community (TKC) logo mimicks the Stage 284 logo above for consistency, using bright cheery colors. The font used for “The Kids Community” is Fredoka Bold in all caps, chosen for its kid-like qualities while also clean and legible. These logos are also available in a reverse color option and a black-only option, provided in the branding package.



Standard logo in sky blue, yellow-orange, and navy.



2-color logo for apparel screen printing.

Community Events Logo

A logo was introduced for Community Events, another one of TCH's flagship programs. It mimicks the Stage 284 and TKC logos, using the standard navy and warm purple colors from the palette. This logo can be used on event graphics to tie the event with TCH, much like is done for Stage 284 productions.



Standard logo in warm purple and navy.



Alternate logo for use on lighter backgrounds.

The Community House Icons

A scaled-down and simplified version of the TCH logo is available for when the full logo is not practical. For example, the favicon for the website or profile image for social media, where the space is too small for the full size logo. The icon has some creative flexibility since it is not being used in an official capacity. For example, applying a rainbow background for Pride Month.



Standard icon in navy blue.



Reverse icon in white with navy background.



White icon with rainbow background for Pride Month.

Event Logo Guidance

Logos for events each have their own unique look and feel, which includes illustrations, fonts and color palettes. Each grabs attention in its own way, creates a memorable brand for each event, and highlights the diverse types of events that TCH offers year round. Event logos should always have a tag that ties the event with TCH, and/or include the TCH logo.



The Farmers' Market logo includes the tag "at The Community House" below the event title.



This example has "The Community House" included as part of the event name, placed at the top.



Here the TCH logo is included in the event graphic.

Co-Branding & Sponsorship

If TCH is co-sponsoring or co-hosting an event, both logos should have equal prominence. Logos for sponsors should have less prominence than the TCH, program, or event logo, and be listed in order of gift amount.



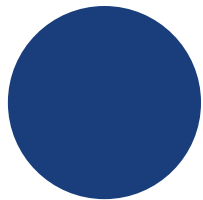
Example of a co-sponsored event with both logos displayed with equal prominence.



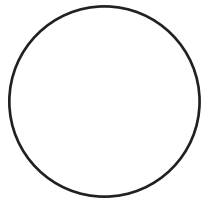
Example of an event banner with multiple sponsor logos. Higher level sponsors are listed first.

The Community House Colors

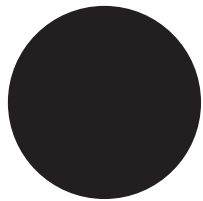
Primary Colors



TCH Navy
Pantone 287 C
C=100, M=72, Y=2, K=12
#20427C
R=32, G=66, B=124

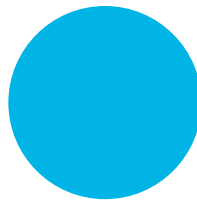


White
C=0, M=0, Y=0, K=0
#FFFFFF
R=255, G=255, B=255

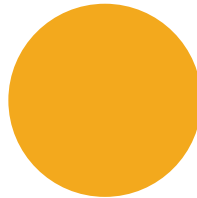


Black
C=0, M=0, Y=0, K=100
#000000
R=0, G=0, B=0

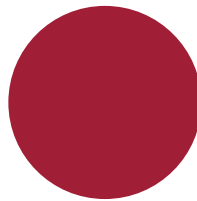
Secondary Colors



Sky Blue
Pantone 306 C
C=79, M=0, Y=6, K=5
#3DB4E7
R=61, G=179, B=230

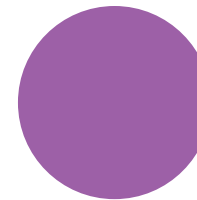


Yellow-Orange
Pantone 130 C
C=0, M=30, Y=100, K=0
#F3A91E
R=242, G=169, B=31

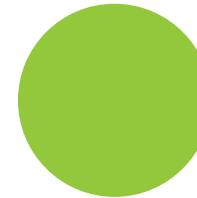


Burgundy
Pantone 201 C
C=7, M=100, Y=65, K=32
#A12038
R=162, G=31, B=57

Accent Colors



Warm Purple
Pantone 2583 C
C=48, M=70, Y=0, K=0
#9D61A5
R=157, G=97, B=165

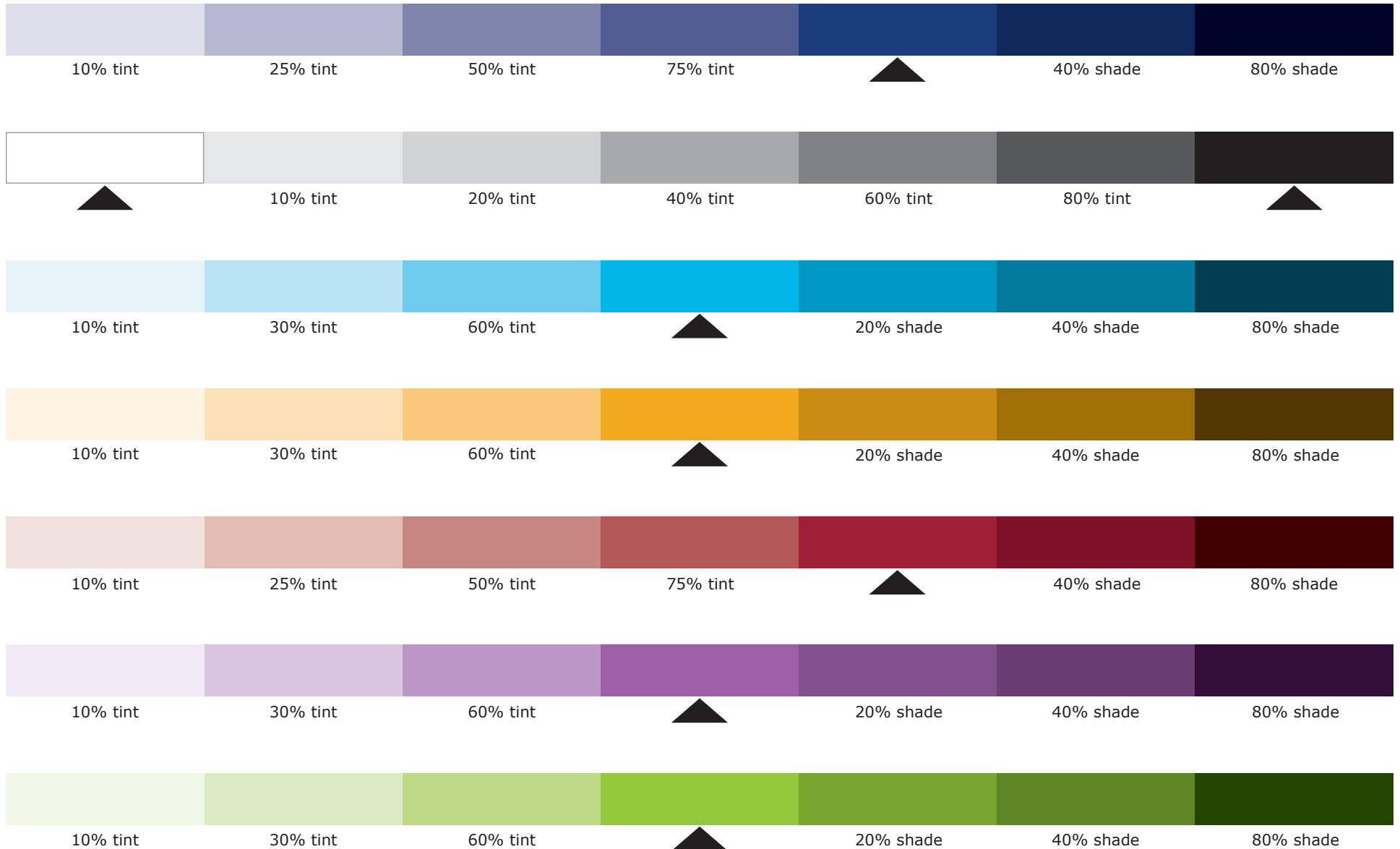


Lime Green
Pantone 375 C
C=47, M=0, Y=94, K=0
#94C742
R=148, G=199, B=65

This color palette can be used for a wide range of applications. Aside from logos, these colors are not restricted to any particular program area. Any of these colors can be used in any of the organization's marketing materials.

Expansion Palettes

In addition to the color palette shown on the previous page, other light and dark variations of these colors can be used to provide even more options. This section shows some examples of tints and shades of those colors. The arrows indicate the base colors from the TCH branding palette.



Typography

Consistent usage of The Community House typography is important in promoting the unique “look and feel” of the brand. The TCH typographic palette consists of the font families Candara, Fredoka (for TKC only), Verdana, and Garamond. Font files are provided in the branding package with installation instructions.

Title/Headline Font

Candara is the font used in the TCH logo. Candara and any of its styles can be used for titles and headlines that are not longer than five words. It should not be used for long headings or subheadings, or for body/paragraph text.

Candara Regular:

Sample Lorem Ipsum

Candara Bold:

Sample Lorem Ipsum

Example 1:

Parent Handbook
Fall 2024

Candara Italic:

Sample Lorem Ipsum

Candara Bold Italic:

Sample Lorem Ipsum

Example 2:

Policies and Procedures

Sample lorem ipsum Olorumquam iur? Con nem ratur? To berro volor aribus. Aquateste con cil velicem qui rempostias de essit as incipis a sit et lamet doluptat quatum lam cil quam repudi conempor adi od ut aceatem olorpor eperias magnimin consecest, ut liatium qui corerspel in ea id qui cus, simus ea nus estrum qui con excest, sed moluptatur sitin cus est, officatio.

Title/Headline Font for TKC

Materials for The Kids Community (TKC) has the option to use the font Fredoka as the title/headline font (in place of Candara). This font is used in the TKC logo in all caps. Fredoka is a fun, kid-like font, while also clean and legible.

Fredoka Regular:

Sample Lorem Ipsum

Fredoka Medium:

Sample Lorem Ipsum

Variable Width Font:

The Adobe variation of Fredoka is a variable width font, meaning the thickness and width of the letters can be customized. In Adobe programs, choose any Fredoka variation and click the variable width option.

Sample Lorem Ipsum



Sample Lorem Ipsum

Sample Lorem Ipsum



Sample Lorem Ipsum

Example 1:

Summer at TKC
Enrichment Weeks

Fredoka Light:

Sample Lorem Ipsum

Fredoka Bold:

Sample Lorem Ipsum

Example 2:

Enrollment Options

- Sample lorem ipsum
- Olorumquam iur
- Cil nem ratur
- To berro volor aribus

Secondary Sans-serif Font

Verdana is the sans-serif font for headings, subheadings, and body/paragraph text. It is used primarily for screen-based mediums, it is clean and legible, and can be used for a variety of applications. Bold and italic variations should only be used for emphasis, for headings and titles, or when grammar calls for it (ex. italicizing show titles for Stage 284 materials).

Verdana Regular:

Sample Lorem Ipsum

Verdana Italic:

Sample Lorem Ipsum

Verdana Bold:

Sample Lorem Ipsum

Verdana Bold Italic:

Sample Lorem Ipsum

Glyphs:

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#\$%^&*()-+={}[];:"'<>?.,/

Example 1:

Wednesday Stars Program

Grades 2-5, ages 7-11

5-week sessions, with a performance at 4 pm on the final day.

Class Description

Come join us for musical theater fun with singing, dancing, and acting!

Example 2:

Join Us!

33rd Annual Golf Tournament

Monday, September 9th, 2024

Beverly Golf & Tennis Club

communityhouse.org/golf

Secondary Serif Font

Adobe Garamond Pro is the serif font for headings, subheadings, and body text. It is used primarily for formal print materials, it is very legible and can be used for a variety of applications. Bold, semibold, and italic variations should only be used for emphasis, for headings and titles, or when grammar calls for it (ex. italicizing show titles for Stage 284 materials). NOTE: The default Garamond font can be used instead of the Adobe variation. Adobe Garamond Pro provides more style options and OpenType features.

Garamond Regular:

Sample Lorem Ipsum

Garamond Semibold:

Sample Lorem Ipsum

Garamond Bold:

Sample Lorem Ipsum

Garamond Italic:

Sample Lorem Ipsum

Garamond Semibold Italic:

Sample Lorem Ipsum

Garamond Bold Italic:

Sample Lorem Ipsum

Glyphs:

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890 !@#\$%^&*()-+={}[];:”<>?.,/

OpenType Feature Examples:

Giving Opportunities → GIVING OPPORTUNITIES

(Small caps)

1/2 1/4 → ½ ¼

(Fractions)

1st 2nd CO₂ → 1st 2nd CO₂

(Superscript and subscript)

ff ft fl tt → ff ft fl tt

(Ligatures)

Typesetting Guidance

Proper use of text in layouts is important for maintaining a professional appearance and consistency of our brand. In some cases, we cannot control the font or flow of text (social media posts, for example). Whenever possible, strive to use good typesetting practices and adhere to TCH branding.



About The Community House

Mission

To **inspire**, **uplift**, and **care** for all people in our community.

Vision

A place where people **connect**, **engage**, and **belong**.

Avoid using too many different fonts, colors, sizes, and styles.



About The Community House

Mission

To inspire, uplift, and care for all people in our community.

Vision

A place where people connect, engage, and belong.

Keep it simple and legible. Be consistent with the style of headings and subheadings. Use emphasis sparingly with bold or italics.



The History of The Community House

In 1921, George and Emily Mandell of Hamilton decided to build a community center in memory of their son, Samuel Mandel, and seven other local men who died during World War I. They were inspired by a national movement to develop spaces that would bring people together after the hardship of war. ←

Avoid orphans, which is a single word on the last line of a paragraph. Widows are another thing to avoid, which is the last line of a paragraph appearing at the top of a page or column.



The History of The Community House

In 1921, George and Emily Mandell of Hamilton decided to build a community center in memory of their son, Samuel Mandel, and seven other local men who died during World War I. They were inspired by a national movement to develop spaces that would bring people together after the hardship of war.

Here the orphan was fixed by dropping the size of the paragraph by one point. There are other potential solutions, such as strategic soft returns, use of hyphenation, and margin adjustments.

Photography

Quality Standards

Ensuring high quality content is important for professional presentation, and is a reflection of the quality of our programs. Always choose images that are high enough resolution for the intended medium, are well-exposed (not too light or too dark), and have an appealing and engaging composition. TCH often contracts photographers to achieve these high-quality results. Sometimes photo-editing software can be used to make image corrections, however a high-quality image out-of-camera will always give the best result. **Please avoid using screenshots or images pulled from social media for print materials.** Always make an effort to obtain the original image, or choose a different image. For help or questions, contact the Creative Director or a photo professional.



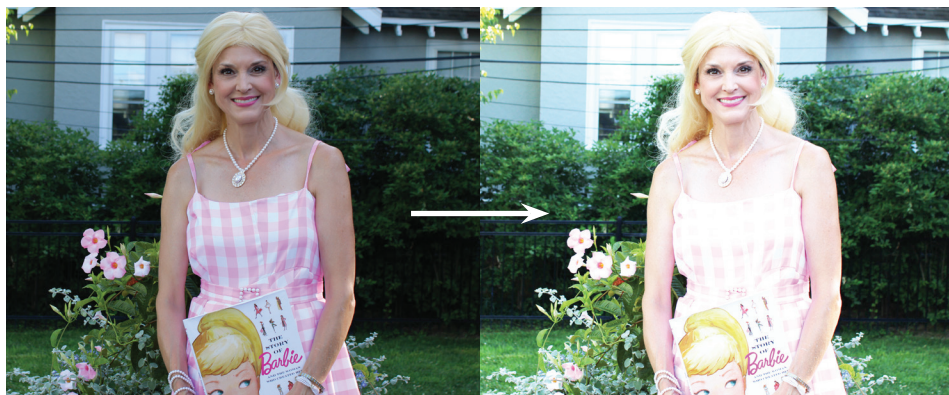
This image is too low resolution. Note the fuzziness of the image, and individual pixels can be seen when viewed at full size.



This image is high resolution. It has clear detail, and no pixels can be seen when viewed at full size. This image can be used for both web and print mediums.

Editing & Composition

Photos may occasionally need to be edited to fix color or lighting issues, cropped to fit certain dimensions, or used as part of a composition with other images, graphics, or text. Other edits may be made to create a certain look, mood, or feel. Avoid using social media filters on photos, use a photo editor. **Some contracted photographers may restrict certain edits to their photos.** See the Permissions and Attribution section on the next page for details.



This photo was over-corrected and some detail was lost.



The lighting in this photo was corrected just enough to enhance detail and improve contrast.



Do not create unnatural-looking vignettes or cutouts.



Use cropping and strategic positioning with related images.

Permissions & Attribution

Photo & Marketing Release

Patrons and parents of children in our programs must have a photo release or blanket marketing permissions on file before we can use their photos in any of our marketing materials. Permission should be obtained ahead of a photoshoot whenever possible. The only exception to this rule are photos taken off-premises in a public space, which in general can freely be used, however we should still make an effort to obtain permission whenever possible. If we know a certain person opted out of photo/marketing permissions, do not use the photo, even if it was taken in a public space. When in doubt, ask the appropriate contact person.

For TKC releases: Contact TKC Program Director, Tracey Sacco (tracey@communityhouse.org).

For Stage 284 releases: Contact Stage 284 Managing Director, Kimberly Robertson (kimberly@communityhouse.org).

For Friends Club releases: Contact Executive Director, Melissa Elmer (melissa@communityhouse.org).

For all other releases: Contact Creative Director, Kristalyn Burns (kristalyn@communityhouse.org).

Photo Editing

Photos taken by TCH staff for organization use are owned by TCH, and we have full editing freedom for those images. Photos taken by contracted photographers are a joint ownership between TCH and the photographer. Editing permissions for these photos are outlined in the contract agreement between TCH and the photographer. For details, please see the document "TCH Photo Guidelines" included in the brand package.

Attribution

Contracted photographers should be given credit for their work whenever possible. This can be in the form of a footnote at the end of the body text, or as a caption. Attribution should never interfere with or take away from the main focus of the marketing material.

Example 1:

A Look Back at the Centennial Celebration



Photos by David Goff Photography

Example 2:

Summer at Stage 284

Sample lorem ipsum berro volor aribus. Aquateste con cil velicem qui rempos tias de essit as incipis a sit et lamet dolup tat quatum lam cil quam repudi conempor adi od ut aceatem olorpor eperias mag nimin consecest, simus ea nus estrum qui con excest. Feribust ruptatis dolore optatium in pre, sit et laut eum quam. Ectiassimusam autem quatur.

Photo by Tracey Westgate Photography



Contact Information

For branding and marketing questions, contact:

Kristalyn Burns, Creative Director

kristalyn@communityhouse.org

For organization policy questions, contact:

Melissa Elmer, Executive Director

melissa@communityhouse.org

