



Style Guidelines

Fonts: Formal office communications should use the font Segoe UI whenever possible. This builds a uniform appearance and enhances the Center's credibility. Titles may be Segoe UI Bold and body text may be Segoe UI Regular.

Color: Our colors are shown below. These should be the primary colors on any office correspondence, with certain exceptions (i.e. illustrations, charts, photos, or other graphics).

C 57 | M 0
Y 99 | K 0

C 25 | M 0
Y 69 | K 0

C 65 | M 57
Y 56 | K 34

Email: All Center emails should be considered a formal representation of our organization, and should use the following signature format:

First Last

Your Job Title

Betty Hardwick Center

Street Address | City, ST ZIP

phone: 555.555.5555 | fax: 555.555.5555

email: flast@bettyhardwick.org

web: www.bettyhardwick.org



No other images, colors, fonts, or phrases should be used in Center email signatures. Email body text should be black or dark gray, preferably also in Segoe UI Regular font.

Logo: Official Center documents should always use an approved logo. The new logo can be found in the N Drive folder labeled "BHC Style Guide." Both ECI and MVPN have their own logos that must be used, but those are the only two exceptions. No other logos are acceptable on Center materials.

Forms: Individual programs may use the document templates in the N Drive folder to create department-specific tools like fax coversheets that include building addresses, program names, fax numbers, etc. The Center name and logo should not be altered.

**** For ANY help with formatting documents, changing colors, etc, please contact Ellen via email at esummey@bettyhardwick.org or 325-690-5105**