

# Communications

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# Style Guide



**LACASA**

Compassion. Courage. Hope.



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## Introduction

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The LACASA Style Guide encompasses the agency's brand identity guidelines. This is a fluid document. It will be revised and updated as needed to keep it current and accurate.

If you have any questions about the style guide, or would like to make an addition, contact the Communications Department.

### Purpose Points

- One agency, one voice
- Brand integrity
- Brand cohesiveness
- Visual brand identity specifications
- Content messaging specifications
- Agency assets
- Portfolio of work
- Historic record

## Approval Procedure - Agency Communications

All **public-facing** agency documents, materials and event promotions are submitted to the Communications Department for review, editing, revisions, and final approval prior to being released to the public or the media.

### *Approval Procedure Rationale:*

- **Consistency:** Ensures all agency messaging is in a consistent brand voice
- **Oversight:** Aligns all graphics with our visual brand identity standards
- **Cohesiveness:** Prevents brand splintering; all communications have a similar tone, look & feel
- **Efficiency:** Eliminates internal surprises; everyone knows which communication projects are being developed for publication & distribution
- **Security:** Safeguards final files by establishing one central storage location; eliminates “lost” files due to staff turnover
- **Historic Footprint:** Enables the agency to archive all its materials, making them readily available for historic reference, future updates, or annual revisions
- **Cost-Effective:** Eliminates time spent searching for past files; saves on redevelopment costs when files “go missing”

See the **Content** section of this document for in-depth information

## Brand Identity Committee

LACASA’s Brand Identity Committee (BIC) provides oversight and guidance to safeguard the agency’s brand integrity. The committee reviews, assesses and makes recommendations regarding the agency’s brand image, brand messaging and visual brand identity. The committee meets quarterly, or as needed. Members include board members and staff members.

LACASA

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# Visual Brand Identity

## Our Mission

We support and advocate for survivors of child abuse, domestic violence and sexual assault. We provide prevention, education and awareness to strengthen individuals/families and make our community safer.

## Our Vision

LACASA is the premier non-profit agency in Livingston County, serving diverse communities, addressing issues of interpersonal violence, and providing services for survivors of child abuse, domestic violence and sexual assault. Our approach, which is modeled globally, creates systems changes and empowers survivors.

## Principles

**Safety and Security** | We provide and encourage a safe environment to minimize the occurrence or risk of injury, danger, or loss.

**Excellence and Quality** | We strive to exceed expectations, raise our standards and challenge ourselves. We utilize evidence-based models of service delivery. We introduce innovative and progressive ideas, techniques and methods in our work to meet the needs of survivors, families and the community.

**Integrity** | We conduct business ethically with a commitment to moral principles.

**Diversity** | We are committed to fostering an inclusive culture.

**Empowerment** | We are dedicated to the process of increasing the capacity of individuals or groups to make choices and to transform those choices into desired actions and outcomes.

**Social Justice** | We honor the concepts of human rights and equality.

**Collaboration** | We value working with our collaborative partners to achieve systems change and a safer society.

## Philosophy

### ***LACASA believes...***

All individuals have the inherent right to be safe and to live without child abuse, domestic violence and sexual assault.

Child abuse, domestic violence and sexual assault stem from one person or a group attempting to gain power and control over another. These abuses of power are rooted in the persistence of oppression and inequality in our society.

Individuals, regardless of age, gender, class, religion, race, ethnicity, sexual orientation, physical or mental ability are impacted by child abuse, domestic violence and sexual assault.

People have the right to create change in their lives.

In order to promote the safety and well-being of all individuals, we must address child abuse, domestic violence and sexual assault in the home, community and society.

Confidentiality is crucial in providing services.

Violence is not a private problem that impacts only the victim. It is a public health issue that impacts the community and is rooted in the social structure.

Treating individuals with dignity and respect is critical to promoting positive outcomes.

Empowerment, autonomy, self-determination and safety are at the foundation of LACASA's work. Abuse diminishes a person's power while these concepts enhance an individual's power and control over their own life. For that reason, no one connected with our organization will give advice or make a decision for an individual.

We offer primary, secondary and tertiary prevention services to achieve the greatest impact. We believe awareness, education and advocacy can positively transform individuals, enriching their lives and contributing to our community.

In order to achieve systems change, we work collaboratively with our community to raise awareness and strengthen the response to issues of child abuse, domestic violence and sexual assault.



## LACASA Logo

Our logo represents the *Circle of Safety* that LASASA strives to provide for its clients. It also is symbolic of the *Circle of Change* that our clients experience. At the center of the circle is an *Orb of Hope*.

The figures in the circle are connected, representing how we must band together to improve lives and prevent family and gender violence.

As with any work of art, the design is open to interpretation from the viewer. Some people have commented that the figures in the circle represent a family triad, the community joining together for a common good, a protective sphere, and even a grouping of angels.

The three customized colors are symbolic of new beginnings and include:

- Safe Sunrise Mango
- Non-Violent Violet
- Sea of Change Teal

The typography for LACASA in the logo is a customized font.



# Quick Logo/Brand Identity Guidelines

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## LOGO Usage

- **Size Variations:** Use logo as designed in horizontal or vertical layouts as space & design dictate (See marketing drive & staff drive for variations)
- **Colors:** Use the LACASA logo in full color or in gray scale (not black & white; not one color)
- **Alterations: Do not alter the logo** (special usage, treatments and/or background colors must be pre-approved)
- **PMS Colors:** See chart in this section
- **Logo Placement:** Logos are not the message. Logos are visual signatures/identifiers. Logos should be placed at the bottom of informational pieces, with the exception of stationery. **Do not place our logo over a colored or textured background.** Leave space around the logo as indicated on following page.

## Brand Typefaces/Fonts

- **Headlines:** Futura for specialty pieces; Arial or Calibri for general pieces
- **Body Copy – San Serif Fonts** – Arial or Calibri (in most instances)
- **Point Size:** Always use 11 point or larger

# LACASA Logos

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## Square



## Vertical



## Horizontal



Logos available in various formats on the **Staff Drive** and in Dropbox: **LAC Brand Assets** folder

## Grayscale Logo



## Logo Resizing



**TO RESIZE:** Click on image. Hold down shift key, then resize from one of the corners. This will keep the logo in its original proportions.

## Color Palette

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**PMS 5483**  
Hex **38939B**



**PMS 667**  
Hex **7473A9**



**PMS 1365**  
Hex **FDBC5F**



**Gray**  
Hex **4A4B4F**



*Alert*  
Hex **9B4038**



*Community Education*  
Hex **77774D**

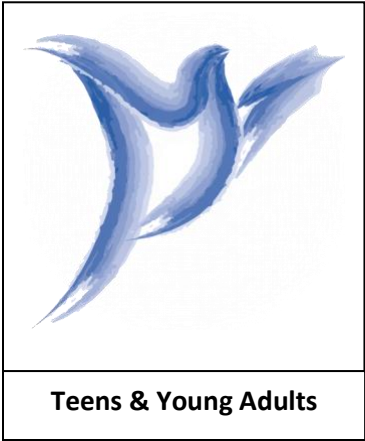
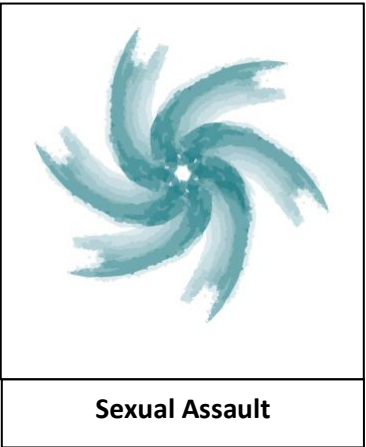
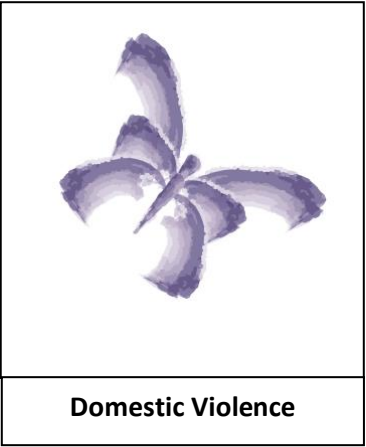
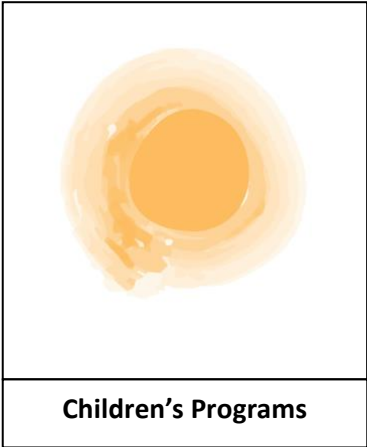


*Teens & Young Adults*  
Hex **3270B2**

# Icons & Badges – Program Areas

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We developed icons to differentiate our program areas, and to provide a cost-effective graphic component for our campaigns & materials.



These Icons are available upon request.

## Logo Treatments - Program Areas

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### Child Abuse Prevention (CAP) Council



### Healthy Families



### Court Appointed Special Advocates (CASA) Program



LACASA

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# Brand Messaging



## About our Brand Statement *(Tagline)*

### Compassion. Courage. Hope.

*Our brand statement refers to:*

- ~ the **compassion** of our counselors and advocates,
- ~ the **courage** of victims and survivors, and
- ~ the **hope** needed by victims to overcome trauma & abuse

## Brand Tone

- Optimistic
- Conveys warmth
- Approachable, not intimidating
- Friendly, incorporates soft language and graphics
- Gender neutral

## Naming Conventions

LACASA initiated naming conventions for its programs to differentiate them and establish a sense of brand identity for each area:

- **Sexual Assault Response Center** *(formerly called SANE)*
- **LACASA Crisis Shelter** *(formerly known as “the shelter”)*
- **Safe Pet Place** *(Michigan’s only shelter to house residents’ pets; formerly unnamed)*
- **Transitional Supportive Housing** *(formerly Transitional Housing)*
- **LACASA Children’s Center** *(formerly unnamed)*
- **Assailant Intervention Program** *(formerly called DAIP)*
- **On-Call Response Team** *(formerly titled On-Call)*

## Brand Promise

We provide a circle of protection for abuse victims as they heal from trauma and rebuild their lives.

## Value Propositions - *Why should I support your nonprofit over another nonprofit?*

[Value Propositions are attributes that differentiate us from nonprofit competitors/peers]

- Independent, locally based nonprofit
- More than a Shelter with over 30 programs for victims of child abuse, domestic violence and sexual assault under one roof
- We offer comprehensive, wrap-around services for victims, survivors and their families
- Our agency operates 24-hours-a-day, 365 days-a-year
- All services for abuse victims and their families are provided under one roof
- We believe safety has no price, that is why all our services for victims and their families are provided at no charge
- LACASA was the first agency of its kind in Michigan to welcome victims' pets into our Crisis Shelter
- We were the first agency in the state to adopt a Court Advocacy Dog, which provides emotional support for child abuse victims during legal hearings and court proceedings
- As always, your gift stays local
- Contributions stay right here at home
- Your donations stay local and benefit abuse victims from our community
- All event proceeds benefit victims of child abuse, domestic violence and sexual assault from our community

## Elevator Statement

- We help abuse victims from the community rebuild their lives.
- or*
- LACASA helps local abuse victims rebuild their lives.

## Brand Positioning Statements

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*The examples below can be used interchangeably, or customized accordingly. Other examples regarding specific programs and services are available on our website or within our print literature.*

- Since LACASA was established in 1981, it has tripled in size to meet community need. The agency employs more than 70 staff members and provides over 30 programs and services for victims of child abuse, domestic violence and sexual assault. This independently based organization also spearheads county-wide classes, seminars and workshops to increase community awareness and help prevent abuse.
- LACASA Center provides comprehensive programs and services for victims and survivors of child abuse and interpersonal violence. The nonprofit organization also conducts community-wide education and awareness programs to help prevent child abuse, domestic violence and sexual assault.
- It is the belief of our Board of Directors that safety has no price, and that a victim should never be turned away because of economic circumstances. That is why LACASA provides all victim services at no charge.
- The journey of healing for victims and survivors is complex. It takes time. It takes psychological support. It takes confidential and compassionate counseling provided in a safe setting, so that victims can move from shame and self-blame to voice, choice and empowerment. Your generous contribution today will help victims heal as they rebuild their lives.
- LACASA is the **only agency in the state** — and one of just a few in the nation — that provides complete wrap-around services for all victims of abuse **under one roof**. Victims and their families have convenient access to help in a safe and familiar setting, which prevents further trauma, lessens the stress of scheduling appointments at multiple agencies, eases transportation costs, and reduces time off from work and school. LACASA's unique approach makes **sound economic sense** for the community. It eliminates the duplication of services and the facility expenses that would be incurred by operating three separate brick-and-mortar agencies.
- LACASA supports courageous victims as they seek help, hope and healing from the trauma of abuse.
- LACASA Center: Where abuse victims come for help, hope and new beginnings
- LACASA helps courageous abuse victims as they work to rebuild their lives
- The journey of healing for victims and survivors is complex. It takes time. It takes psychological support. It takes confidential and compassionate counseling provided in a safe setting, so that victims can move from shame and self-blame to **voice, choice and empowerment**.

## ‘More than a Shelter’ Campaign

- While you may think of LACASA as a domestic violence shelter, this independent, local nonprofit is far more than that. Each year, nearly 4,000 victims of child abuse, domestic violence and sexual assault seek help, hope and healing here. Since opening in 1981, LACASA has continued to expand the scope and breadth of its services. Today, it provides more than 30 specialized programs for those who have suffered physical, emotional or sexual abuse, often at the hands of the people they trusted the most.
- LACASA Center is often referred to as a women’s shelter, but it is far more than that. This nonprofit agency provides more than 30 programs and services for victims of child abuse, domestic violence and sexual assault. It also spearheads community-wide education and awareness programs to help prevent abuse. More than 4,000 victims, survivors and their families courageously walk through LACASA’s doors each year seeking help and compassion as they work to heal and rebuild their lives.
- LACASA Center is commonly thought of as a domestic violence shelter, but it is far more than that. We are the only agency in the state — and one of just a few in the nation — that provides complete wrap-around services for all victims of abuse under one roof. Our unique approach provides victims and their families with a central location to receive the help they need to recover from trauma. Each year, more than 4,000 victims and survivors walk through our doors seeking compassionate and confidential care as they work to rebuild their lives.

## Children’s Counseling Center

- The youngest victims of abuse—innocent children—are often overlooked or forgotten. LACASA provides comprehensive programs for children who have experienced the trauma of assault, abuse or neglect.
- Our Children’s Counseling Center provides age-appropriate counseling, support groups, activity days, and holiday parties that help abuse victims regain a sense of normalcy in their lives. Children at LACASA also receive the emotional support of Penny, our canine court advocate, who accompanies them to legal hearings and court proceedings.
- Our Children’s Counseling Center provides a safe place for children to heal from trauma and regain a sense of normalcy in their lives.

## Safe Pet Place

- We were the first agency in Michigan to welcome victims' pets into our Crisis Shelter.
- Our Safe Pet Place allows victims of interpersonal violence to arrive at LACASA Center's Crisis Shelter with their family pet(s). We offer cozy kennel facilities, which provide a temporary home for these little (and sometimes big) creatures.
- LACASA Center is one of only a few shelters in the nation that provides a safe, on-site place for the family pets of victims. Our Safe Pet Place opened in 2002, more than a decade before other shelters began offering similar programs.
- We have housed dogs, cats, birds, hamsters, and even an iguana. LACASA provides all food and supplies that pets may require during their stay with us. Families offer comfort, care and playtime with their pets.

### *Using pets as pawns*

- The threat of abuse against companion animals often is used as leverage by a controlling/violent member of the family to keep others in control, in-line or silent.
- Independent studies show that 48 percent of battered spouses avoid leaving their homes—or have returned to their batterer—because they fear for the safety and welfare of their pets or livestock

## CASA Program

Court Appointed Special Advocates (CASA) serve as the voice of foster children who cannot go home because it is not safe. They monitor the well-being of a child--or in some cases, siblings—who are in the foster care system. Specially trained CASA volunteers attend legal proceedings and speak on behalf of a child's best interests. The ultimate goal of the CASA program is to find loving, adoptive families for children who have suffered neglect or abuse.

## Healthy Families

Our Healthy Families program provides in-home visiting social workers who help new parents learn valuable parenting skills and coping techniques. These parent coaches provide critical support and resources for at-risk families.

## Court Advocacy Dog

- We were the first agency of our kind to adopt a court advocacy dog. Penny, a Labrador retriever, accompanies LACASA children to legal hearings and court proceedings.
- Penny provides a source of emotional support for child abuse victims receiving services through our Child Abuse Response Effort (CARE) and our Legal Advocacy Center.
- The Leader Dogs for the Blind generously donated Penny to LACASA following stringent leader-dog training at its Rochester, Mich., facility.
- LACASA works closely with the Canine Advocacy Program of Novi, a nonprofit organization that provides extensive training for advocacy dog placements.
- Evidence demonstrates that court advocacy dogs help alleviate the anxiety children experience when involved in the criminal justice system.
- These advocate/therapy dogs provide comfort to sexually abused children while they undergo forensic interviews. They also offer a sense of security when victims of child abuse and domestic violence must testify in court.

## Boilerplates – ‘About Us’ Statements

### AWARENESS

**ABOUT LACASA CENTER:** For four decades, this nonprofit organization has advocated for victims of child abuse, domestic violence and sexual assault from Livingston County. LACASA also works to provide education and awareness programs throughout the community, which help prevent abuse and interpersonal violence. Learn more at [lacasacenter.org](http://lacasacenter.org).

**ABOUT LACASA:** LACASA Center is a locally based organization dedicated to helping victims of child abuse, domestic violence and sexual assault. The nonprofit provides critical services and educational programs that build awareness about interpersonal violence and help prevent abuse in the community. To learn more, visit [lacasacenter.org](http://lacasacenter.org).

**ABOUT LACASA:** LACASA Center provides comprehensive services for victims of child abuse, domestic violence and sexual assault. This locally based nonprofit organization also spearheads county-wide education and awareness programs to help prevent abuse and keep our community safer. Learn more by visiting [lacasacenter.org](http://lacasacenter.org).

**ABOUT LACASA:** This locally based nonprofit helps victims and survivors of child abuse, domestic violence and sexual assault. It also provides critical education programs to increase public awareness and prevent interpersonal violence in the community. More information is available at [lacasacenter.org](http://lacasacenter.org).

**ABOUT LACASA:** Since 1981, LACASA Center has served Livingston County by providing around-the-clock crisis response services, emergency shelter, adult and children’s counseling programs, safety planning, and legal advocacy for abuse victims and their families. The nonprofit organization also conducts community-wide education and awareness programs to help prevent abuse. All services are provided at no charge. Learn more at [lacasacenter.org](http://lacasacenter.org).

### CAP Council

**ABOUT LACASA:** The CAP Council of Livingston County is a program of LACASA Center, a locally based nonprofit, which provides critical services for victims of child abuse and interpersonal violence. LACASA also offers education and awareness programs aimed at protecting children in Livingston County. Visit [lacasacenter.org](http://lacasacenter.org) for more information.

## Boilerplates: FUNDRAISING

**ABOUT LACASA:** LACASA Center is an independent nonprofit and is not affiliated with, or supported by, a national parent agency. The organization depends on community support to help victims and survivors of child abuse, domestic violence and sexual assault. All contributions stay local. For more information, visit [lacasacenter.org](http://lacasacenter.org).

**ABOUT LACASA:** LACASA Center is an independent nonprofit that helps victims of child abuse, domestic violence and sexual assault. The organization also provides education and awareness programs to prevent abuse in the community. LACASA depends on support from members of the community to carry out its mission. Learn more at [lacasacenter.org](http://lacasacenter.org).

**ABOUT LACASA:** This nonprofit organization provides help and hope for victims of child abuse, domestic violence and sexual assault. LACASA Center is an independent agency, which means it does not receive support from a national parent agency. LACASA depends on contributions from the community, and all donations stay local. For more information, visit [lacasacenter.org](http://lacasacenter.org).

**ABOUT LACASA:** LACASA Center provides comprehensive programs and services for victims and survivors of child abuse and interpersonal violence. The nonprofit organization also conducts community-wide education and awareness programs to help prevent child abuse, domestic violence and sexual assault. LACASA is an independent agency and is not affiliated with or supported by a national parent organization. All donations stay local. To learn more, visit [lacasacenter.org](http://lacasacenter.org).

**ABOUT LACASA:** LACASA Center is an independent nonprofit that provides critical services for victims of child abuse, domestic violence and sexual assault. The organization also spearheads county-wide education and awareness programs to help prevent abuse. LACASA depends on support from members of the community. All donations stay local. Learn more at [lacasacenter.org](http://lacasacenter.org).

**ABOUT LACASA:** LACASA Center provides comprehensive programs and services for victims and survivors of child abuse and interpersonal violence. The organization also spearheads community-wide education and awareness programs to help prevent abuse. LACASA is a locally based, independent nonprofit and is not affiliated with or supported by a national parent organization. We depend on community support and all contributions stay right here at home. To learn more, visit [lacasacenter.org](http://lacasacenter.org).



## Employer Branding

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### HR Brand Messaging – Website Job Posting - *Example*

At LACASA Center, the spirit of diversity and inclusion is encouraged and infused into everything we engage in. It is our belief that opportunity, access, resources, and rewards should be available to—and for—the benefit of all.

Our independent nonprofit organization celebrates its 40<sup>th</sup> anniversary in 2021. We have a long history of providing life-saving and life-changing programs under one roof for victims of child abuse, domestic violence and sexual assault. Since our organization was established in 1981, we have evolved to offer more than 30 comprehensive service areas that help empower abuse victims and their families as they rebuild their lives. If you are passionate about our mission, we invite you to explore a career with LACASA Center.

[INSERT Job Description]

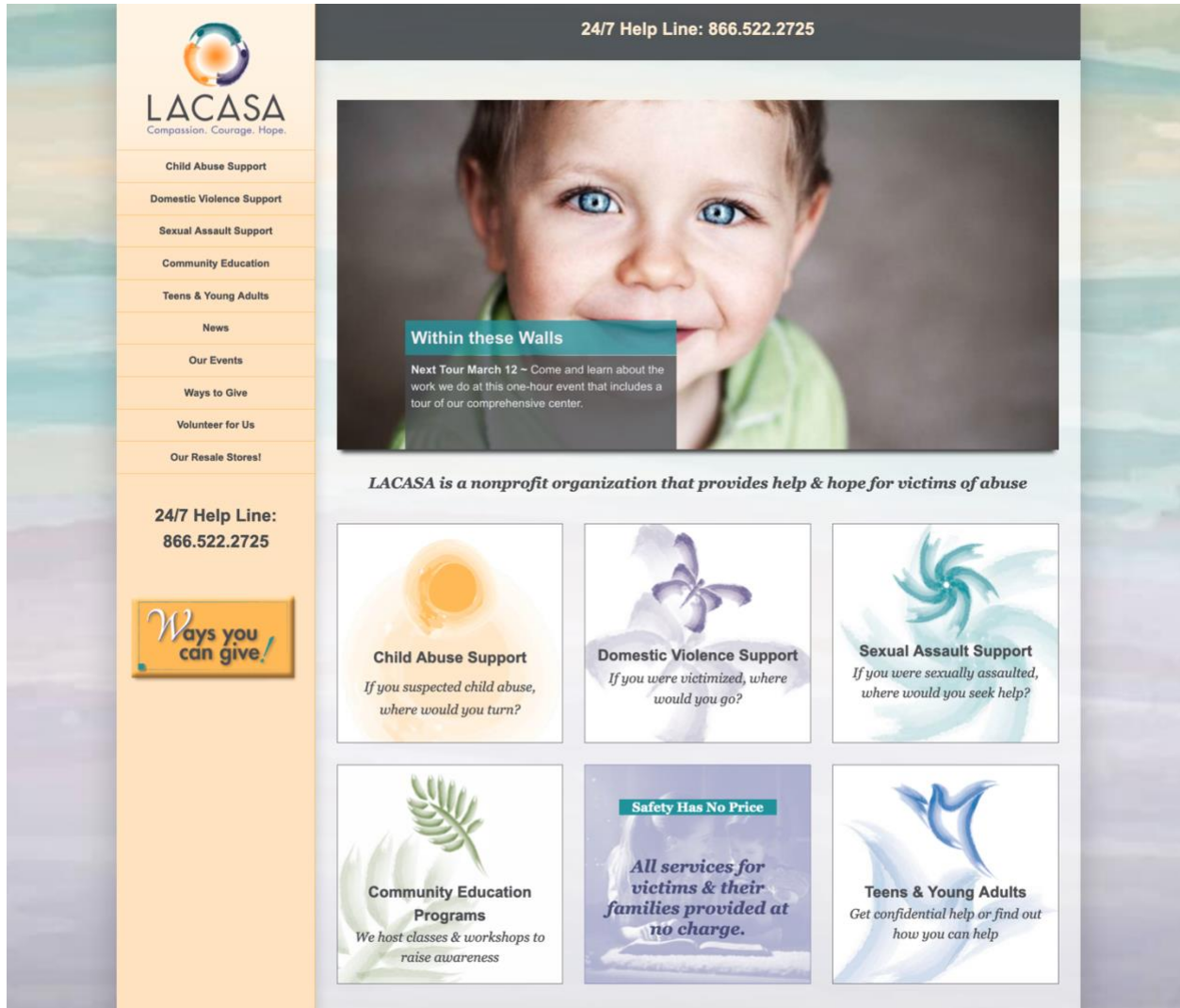
LACASA is proud to be an equal opportunity employer regardless of race, color, ethnicity, national origin, or citizenship status; religion; age, marital status or pregnancy status; physical or mental disability; gender identity/expression or sexual orientation; or Veteran status.

If you meet the qualifications and requirements for this position, we invite you to email your cover letter and resume to [hr@lacasacenter.org](mailto:hr@lacasacenter.org). To learn more about our organization, visit [lacasacenter.org](http://lacasacenter.org).

# LACASA

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## Website



**Homepage:** Features user-defined paths to help victims & survivors immediately identify and access the resources they need

**Sidebar Directory:** Provides navigational paths for the public to learn about our news, events, giving, volunteering, and the resale store

**Anchor Box Directory:** Features additional paths to information about our agency, including Mission/Vision, About Us & Careers

[lacasacenter.org](http://lacasacenter.org)

## Web Strategy

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- Utilize “soft” language and images to offset the “hardness” of issues surrounding abuse
- Develop user-friendly information architecture and site navigation
- Provide victims, survivors and those affected by abuse designated paths to agency services & resources
- Create navigational silos for visitors to explore the agency’s news, mission, history, leadership, financials, giving, events, careers, etc.
- Imbed customized “**Exit Button**” technology
- Imbed “Contact Us” plug-in to acquire subscribers and build database

## Web Content

- **Rule of Thumb:** Be brief, highlight key points
- **Longer Content:** Long articles should include subheads or breakout quotes to give the reader’s eye some breathing space
- **Digital Readability:** Differs greatly from print readability; customize content for the medium  
*[See Design Section – Digital]*
- **Images:** Select strong focal point images

## Web Tone

Our web articles can be written in a personal tone, as opposed to formal press release formats.

### *Example:*

#### **Press Release Lede**

LACASA Center, a locally based nonprofit agency, announces the appointment of Caryn Michalak as Chief Operating Officer. Michalak replaces former COO Polly Mallory, who is retiring this month.

#### **Web Article Lede**

We bid farewell to Polly Mallory, the agency’s Chief Operating Officer and welcome Caryn Michalak as LACASA Center’s new COO.

## Web Mobile

Our LACASA Center website is mobile intuitive within the confines of our WordPress thematic system. One thing to keep in mind when writing all web content is how it will display on various platforms—from large-screen smart TVs to small-screen smart phones and everything in between—Apple wrist watches, desktops and notebooks. When creating specialized web pages, text and images must be previewed, tested and refined to ensure that they display properly within each platform.

## Web SEO

We review our content to ensure SEO (Search Engine Optimization) keywords are embedded within the content. This enables search engine bots to scan our pages for relevant information that will appear when readers search for subjects related to our organization or services we provide.

## Web ADA

The Americans with Disabilities Act (ADA) requires that web pages be accessible to people who are visually impaired and utilize screen reader software programs. All images on our website must be embedded with captions that explain/describe what the image is for those who cannot physically see it. Screen reader programs then communicate those captions to users audibly.

### **PDFs – *Why we limit their usage***

PDFs are static graphic images. The content within a PDF document cannot be read by search engine bots or by ADA screen-readers. We limit our usage of PDFs by only using them as downloadable forms for program registration purposes, such as volunteer training, trauma assessments, etc.

## Web Readership – Why it’s different

The human eye views and assimilates web content differently than print materials.

Print materials are read from left to right. **Web pages are not.**

Web visitors **quickly cross-scan pages** for items of interest

Items near the top of the page (“above the fold” in newspaper speak) garner the most readership.



**Thermal Patterns:** Usability software tracks how the human eye navigates webpages

LACASA

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**Content**

# Fast Reference Guide

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## Our Name

We are LACASA Center upon first reference. Upon second references, just use LACASA.

[NAME HISTORY: When LACASA began in 1981, its name was an acronym for **Livingston Advisory Council Against Spousal Abuse**. As the agency grew to serve far more than victims of spousal abuse, the name no longer reflected the scope of our services or programs. To align our mission and services with our brand, we legally changed our name to LACASA in 2012.]

## Our History

Familiarize yourself with the agency's story and its history on our website

**About Us:** <https://lacasacenter.org/about-us/>

**History:** <https://lacasacenter.org/about-us/history/>

**Timeline:** <https://lacasacenter.org/lacasa-history-timeline/>

## How we serve

We provide services and programs **for** victims and survivors.

*[We don't provide services "to" victims & survivors.]*

## Who we serve

Victims of **child abuse, domestic violence** and **sexual assault**

*[Always put our three main areas in this order—**children come first!**]*

## Victims vs. Survivors

There are differing opinions about whether to use victims, survivors or victims & survivors.

A LACASA Board Member requested that we use the word "victims" more commonly than "survivors." They felt that "victims" elicited more emotion than "survivors."

Usually, upon first reference, we say: "LACASA Center serves victims of..." Then, in the content that follows later in the document, we add "victims and survivors" where appropriate.



## SANE vs. Sexual Assault Response Center

Internally, we refer to the SANE program.

Externally, we always refer to our **Sexual Assault Response Center**, which is staffed by **Sexual Assault Nurse Examiners** (SANE nurses).

## Client Confidentiality

**Client Confidentiality**—Use great care when identifying clients. They must give their permission to use their story and their name. They may choose to use an alias or only their first name. Get permission in writing when applicable before publishing client stories in print or digital formats. Do not publish photos of victims or survivors without their permission **and** without a **photo release**.

**Client Events** – Do not publish upcoming or past dates of client-related events...such as Children’s Activity Days, client Holiday Christmas Party, etc. Simply say something like: “Our Children’s Counseling Center had a festive holiday party recently...” or a statement along those lines.

**Social Media:** We never “confirm or deny” that a person is—or has been—a LACASA client. If a client posts remarks or reviews on social media (Google Biz/Bing/FB, etc.), responses must be handled delicately. Reach out to the Communications Department in these instances.

## Staff Confidentiality

**Staff Confidentiality in Photos**—Counselors, advocates and program staff should be referred to by first name and last initial, or not identified individually and referred to as a group such as: members of the Children’s Counseling Center, or members of the Legal Advocacy Team.

In most cases, get permission to use photos with staff featured in them.

## Social Media Tagging

Due to confidentiality, we do not tag people in our social media posts or photographs. They are welcome to tag themselves, if they wish.

## Political Endorsements & Religious Affiliations

- We are prohibited from making political endorsements or promoting religious organizations
- Be mindful during election years that politicians may sponsor events. We are only allowed to use their full name, not their title or their fundraising group

**Acceptable:** Sponsored by Mike Murphy

**Not acceptable:** Sponsored by Sheriff Mike Murphy, or sponsored by the Committee to Reelect Mike Murphy

## Photo Confidentiality

### Clients

We do not publish photos of victims or survivors without their permission **and** we must secure a signed **photo release** form. Photo release forms are stored behind the front reception desk and are on file in the Staff Drive.

### Staff

We do not publish full names of our Program Staff for confidentiality and security reasons. If they are featured in a photograph, use only first names and last initials in photo captions. An acceptable alternative is to say something like: “Members of our counseling team participated in a day-long seminar this week on healing trauma.”

In the case of Administrative Staff, it is acceptable to use first and last names. Include job titles when warranted.

## Photo Releases

*[Blank photo releases are on top of the file cabinet behind the reception desk]*

- Minor children are required to have a photo release signed by one of their parents
- Clients are required to sign a photo release

## Photo Tagging

Due to confidentiality, we do not tag people on social media posts or in photographs. They are welcome to tag themselves, if they wish.

## Photo Diversity

We use inclusive language and images in our agency’s multimedia materials. When selecting photographs for print or digital projects, be mindful to include people of varying genders, age groups and of varying racial/cultural groups.

## Photo Copyright Issues

Most photos are subject to copyright protection. To avoid costly copyright infringement fees, we purchase stock photos for use in our print materials and digital platforms.

# Style Guidelines

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## Headlines & Subheads

Never place a period at the end of a headline or subhead (*with rare exceptions*)  
*[Headlines are meant to lead the reader's eye into the content, not stop the eye]*

## Headline Writing

- Develop strong headlines that draw the reader into the content
- Give your audience a reason to want to read on
- Convey “what’s in it for them” whenever possible
- In headlines, always use single quote marks: Nonprofit Hosts ‘Lollipop Lane’ Event for Victims

## Dates, Times & Prices

### DATES

- March 7, not March 7<sup>th</sup>; April 2, not April 2<sup>nd</sup>; June 31, not June 31<sup>st</sup>
- Abbreviate the month when the year is included: Feb. 25, 2075
- Spell out the month when the year is not included: February 25

### TIMES

- Use **a.m.** and **p.m.** with periods in press releases; use am-pm without periods in promotions
- Use **7 – 9 p.m.**; Not 7:00 – 9:00 p.m.] Eliminate unnecessary numerals & repetitive information
- Use **8 a.m. – 3 p.m.**; Not 8:00 a.m. to 3:00 p.m.

### PRICES

- Sale price is \$1, not \$1.00
- Tickets are \$50, not \$50.00

## Fonts & Colors

- **Body Copy Fonts:** Arial or Calibri [in most instances]
- **Avoid:** Long blocks of specialized fonts, such as italic, bold or all caps [They are hard on the eye to read in large chunks]
- **Do Not Use:** “Internet Blue,” the old-school royal blue color of online links, on our materials
- **Avoid:** Long block of colored fonts, especially bright red [Again, hard on the eye]

## People & Titles

- Full name upon first reference. Last name only upon all other references.
- Titles are capitalized before a person's name, but not afterward (AP Style)  
[We do cap titles before names on our website]

## Avoid Cliques & Agency Speak

- **B2B** (business-to-business) language: Don't use terms like solutions, cutting edge, impacted, etc.
- **Abbreviations:** Internally, we use abbreviations to reference events or programs—like DOCA, GT, D&D or CA, DV, SA, SANE; **Do not** use these abbreviations on public facing documents or promotional materials

## Press Releases, Web Articles & Documents - General Rules

- **Recommended Style:** Inverted Pyramid  
[See Inverted Pyramid sheet in reference materials]
- **Don't Bury the Lede:** Always put the most relevant information in the first paragraph
- **Who We Are:** Always include a descriptive paragraph close to the top in press releases about who LACASA is and what it does
- **Point Size:** Always use 11 point or larger
- **Word Spacing:** Only one space between sentences on both print and digital content
- **Numerals:** The numerals one through nine are always spelled out; 10+ are always numerals
- **Bullet Points:** If bullet point content is short, do not put periods after each bullet point statement, unless they are multiple-sentence bullet points
- **Quote Attributions:** Always past tense, "she said" not "she says"
- **Quote Punctuation:** Quote marks always go outside punctuation  
**Example:** "We anticipate several new sponsors at this event," said Lulu Cupcake, LACASA event planner.
- **Quote Marks in Headlines:** Always use single quote marks in headlines
- **Boilerplates:** Add a boilerplate to the end of your press release  
[See examples in this section]
- **Images:** Whenever possible, send a graphic or photo image with your press release; include photo captions when appropriate. [Keep client/staff confidentiality in mind.]

## Agency Communications - Approval Process

All **public-facing** agency documents, materials and event promotions are submitted to the Communications Department for review, editing, revisions, and final approval prior to being released to the public or the media.

## Project Requests

### Submissions

Submit a **Communications Project Request** (CPR) form when a new project or project update needs to be initiated (*See form and explanation in this section*)

### Deadlines

Give plenty of lead-time for CPRs to be reviewed, revised and scheduled on the editorial calendar for content development, design development, approval process, and printing

### Strategic Thought

Review your CPR closely to ensure all necessary information is included – Location, dates, times, admission costs, speakers, sponsors, etc. **Think about what your audience needs to know/may want to know** (Ex: They must know the location, but they may also want to know about the attire)

### Backup Information

Attach a Word doc with your CPR that includes all relevant backup information, documents and/or images that the Communications Department will need to develop the project

*Helpful backup information includes:*

- Links to relevant research/informational websites
- Links to sponsor websites (These links will be embedded in sponsor logos on our website)
- Photography or graphic images
- Sponsor logo files

## Project Cost Savers & Cost Eaters

- CPRs that are well-thought out and include all the necessary information save the agency time and money
- CPRs that are incomplete and result in repeated project stops-and-starts cost the agency time and money

### *Cost Analogy*

**Scenario 1:** You take the company car into a body shop. You tell them you want the vehicle repainted baby blue, with white racing stripes added on the door panels, and heated side-view mirrors installed.

**Cost Result** = Final price matches initial quote

**Scenario 2:** You take the company car into a body shop. You tell them you want it repainted baby blue. When you come back to pick up the car, you realize you forgot to tell them that racing stripes were needed. The next time you go in, you remember that you didn't request the installation of new mirrors.

**Cost Result** = Final price triples, due to multiple project stops and starts

## MAR/COM Terminology

*(Mar/Com=Marketing/Communications)*

The terms “marketing” and “advertising” are not interchangeable.”

### ➤ **Marketing/PR/Promotions**

No money is exchanged; these are materials that are developed and distributed to the public via posters, fliers, etc.; to the media via press releases; on our website(s); and on our social media platforms

### ➤ **Ads/Advertising**

Money is exchanged; ads are developed and designed according to size/cost specifications, then they are placed (*for a cost*) with print, digital or broadcast media outlets

## Communications Project Request (CPR) form

All project requests to the Communication Department require that a CPR form be submitted. (*See form in this section.*) CPR forms are digitally fillable PDFs and are available on the Staff Drive.

### CPR Form Steps:

- Carefully review form and check ALL projects/project materials that will need to be developed for your request
- Provide all information essential to the project in a **separate attached WORD document**

### EXAMPLE: CPR Back-Up Document in Word

#### **Project:**

The Community Committee is requesting that a new campaign be created to raise awareness about the importance of unicorns and how they affect the wellbeing of children and adults.

#### **Audience:**

Community at large- adults & children; our supporters; our volunteers

#### **Materials Needed:**

See CPR sheet. A variety of campaign elements are needed. Special requests include stickers for people to wear on their clothes, or put on notebooks/bulletin boards, etc.

#### **Timeframe:**

National Unicorn Month is in May. We would like to launch this campaign on May 1, 2022. We are submitting this request five months in advance to begin campaign planning discussions and campaign development.

#### **Main Campaign Messaging Points:**

- Unicorns are symbols of joy & happiness
- Unicorns uplift people's spirits
- Unicorns are inclusive mythological creatures that everyone can relate to

Links for additional research/information:

[www.unicornmagic.com](http://www.unicornmagic.com), [www.theunicornproject.com](http://www.theunicornproject.com), [www.psychologytoday.com/unicorns.com](http://www.psychologytoday.com/unicorns.com)

# CPR Form

## Communications Project Request

# \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

Requested by \_\_\_\_\_

### THIS IS FOR A:

- Single Project (ex: press release)
- Mini-Campaign (Usually 3 elements)
- Campaign (Usually 4 or more elements)
- Other

### PROJECT DEVELOPMENT

- New
- Request for Re-design
- Request for Content Updates
- Other: \_\_\_\_\_

### PROJECT REVIEW

- Proofreading
- Editing
- Writing
- Special Request

### PROMOTION

- Press Release
  - Outline Attached
- Web Article/Post  LAC  Store  
Date Up \_\_\_\_\_ Date down \_\_\_\_\_
- Photo Attached  Caption Attached
- Facebook post Date Up \_\_\_\_\_
- Email Blast
- Advertising Plan Needed
- Rack Card
- Invitation
- Social Media Icons
  - FB/LinkedIn
  - Insta/Twitter
- Brochure
- Fact Sheet
- HR/Staffing
- Business Card
- Add to staff e-blast list
- Add to snail mail list (receive invites, appeals, etc.)

### PRINTING

- Poster  
Qty \_\_\_\_\_  
Printing delivered by \_\_\_\_\_
  - Standard 8-1/2x11
  - Legal 8-1/2x14
  - Tabloid 11x17
  - Signage XL 24x36  
Qty \_\_\_\_\_  
Printing delivered by: \_\_\_\_\_
- Post Card Qty \_\_\_\_\_  
Delivery Date \_\_\_\_\_
- Save the Date Qty \_\_\_\_\_  
Delivery Date \_\_\_\_\_
- Specialty Item/s
- Other

### ADVERTISING

- Facebook Boost
- Print
- Livingston Daily Press & Argus
- Marketeer
- The Courant
- Tri-County Times
- Fowlerville News & Views
- Hometown Life
- Digital
- Livingston Daily
- The Livingston Post
- Chambers of Commerce (Howell/Brighton)
- WHMI
- MLive
- Other

### REQUEST DESCRIPTION:

Please follow the *Communications Request Guidelines* and attach any additional instructions in a Word Document.

### TIMEFRAME:

Desired first draft due by: \_\_\_\_\_ Anticipated launch date: \_\_\_\_\_

LAC\_CommProjectRequest\_Form\_3-2-19.pdf



## CPR Form – Page 2 - Explanation

### LACASA - Communications Project Request Guidelines

#### CPR Cover Sheet

Fill out the CPR check box sheet indicating your project needs

#### Submissions

##### Documents

- ~ **Word:** Submit all project requests, content and informational attachments in Word
- ~ **PDFs:** Can be included for reference (ex: old flier)

**[Note:** Microsoft Publisher is not compatible with professional design software. All files must be converted into Word. See how here: <https://www.techwalla.com/articles/how-to-convert-a-microsoft-publisher-document-to-microsoft-word-yourself>]

##### Photography

- ~ **Web/Digital:** We require minimum of 800px wide
- ~ **Print:** Ideally, minimum of 2400px or 1.2mg files
- ~ **Captions:** If you have a photo with people in it, provide their names whenever possible

#### Specific Projects

##### Press Releases

- ~ **Content Outline:** Include an outline of all major points to be covered in the release including purpose of the release, topic/event name, date, time, location, contact information
- ~ **Quotes:** If you want quotes included, provide at least one quote about the goals, intention or purpose of the press release topic and include the name and title of who is being quoted

##### Advertising

- ~ **Print:** All newspapers and magazines have different page sizes, column widths & ad-size requirements; all ads are designed individually to meet the publication's size specifications
- ~ **Digital:** Digital sizes are unique to each online publication; all ads are designed individually according to the publication's digital size specifications (ex: banner ad, primary sidebar ad, secondary sidebar ad, etc.)
- ~ **Cost:** Submit an advertising budget when requesting ads; or schedule a discussion

#### Mini-Campaigns & Campaigns

- ~ **Mini-Campaign** – Usually **Three Elements** (ex: flier, digital icon, web/sm content/promos)
- ~ **Campaign** – Usually **Four Elements or more** (ex: poster, brochure, postcard, rack card, event program, campaign stickers; promo signage, day-of-event signage; advertising)

#### Timeframes

**DUE DATES:** For smaller projects, determine your desired project completion date and submit your request at least six-weeks in advance. For larger Event/Awareness Campaigns, submit a completed Communications Request a minimum of four months out from your desired launch date.

**FACTS IN HAND:** We cannot accept incomplete CPRs. All project information must be finalized (event date, time, venue, cost, speakers, sponsors, event activities, etc.) before a CPR can be placed on the Editorial Calendar and a Creative Request—Project Initiation is developed for the creative team.

Thursday, March 7, 2019

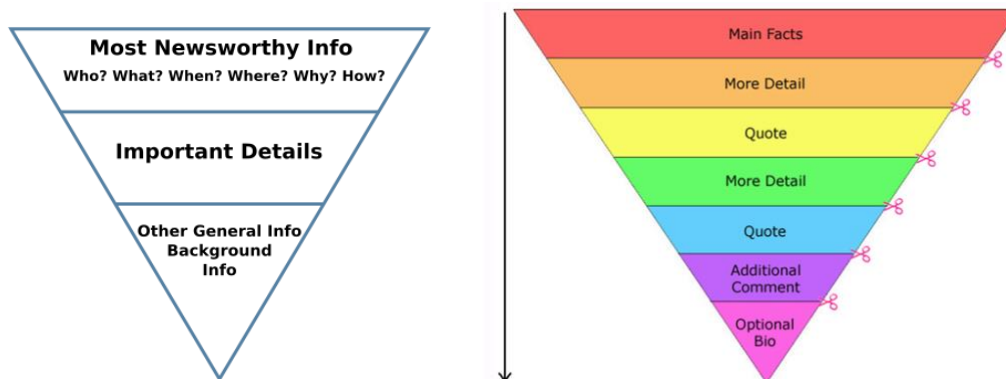
Comm Project Request Guidelines Sheet final.3.7.2019.doc

## Reader's Perspective

### Why should I care?

- Put yourself in the shoes of your audience. Why should they care about your message? What do they want to know about your event or your program? What will attract their attention? Don't make them guess what your flyer, poster or letter is about.
- Avoid headlines that have no call to action or elicit no excitement. Create a focal point headline. [Keep it simple and easy on the eye.]
- Coordinate your message with your graphics. They should complement each other, not compete with each other.
- Convey in the headline & content "what's in it for them"
- Use inverted messaging

### Writing - Inverted Pyramid Style



Start With The Lead That Answers The Five Ws + One H.  
Add Extremely Important Information.  
Then the very important stuff,  
Then less important stuff,  
Follow with the stuff  
you've got  
left.

## Developing Campaigns

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### **What is a Campaign?**

A concentrated burst of activity, during a set period of time, focused around one call-to-action.

### **Why We Create Campaigns**

- They are the most effective way to introduce new products/initiatives to the public
- They generate excitement, interest and engagement
- They create an aesthetic framework for print and digital materials
- They provide consistent images & content across multi-media platforms
- They are designed to reach multiple audiences across a variety of mediums
- They reinforce the message and repeat the call-to-action
- They are recognizable, memorable and sharable
- They work

## Campaign Development

Campaigns are customized according to the goals of the project and the desired outcome.

### Micro & Major

- **Micro Campaigns:** Smaller in scope and involve creating a limited number of materials (usually three to six pieces)
- **Major Campaigns:** Larger in scope and involve creating a comprehensive series of materials (eight to 20+ pieces)

## Micro Campaign Example – Sexual Assault Response Center

### Objectives:

- Our research shows many victims do not reach out for help after an assault because they fear all the “unknowns” about contacting the police; To overcome these fears, we remove police as the first point of contact and instead encourage victims to contact us first
- Develop materials for the Sexual Assault Response Center/SANE Program that prompt sexual assault victims to call us first for immediate help and support
- Create awareness in the community that victims can immediately reach out to us for confidential and compassionate care

### Campaign Materials:

- Primary Graphic for Print & Digital formats
- Web Landing Page
- Billboard
- Poster
- Social Media Icons



## Major Campaign Example – Denim & Diamonds

### Campaign Elements

- **Event Graphic** Icon & Badge
- Feature **Photographs**
- **Sponsor packets**
- **Save the Date** card
- **Poster** (Tabloid Size)
- **XL Signage**
- **Web Landing Page**
- **Registration Page** – Online ticketing & payments
- **Invitation** w/insert cards
- **Invite envelope**
- **RSVP card**
- **RSVP envelope**
- **Social Media** Icons
- **Social Media** Event Page
- **Press Release**
- **Eblast** Icon
- **Event Ticket**
- **Advertising** – Print & Digital (Usually ranges from 8 – 10 separate designs for media platforms with various ad sizes - print and digital)

*Spinning wheels & dancing heels!*

A fundraising event for LACASA Center

**Saturday, September 19, 2020**  
5:30 – 10 p.m. • Haggerty-Bearden Ranch

**Kick it up for a good cause**

- Wild West gambling
- BBQ from Block Brewing
- Wine, beer, spirits & cigar bar
- Music by Karl Holmes
- Line dancing
- Live auction & Lady Luck Raffle
- Grand finale fireworks

*It's On ~ Rain or Shine!*

**Tickets \$100:** Includes parking, scrumptious dinner, wine & beer, gambling-loot starter kit & all-night-long entertainment

**Event & Diamond Mine Tickets**

**Brighton:** Cooper & Binkley Jewelers  
**Howell:** Howell Western Wear, LACASA Center & LACASA Collection  
**R&P Online:** [lucasacenter.org/diamonds-2020](http://lucasacenter.org/diamonds-2020)

**Go Diamond Mining!**  
Win a diamond from Cooper & Binkley Jewelers

- Tickets \$100, Only \$60 offered
- Everyone is a winner; a sparkling cubic zirconia, gemstone or the real diamond
- You don't have to be present to win; tickets available now!

**LACASA**  
Compassion. Courage. Hope.  
517-548-1350 • [lucasacenter.org](http://lucasacenter.org)

*LACASA is a local, independent nonprofit organization. All event proceeds stay right here at home and help victims of child abuse and interpersonal violence from our community.*

*Join us for Spinning wheels & dancing heels!*

A fundraising event for LACASA Center

**Saturday, September 19, 2020**  
5:30 – 10 p.m.  
**Haggerty-Bearden Ranch**  
3300 County Farm Rd, Howell

**You are invited!**

*Enjoy great food, good company and foot-stompin' fun all night long. We're bringing back old favorites and introducing new ones.*

*Spin wheels, throw dice or double down at the Wild West Casino. Enter to win luxury prizes in the Lady Luck Raffle. Bid on destination getaways and exclusive items at the live and silent auctions. Mosey over to the Silver Star Saloon for premium spirits & cigars. Line dance, party and catch the fireworks finale.*

*Best of all, you'll be whooping it up for a worthy cause. See you there, Partner!*

# LACASA

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## **Social Media**

## Social Media Content

*Reminder: Social Media posts should drive people to our website*

- Keep copy brief
- Always include a photo or graphic image, with rare exceptions, such as Agency Statements
- Develop focal point graphics, crisp & uncluttered
- Graphics must be simple; posts that we may want to boost via [FB advertising](#) must have simple graphics; FB prohibits using graphics in ads that have too many elements in them
- Use the correct size of images for each social media platform
- [Don't insert LAC logos](#) into social media graphic images; it's redundant
- Provide basic information, then [insert a direct link to the relevant LACASA web page](#)
- Create a “short link” as needed for space limitations [We have a Bitly account for this]
- When sharing news/feature story links, [use the opportunity to tie the information back to LACASA services and programs](#). **Example:** A news article about how trauma affects children should include information about our Trauma Assessment Program is available to the public.
- Be mindful to avoid any language that would be considered a negative play on words regarding the issues our organization is involved with, such as, we would not say something like: “This is a Hard-Hitting Article,” or “Check Out our Black & Blue Sale.”
- Use agency **#hashtags** or national **#hashtags** when appropriate, however, [use #hashtags in the post content, not in the graphic image](#). Hashtags are meant to be searchable, which they won't be if inserted in a graphic image.

## Trigger Alerts & Trigger Warnings

Include a trigger disclaimer when sharing posts of a sensitive nature, especially those that recount explicit details regarding child abuse, domestic violence or sexual assault.

- **Trigger Alert:** Use when content could be triggering to a victim
- **Trigger Warning:** Use when content contains graphic descriptions of abuse

## Politics

It's difficult these days, but do your research and seek out news articles that don't mention a political party in the headline.

- **Acceptable:** Senate Delays Vote on VAWA
- **Unacceptable:** Republicans Delay Vote on VAWA
- **Acceptable:** House Approves Equal Pay for Women
- **Unacceptable:** Democrats Pass Equal Pay for Women
- **Acceptable:** Congress Blocks Victim Protections
- **Unacceptable:** Trump's GOP Blocks Victim Protections

## Public-Facing Social Media Policy – *Published on Facebook*

### LACASA Social Media Policy

As advocates for victims and survivors of child abuse, domestic violence and sexual assault, LACASA Center is committed to sharing journalism that fosters community education, awareness and prevention.

We follow and may publish local, state, national, and international news that affects the work we do, the victims we help, and the stakeholders we serve. Our policy is to post news and feature articles from the public domain that keep our audience informed.

We strive to be transparent and host an open forum of responses to our posts. In the event, however, that a person is posting comments of a vitriolic nature—or sharing ill-informed or inaccurate information about issues surrounding child abuse or interpersonal violence—we will delete the comments and, in some instances, block the user.

For confidentiality reasons, we do not tag people in the photographs we post. Readers are welcome to tag themselves in any public fundraising or awareness event photos that we may publish.

### Public Comments & Reviews

- Respond to private messages received on social media in a timely manner
- Monitor public reviews of the Center & the Store; respond accordingly
- Monitor post comments on social media platforms
- Stay positive when responding to criticism/bad reviews
- Take control of the conversation when necessary
- Delete any comments that are vitriolic, disrespectful, harassing, or factually inaccurate
- Block users when necessary

### Social Media Tagging

Due to confidentiality, we do not tag people in our social media posts or photographs. They are welcome to tag themselves, if they wish.





## Social Media Accounts – Overview

### Facebook

- LACASA Main
- LACASA Collection
- Cinderella’s Closet
- Teen Advisory Council
- LACASA Online Store
- CCO LACASA Page
- Mktg Manager LACASA Page

### Instagram

- LACASA Main
- LACASA Collection
- Cinderella’s Closet
- Teen Advisory Council
- LACASA Online Store

### Twitter

- LACASA Main
- LACASA Collection
- Teen Advisory Council

### LinkedIn

- LACASA Main

### Google Business

- LACASA Main
- LACASA Collection

### Bing Business

- LACASA Main
- LACASA Collection

### Indeed

- LACASA Main

### Pinterest

- LACASA Main

### YouTube Channel

- LACASA Main



## SM Graphics: So many platforms. So many sizes.

Every social media platform has its own image size requirements. These requirements change often—and without notice—as platforms are updated or redesigned.

The sizing situation is so fluid that some marketing companies provide customers with up-to-the-minute alerts about social media image dimension changes.

Why is this important to us?

**One-size-fits-all doesn't work in the digital world.** That's why we create a variety of graphics for our social media campaigns and digital media platforms in the correct sizes, dimensions and aspect ratios.



image size cheat sheet  
2020

Optimal sizes in pixels. See bit.ly/SMSizes for details.

Page Cover	1200 x 675 <sup>1</sup>
Group Cover	1640 x 859 <sup>1</sup>
Event Cover	1200 x 675 <sup>1</sup>
Profile Picture	170 x 170 <sup>2</sup>
Link Image	1200 x 630
Optimal Widths for Photo Posts	720, 960, 2048, height up to 2:3
Photo Viewer max	2048 x 2048



image size cheat sheet  
2020

Optimal sizes in pixels.  
See bit.ly/SMSizes for details.

Profile Photo 1:1	180 x 180
Square Pin 1:1	1000 x 1000
Optimal Pin 2:3	1000 x 1500
Tall Pin 1:2.1	1000 x 2100
Board Cover 1:1	600 x 600



image size cheat sheet  
2020

Optimal sizes in pixels.  
See bit.ly/SMSizes for details.

Profile Photo 1:1	180 x 180
Square Post 1:1	1080 x 1080
Landscape 1.91:1	1080 x 566
Portrait 4:5	1080 x 1350
Story Image 9:16	1080 x 1920
IGTV Cover 1:1.55	420 x 654



image size cheat sheet  
2020

Optimal sizes in pixels.  
See bit.ly/SMSizes for details.

Profile Photo 1:1	400 x 400
Header 3:1	1500 x 500
Shared Link 1.91:1	1200 x 628
Tweet Image 16:9	1200 x 675

**EXAMPLES ONLY:** Do not use these dimensions. Always check for current sizes.

# LACASA

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## Design 201

## LACASA - Graphic Design Guidelines

- **Style:** Simple and uncluttered
- **Messaging:** Use an active or unique headline
- **Images:** Use a Focal Point photo or graphic image to draw the reader's eye into the piece [**Remember:** People photos should always be looking into the page, not away from the page]
- **Graphics:** Soft lines/watercolor effect preferred when appropriate
- **Inverted Pyramid:** Larger images & headlines on top; smaller images and content down the page

**Publisher** – We only use it for simple, internal fliers/notices. Graphic designers do not use Publisher, and we cannot send a document created in this file format to a designer or a professional printer.

## LACASA Brand – White Space

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### *White space, white space, white space!*

- **Design & Content:** Provide “breathing room” on all materials
- **Content Boxes:** Allow for wide margins; give plenty of room at the top and bottom of the box and on both the left and right margins
- **Newsletters, sponsor packets, letters:** Be generous with margin space around all page borders and columns

*“White space isn't neat or nice; it's effective and valuable”*

## What is white space?

White space or negative space is simply unmarked space in the design. It is the space between the layouts, lines of paragraphs, between paragraphs, between different UI elements and so on. White space does not literally mean an empty space with a white background. It can be of any color, texture, patterns or even a background image.

*"White Space in design composition is same as use of Silence in a musical composition. Without proportionate use of Silence, music is unstructured; some may call it noise. Similarly, without White Space, design is unstructured and difficult to consume"*

## Why white space is important

White space is important because it plays a major role in contributing to the overall readability and organization of a design.

- Makes text easier for users to scan.
- Helps create natural grouping of similar elements.
- Prioritizes elements in the design, such as calls to action, search or navigation.
- Creates a feeling of harmony and sophistication.
- Establishes balance and visual hierarchy.
- Helps make heavy blocks of text easier to digest (and more likely to be read)
- Guides users through the design in a logical manner.

# Space Doesn't Have To Be “White”

There's this myth about white space that needs debunking: White space does not have to be white.

White space can be a solid color, or a blurred background or even a bit of movement. The common factor is that the space is just that... space. It doesn't contain another content or design element. If the user looked past it or away from it, no information would be lost.

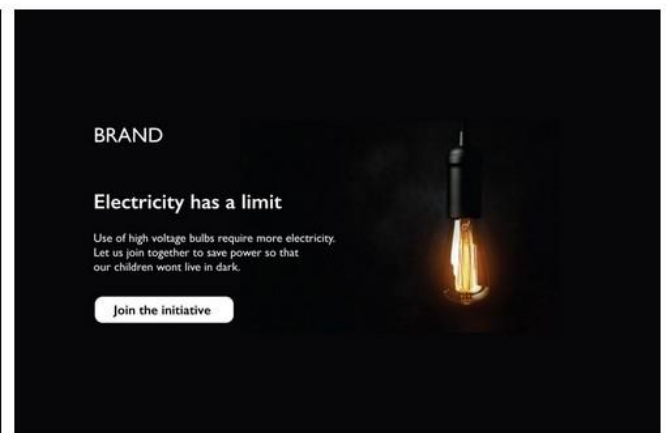
The threshold is that all white space actually *could* be white, but the designer has chosen to create the visual in another way while still using the principles of space.

White space can appear in any part of the design and should serve as a tool to enhance usability from the top of the page to the bottom and throughout secondary pages. A good design pattern will use white space consistently to help make the visuals easier for users to digest.

## Example



Have a look at the below images. There is a simple message to be given and it is about saving power for future. In the image to the left, our eye keeps on jumping from one element to another—Brand name, Title, text, button, bulb. There is very less area where there is no element; high motor load.



In contrary, as soon as we look at the image on the right, the content is the same—brand name, title, text, button, bulb. What makes it soothing to the eyes is the white space around the content. It helps our eyes take rest, helps us breathe and not get overwhelmed with information.

White space aids readership





## Design Principles


### *Think of a design in its totality*

- When you suggest revisions to a design, on a poster for example, be thoughtful about how those revisions will affect the entire piece (*See graphic below*)
- Changes in the size, shape or color of one element can result in major revisions throughout the entire design



## Design Principles: Dominance, Focal Points And Hierarchy

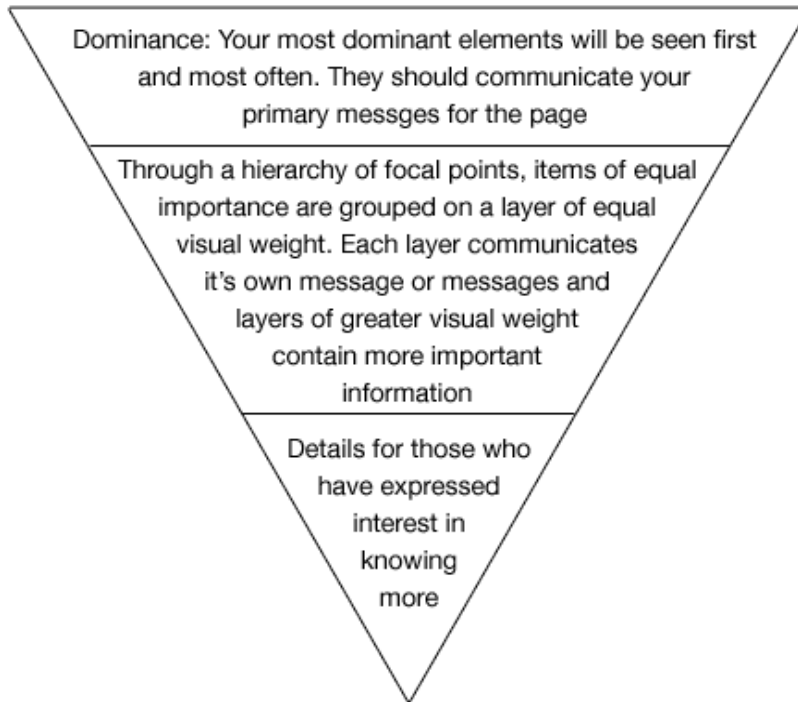
**QUICK SUMMARY** ↗ *Has a client ever asked you to make the logo bigger? Maybe they asked that just after you completed their request to make a heading bigger. The new heading stands out, but now the logo is too small in comparison and isn't getting noticed. The clients wants to make the logo bigger. Of course, now that the logo and heading are bigger, both are going to attract more attention than the main call-to-action button, which will need to be made bigger. And once the button is bigger, the heading is going to start looking small again.*

 16 min read

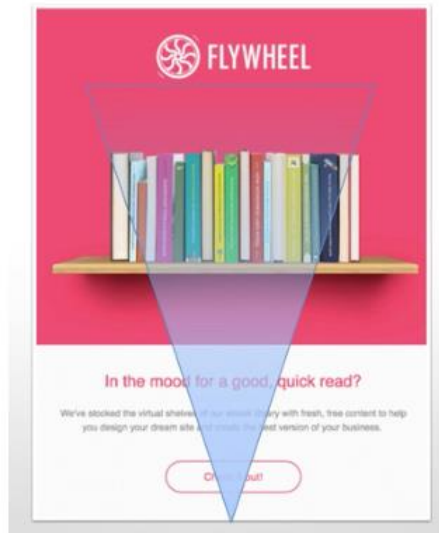
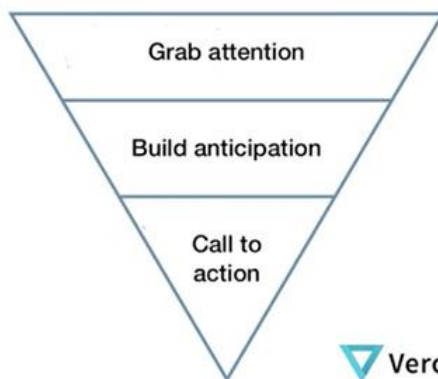
 [Inspiration, Design, Visual Design, Creativity, Design Principles](#)

 Share on [Twitter](#) or [LinkedIn](#)

# Inverted Pyramid of Design



**Vero's Inverted Pyramid method**  
A way to create focussed emails that convert



## Visual Hierarchy

As you design distinct levels of dominance, you [create visual hierarchy in the design](#). Ideally, this visual hierarchy will match the conceptual hierarchy of your content. If an article's heading is more important than a caption in the article, then the heading should be more visually dominant.

Visual hierarchy enables visitors to scan information. It helps you communicate a message quickly and effectively. The top of the hierarchy (the dominant element) should help to answer questions a visitor might immediately have upon landing on the page.

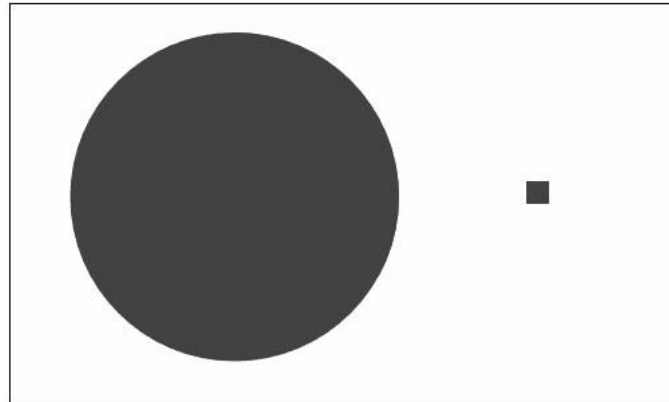
Within seconds, visitors should be able to pick up the key points and main message of the page. They can do this if you make the most important information the most visually prominent.



## Dominance

Compare any two elements in a design. Either the elements will be equal in every way or one will exert some level of dominance over the other. The more dominant element will attract the eye and get noticed first. It might even appear to exhibit some sort of control over the less dominant element.

The more dominant element likely has greater visual weight than the elements it dominates. It will seem to exert force on what's around it.



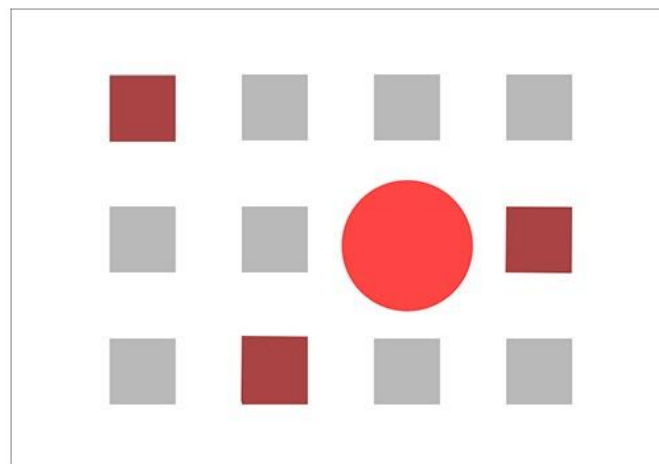
**Example:**



## Focal Points

Focal points are also elements or areas of dominance, just not to the same degree as your one dominant element, which could be defined as your most dominant focal point. Focal points are areas of interest, emphasis or difference within a composition that capture and hold the viewer's attention.

The circle and the three reddish squares are all focal points because they stand out from the majority of other elements in the graphic. They contrast with the mass of gray squares. The large bright red circle stands out the most. It's the dominant focal point, or the dominant element in this image.



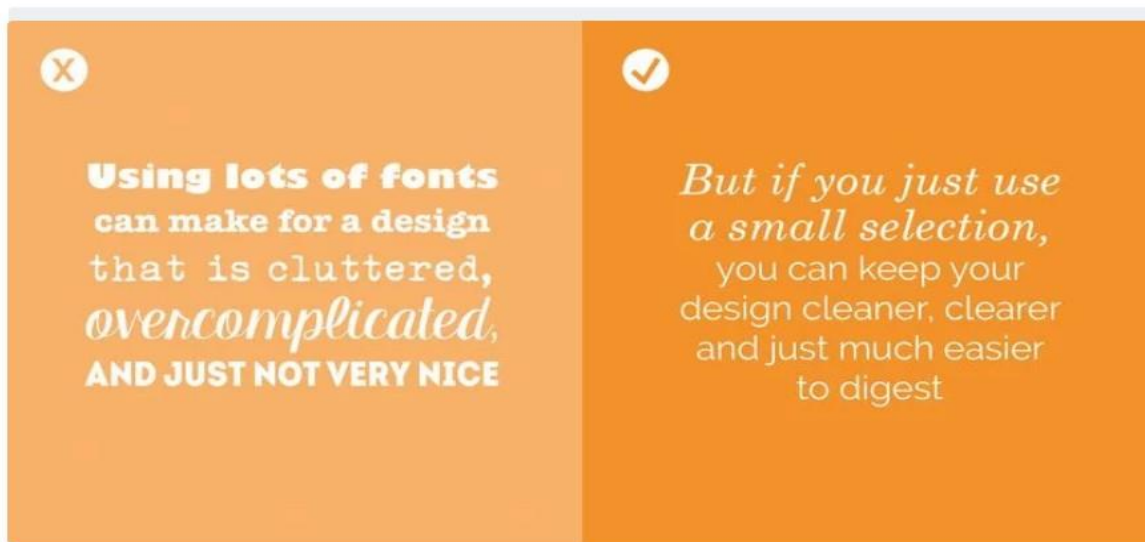
### Example



## Always Design for Your Audience - *Example on right is best*



## Use a consistent font palette



**Image Positioning:** Face the photo where you want the reader's eye to go



## VINCENT VAN GOGH

el gran postimpresionista holandés

Este 30 de marzo se conmemora el natalicio de uno de los pintores más influyentes de la historia, debido a que logró expresar en su obra una intensa emoción, energía y color. Conoce su vida y obra.

**PINTOR**  
**NACIÓ** el 30 de marzo de 1853, en Groot Zundert, Holanda.  
**MURIÓ** el 29 de julio de 1890, Auvers-sur-Oise, Francia.

**FECHAS CLAVE EN SU VIDA**  
**1869** Ingresó como aprendiz a la Filial de La Haya de la galería de arte parisina Goupil & Co.  
**1877** Viajó a Amsterdam para entrar a la Facultad de Teología, sin embargo los estudios le resultaron difíciles.  
**1880** Decidió ser artista y estudió dibujo anatómico y perspectiva en la Academia de Bellas Artes, en Bruselas.  
**1886** Conoció en París a Paul Gauguin y ingresó en el "Café de Tambour", junto con Emile Bernard y Toulouse-Lautrec.  
**1888** El pintor se mutiló una oreja, se cree que tras una discusión con Gauguin. Fue internado y diagnosticado con esquizofrenia y epilepsia.

**2 mil 160** obras en total\*

**860** óleos\*

**1,300** fueron acuarelas, dibujos y bocetos\*

\*Aproximados

**¿SABÍAS QUE?**  
La película "Lust for Life" (1956) inspiró a la película "Van Gogh" (1956) dirigida por Hugh Welchman, que ganó el premio de la Academia de Cine de Oro. El libro "Van Gogh: The Man, The Myth, The Masterpiece" (1998) de Steven Naifeh y Gregory White Smith.

**PRINCIPALES OBRAS**



# Typography

## Typography is an art and a science

- **Body Content:** Use italic and boldface sparingly (both are “hard on the eye” to read in larger blocks)
- **Headlines & Subheads:** Interchanging italic and boldface, using the same font, can be effective in breaking up monotony of headlines and subheads
- **Decorative Fonts:** Use sparingly, if at all; never mix two specialty fonts

## Alignment: Content Styles

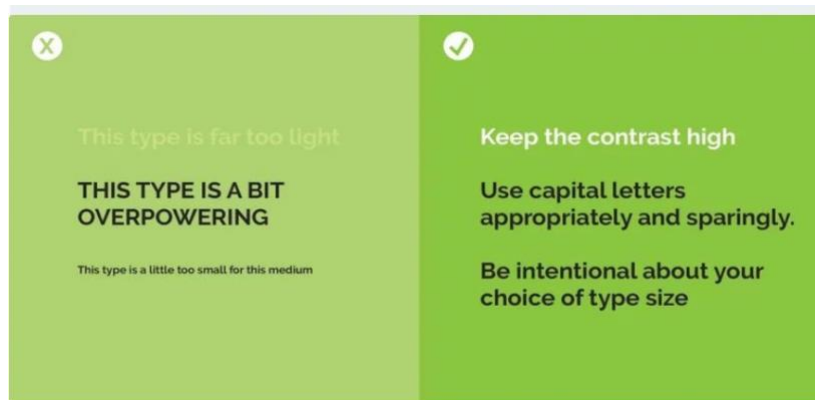
- **Flush Left:** Most body content/copy should be justified to the left
- **Center Aligned:** Usually used for Headlines  
[It is hard for the eye to read long copy blocks that are centered on a page]



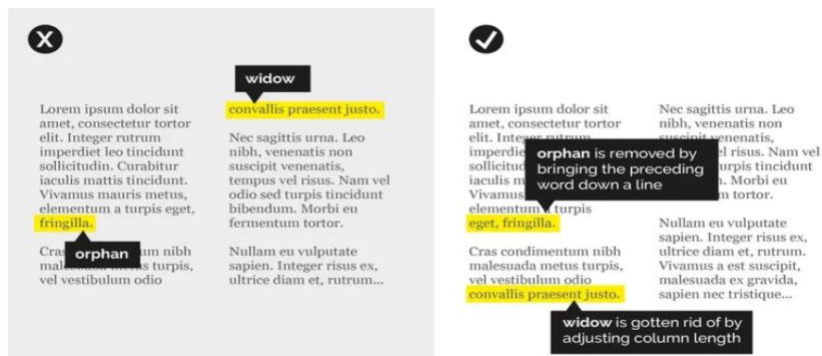
**Specialty Fonts:** *Use sparingly* - It is hard for the eye to read long chunks of specialized fonts



**All Caps:** *Rarely use all caps*



**Orphans & Widows:** *Avoid them*



## Before & After Example

This “before” image has too much going on. The reader does not get to the main message until the fifth content block down. The mixture of fonts and font colors add to the confusion.

### NOTES:

- Avoid hard-to-read yellow on print materials
- Do not center long blocks of type down a page

### Before

# CAP KIDS' FAIR 2018

**At Pinckney's Art  
in the Park Festival!**

**Saturday, June 2 and Sunday, June 3  
10 a.m. - 5 p.m.**

**Invitation to Livingston County Agencies**

LACASA's Child Abuse Prevention Council is pleased to invite Livingston County agencies to participate in its annual CAP Kids' Fair.

**Event Theme:** Child Safety, Wellness & Development

**Exhibitors:** CAP is seeking community partners who wish to share important safety, wellness, and child development information with parents and who can provide a free make-and-take craft for kids.

**Cost:** The only cost to participate is the cost of a make-and-take craft.

**Table Reservation:** To reserve your space, please complete the Exhibitor Reservation Form and return to the CAP Council via e-mail or fax.  
**Note: you may opt to participate on one or both days of the event.**  
Space is limited and is available on a first come, first served basis.  
Deadline for exhibitor registration is Monday, May 14th.

**All exhibitors will be provided a table and two chairs  
under one large canopy**

**Hosted by the Child Abuse Prevention Council of Livingston County  
For more information, contact 517-548-1350 or hnaylor@lacasacenter.org**



**After** – Let the reader know immediately “why they should care” or “what’s in it for them.” Keep information organized. Justify all body copy to the left.



*Free Family Fun*

## Be an Event Participant

**What:** CAP Kids' Fair 2019

**Where:** Pinckney's Art in the Park Festival

**When:** Saturday & Sunday, June 1 & 2

**Times:** 10 am – 5 pm (Table setup 9 am)

LACASA's Child Abuse Prevention (CAP) Council invites Livingston County agencies to participate in its annual CAP Kids' Fair. Join us under the big tent for an event that combines family fun with education about **child safety, wellness, positive parenting, and local resources.**

**Event Theme:** Ship Ahoy—Pirate Fun for Kids

**Event Focus:** Child Safety, Wellness & Development

**Exhibitors:** Participants who want to share important child safety and wellness information with parents; and who will provide a free make-and-take craft for kids

**Cost:** Free and includes a table & two chairs under one large canopy tent; participants required to offer a make-and-take craft station

**Reservation Deadline - May 13:** To reserve your space, complete the Participant Reservation Form and return to the CAP Council via e-mail or fax. *Note:* you may opt to participate on one or both days of the event. Space is limited and is available on a first come, first served basis. Deadline for exhibitor registration is **Monday, May 13, 2019.**



Livingston County  
United Way



The family-friendly event is hosted by the Child Abuse Prevention (CAP) Council of Livingston County. For more information, call **517-548-1350**, email [capcouncil@lacasacenter.org](mailto:capcouncil@lacasacenter.org), or visit LACASA's website at [lacasacenter.org](http://lacasacenter.org).

LACASA

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## Store Brand Identity

# Strategy

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Create a branding framework that is inclusive of LACASA's brand identity, yet establishes an independent brand persona for the business

## Building the 'Collection' Framework

**Creating Our Brand Story**—Branding statements and story prompts:

- Life is a collection of experiences. How we weave those experiences into the tapestry of our lives is what determines our eventual happiness and fulfillment.
- We work collectively to rebuild the lives of survivors.
- The name of our store is representative of how, when we work collectively, we can co-create a patchwork of empowering experiences that change lives.
- We bring a collection of good things to you.
- We have a collection of good things in store for you.

## Brand Messaging Essentials

- **Retail Store for the Public**— Convey that this is an open-to-the-public retail store
- **Stigma** – Overcome any stigma associated with charity resale stores and impress that funds go directly back to provide services and programs at no charge
- **Shop with Dignity** – Develop explanation of program and how it benefits victims and survivors
- **Sustainability** – Communicate that store earnings will enhance LACASA's sustainability efforts
- **Tax Benefit**— Convey 501c3 status and that all donations are tax deductible

## Creative Development

*Think about the standard perception of a resale store, then **convey the opposite!***

- Uncluttered
- Simple
- Clean/crisp
- Compatible with LACASA Center brand identity

## Store Mission Statement

We inspire our customers to **shop for good** and **donate for good**, knowing they are helping victims of abuse at LACASA Center. We create a comfortable setting for our clients to **shop with dignity** for the things they need at no charge. All store proceeds stay local and fund critical programs for victims of abuse and interpersonal violence.

## Key Brand Statements

- Shop for good
- Donate for good
- Volunteer for good

## Hashtags:

#shopforgood  
#donatefor good  
#volunteerforgood  
#helpforgood  
#uniqueboutique  
#charityresale  
#thriftstore  
#greatfinds

## Brand Messaging – Example of Essay Descriptors

### Shop with Dignity Program

**About Our Shop with Dignity Program:** LACASA’s Shop with Dignity voucher program is designed for abuse victims from the community. Leaving an abusive situation is immensely challenging – emotionally and financially. This store provides victims and survivors a place to clothe themselves and their children, as well as equip their new homes with things that make their life more comfortable. The confidential voucher program makes it easy for clients to shop with dignity. Thank you for your support!

### Store Earnings Stay Local

**How Your Support Helps:** Proceeds from the LACASA Collection go directly back to victim and survivor services at LACASA Center. The Collection was established to provide additional revenue to help sustain the agency. Unlike many nonprofits, we are independent. We do not receive funding from a national parent organization. All our services for victims of child abuse, domestic violence and sexual assault are provided at no charge because we believe safety has no price. It is because of the generous support from people like you that we can continue to provide shelter, counseling, legal advocacy and critical resources for victims from our community.

## Customer Acquisition, Rewards & Retention

**POS Square:** Gather customer contact information upon purchase

**Website:** Gather visitor emails via subscription sign-ups

**Frequent Shopper Cards** – Offer cards to shoppers; cards are stamped after each purchase; after 10 visits, get \$10 off your next purchase

**Loyalty Club** – Capture key information on shoppers: birthday, address, shopping preferences; email coupons on birthday month; eligible for special “preview” events

**Contact Cards** – Customers are invited to fill out a contact card and are entered into a monthly drawing (captures valuable demographic information)

**Eblasts** – Send monthly eblasts on upcoming sales & events

**Social Media** – Connect with followers in unique ways

**Loyalty Club** – Capture key information on shoppers: birthday, address, shopping preferences; email coupons on birthday month; eligible for special “preview” events



## In-Store Brand Persona

*(Developed pre-store opening, July 2017)*

### Create a Memorable Customer Experience

- Upscale atmosphere
- Attractive displays
- Well-organized merchandise
- Relaxing
- Friendly
- Uncluttered
- Sparkling clean
- Customer Lounge Alcove – Near book nook & waiting rooms
- Attractive dressing rooms – Keeping Cinderella’s Closet events in mind

### Merchandising Displays

Large displays set up in prominent, high-traffic locations have been shown to increase the rate of sales as much as **64-fold**.

- Locate high-end merchandise in designated “**designer area**” near store front
- Create “**Featured Online**” display of current offerings on Social Media
- Develop fun, whimsical or informative **shelf talkers/tent cards** for displays

### Front Window Displays

- The front window is the store’s window to the outside world; **make the most of it!**
- Strategize themes of monthly and/or seasonal displays
- Save-back items in designated area for future window displays
- Use appealing backdrops
- Ensure that display is correctly sized to scale
- Vary heights, textures and colors of featured décor and merchandise
- Add specialized lighting elements as needed to illuminate the window at night
- Create public anticipation about the next “upcoming” window display

## Online Brand Persona



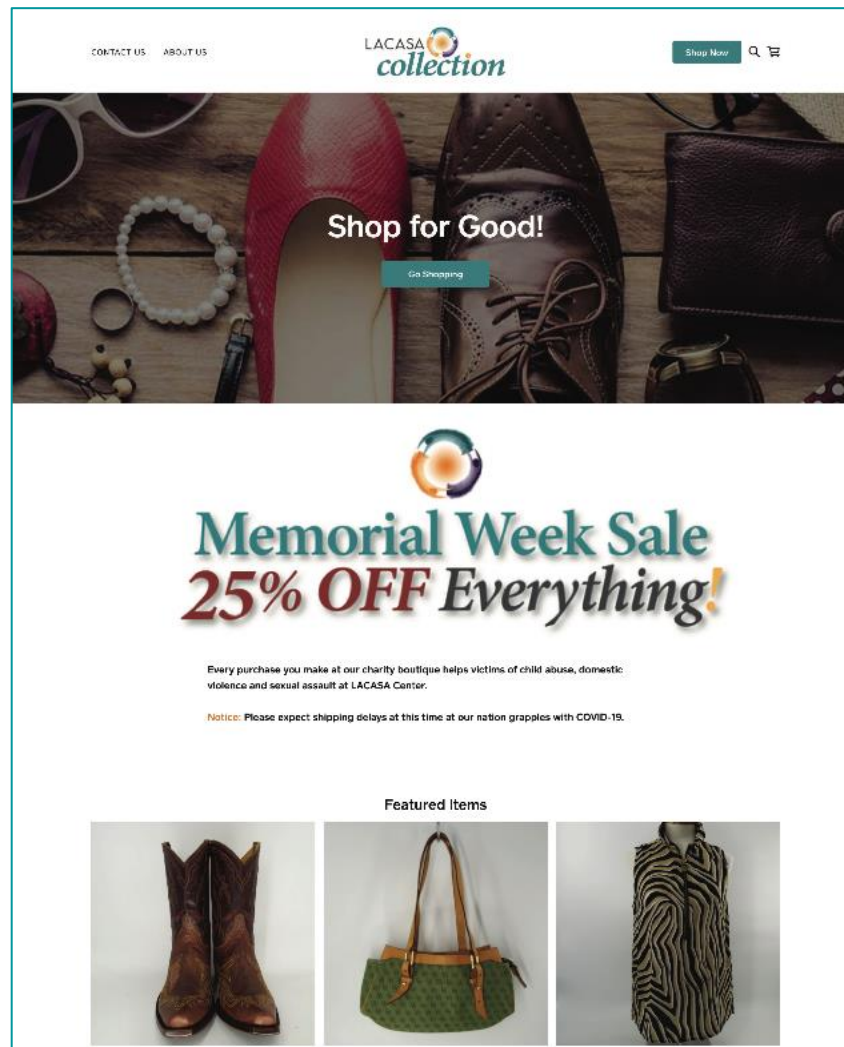
**Store Website:** Create simple, easy to navigate website that dispels the usual cluttered perception of a “thrift store”.

[lacasacollection.org](http://lacasacollection.org)

## SquareUp Online Store & Store Email Campaigns

### Working with the SquareUp web Interface:

The website is designed and managed from within the SquareUp interface, which is in fact a Weebly Wordpress web theme. This format has many limitations, such as, the ability to format type, graphics are determined by the theme height allowances, so cropping is applied to any graphics that don't fit within their narrow horizontal format.



### Email Campaigns from the SquareUp Interface:

**Email Addresses:** An email campaign can be designed and sent utilizing the email addresses harvested from the Square payment device used In-store, as well as those from the online store. Emails can be imported or manually added from the Store Website, or from the contact cards collected in the store.

## Email Campaigns:

**Eblast Graphic:** 1020 x 600 (2x)

This area also has limitations as to the size of graphics and logos, it goes by the height of an image, not the width, so consistently crops anything that is too wide. This shows especially when viewed on mobile or tablet devices.

As component requirements may change, please make sure that all platforms are checked before publishing or sending out an email campaign.

## Point of Sale Device:

Account Settings > Locations

**Custom Background Image:** 2328 x 1144px

**Logo:** 200 x 200px minimum



Store Logos

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Logo Treatments – Color



Logo Treatments – Grayscale



Square – Register Receipt Logo



# Color Palette



**PMS 5483**  
Hex **38939B**



**PMS 667**  
Hex **7473A9**



**PMS 1365**  
Hex **FDBC5F**



**Gray**  
Hex **4A4B4F**



*Alert*  
Hex **9B4038**

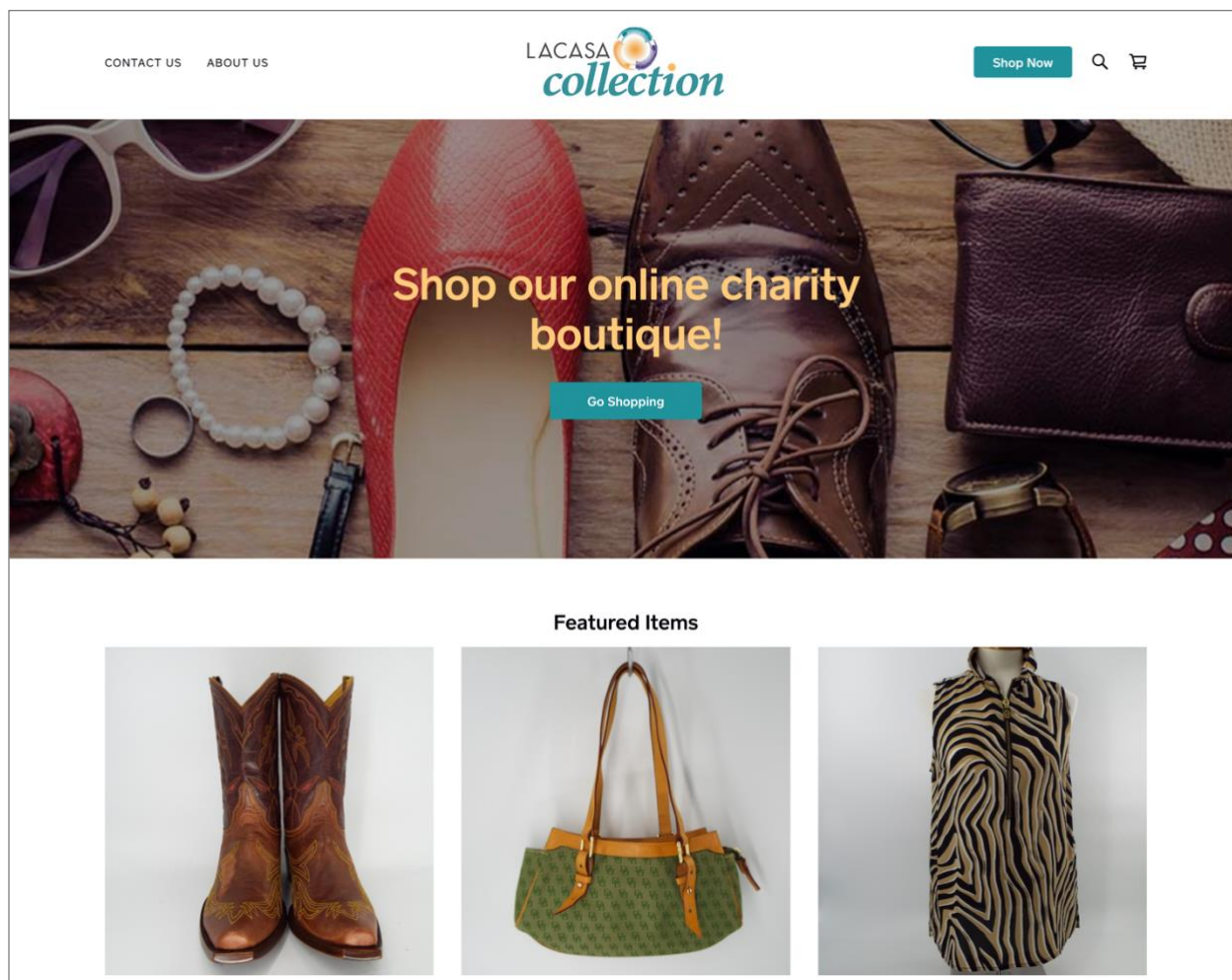


*Community Education*  
Hex **77774D**



*Teens & Young Adults*  
Hex **3270B2**

## Online Store – Website



**LACASA Collection Online Boutique:** Create an e-commerce site using Square, which is the store’s Point of Sale (POS) system. This enables the store to utilize its existing database to track and record purchases and reach out to existing customers within the Square database.



# Online Store Launch – Campaign

In-Store Sign – Horizontal, XL 24-36



FB Banner



Web/Social Media/Eblast Icons (1 of 6 Sizes)



## In-Store TV Slide



## Digital Ad – For Livingston Post



## Web Widget

