

FAMILY SERVICES

BRANDING

WHAT YOU NEED TO KNOW
TO HELP PEOPLE THRIVE



Our Brand Is a Commitment to Our Community

Family Services, Inc. exists to strengthen our community. Our brand is not a visual identity. It is how we work, how we make decisions, and how we relate to the people we serve.

It clarifies who we are, what we stand for, and the outcomes we are working toward.

A shared understanding of our brand shapes our behavior across the organization — how we communicate, collaborate, design programs, and engage with partners.

It aligns our internal culture with our public presence, strengthening trust with colleagues, clients, and the broader Hudson Valley community.

How the Visual Brand Supports Our Message

Our visual identity is here to help you do your job.

It gives you simple tools to make materials that people can recognize, understand, and trust — whether it is a flyer, a web page, or a sign in one of our spaces.

When we use the system consistently, people spend less time trying to figure out where they are or what to do next, and more time getting the support they need.

The Family Services Brand Idea

Our brand idea is a practical guide for how we design anything at Family Services.

We use design to help people quickly understand where they are, what they need to do, and where to go next. Every sign, form, flyer, and digital page should make things simpler and more straightforward.

The goal isn't to make things look nice. It's to give people clarity when they may already feel overwhelmed.

When we use the system consistently, people experience Family Services as dependable and easy to navigate.

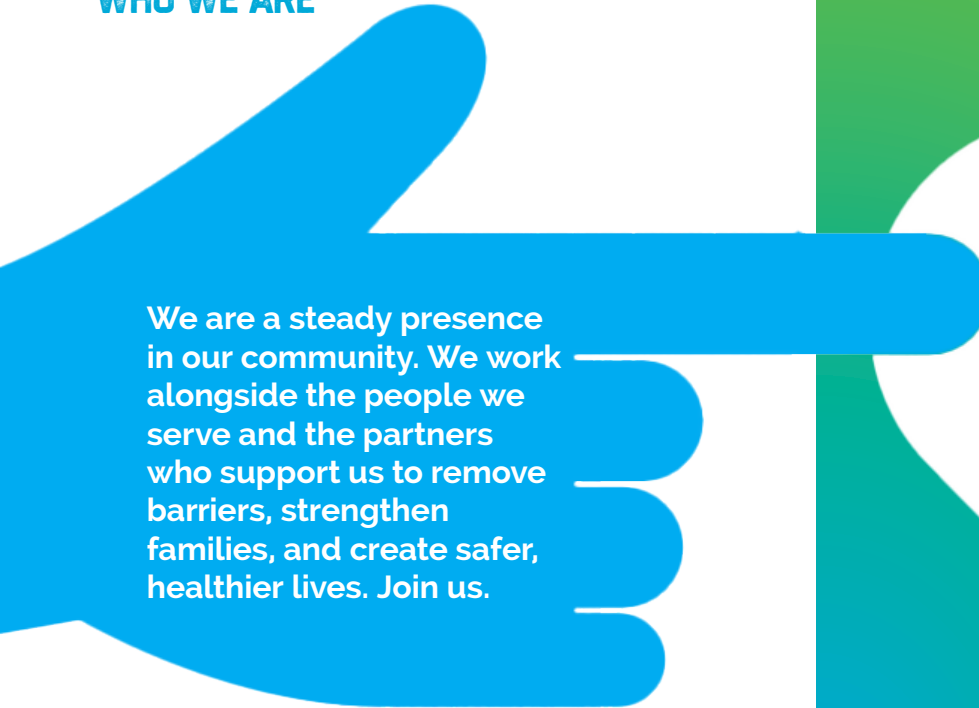
Brand Elements

These tools are here to make your job easier.

Our brand elements give you a simple, shared system for creating materials that are clear, consistent, and recognizable as Family Services — whether you are making a flyer, a presentation, or a social post.

You can adapt them for different programs and audiences, but when you use them together, people will know immediately that the information comes from a source they can trust.

WHO WE ARE



We are a steady presence in our community. We work alongside the people we serve and the partners who support us to remove barriers, strengthen families, and create safer, healthier lives. Join us.

WHAT WE WANT PEOPLE TO FEEL



This community matters.
It's my community, my home.
It belongs to all of us, no matter
who you are or where you are.
I'm an important part of it.

THIS IS OUR BRAND IDEA

**SUPPORTING
EVERYONE'S
RIGHT TO
THRIVE**

THIS IS WHAT IT MAKES US THINK AND FEEL



Brand Elements Summary

LOGO MISSION TAB

The mission tab consists of four elements. The tab, the tree icon, the line and the mission statement. All these elements are locked up together and should not be used in any other way than those described in this section.

There are two versions of the mission tab: horizontal and vertical.

APPLYING THE MISSION TAB

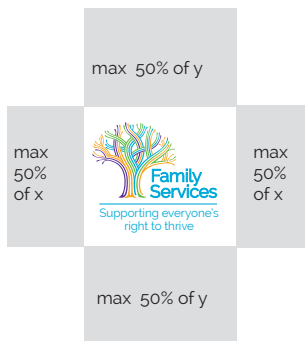
The extensions on all sides of the mission tab are set at a maximum of 50% of the width and depth of the tab itself.

When you place the tab in your work area, do not exceed the width or height of the extension available.



HORIZONTAL TAB

The horizontal tab uses the tree icon on the left and the mission statement on the right. You can bleed the tab off any edge of the area you're working with.



VERTICAL TAB

The vertical tab uses the tree icon on the top and the mission statement on the bottom. You can bleed the tab off any edge of the area you're working with.



Supporting
everyone's
right to thrive

HORIZONTAL TAB POSITION

You can position the horizontal tab on any edge of your work area in any position using the extension appropriate to that edge. Do not place the mission tab in the corner of the page.



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VERTICAL TAB POSITION

You can position the vertical tab on any edge of your work area in any position using the extension appropriate to that edge. Do not place the mission tab in the corner of the page.



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FAMILY SERVICES

FONTS AND TYPOGRAPHY



Raleway
FLINTSTOCK STAMP
Inter

We use three core fonts. Together, they create a visual language that feels human, clear, and consistent across everything we produce.

Raleway is our primary brand font and is used in the FSI logo. It is the most defining element of our typographic system and anchors our visual identity.

Flintstock Stamp and Impact are our headline and emphasis fonts. They are used for bold statements, calls to action, and moments that need immediacy. Their distinctive weight and character create instant recognition and help our communications feel confident and direct.

Inter is our body and secondary text font. It is chosen for clarity, accessibility, and ease of reading across both digital and print platforms.

Fonts and typography play a central role in how FSI looks, feels, and expresses its personality. Used consistently, this type system helps us communicate with warmth, authority, and trust.

Using Our Fonts Together

Our fonts are designed to work as a system:

Raleway establishes the brand voice.

Flintstock Stamp deliver energy and emphasis.

Inter provides a calm, readable foundation for longer content.

Together, they allow us to balance impact with approachability while maintaining a consistent, recognizable FSI identity across all materials.

QUICK RULES

Do not substitute other fonts.

Do not use Flintstock for long text.

Use Raleway for FSI-level headings.

Use Inter for anything people need to read comfortably.

Consistent font use helps everything we publish feel clear, trusted, and recognizably FSI.

Raleway — Our Brand Font

Raleway is the font used in the FSI logo. It represents the voice of the organization.

Use it for: section titles, subhead, brand-level messaging

Download: <https://fonts.google.com/specimen/Raleway>

Flintstock Stamp — Headline Fonts

This font is used for bold statements and attention-getting headlines.

Use it for: big headlines, calls to action, posters, flyers, signage, and social graphics

Do not use these for paragraphs.

Download Flintstock Stamp:

<https://www.myfonts.com/collections/flintstock-font-nicky-latz>

Inter — Body Text Font

Inter is our everyday reading font.

Use it for: paragraph, descriptions, instructions, reports, handouts, emails, and website body copy

Download: <https://fonts.google.com/specimen/Inter>

Partnership Badge

The partnership badge contains the partner logos and a descriptor that clearly explains the relationship between the partners.



Questions? Contact Coach Dennis at 845-867-8144



SELF DEFENSE COURSE

Join our **FREE** non-contact boxing and self-defense classes with Coach Dennis at the Family Partnership Center!

Open to ages 11-18.

WEDNESDAYS (9/24 — 12/17)
4:00 PM — 5:00 PM

Registration is required.





FUNDED IN PART BY THE UNITED WAY OF THE DUTCHESS-ORANGE REGION AND DUTCHESS COUNTY



United Way of the Dutchess-Orange Region



Family Partnership Center
29 North Hamilton St. Poughkeepsie
familyservicesny.org

COLOR SYSTEM

We chose this bright color palette to reflect the energy, strength, and diverse experiences of the communities we serve. Together, the colors convey connection, growth, and possibility. Consistent use builds a strong, recognizable look, while the variety gives us flexibility to adapt for different audiences—always keeping our communications welcoming, hopeful, and full of life.

Gradients bring warmth and depth to the Family Services brand. They can be used as backgrounds, overlays, or accents to support key messages.

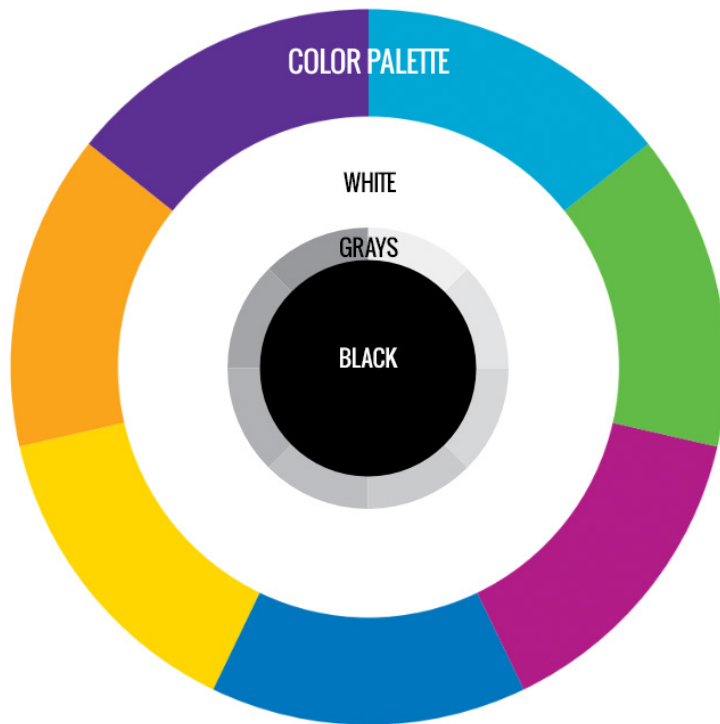
Always follow accessibility guidelines to ensure sufficient contrast when using gradients.

The FSI Color Wheel

The colors in the wheel form the core of the Family Services visual system and carry the energy and personality of the brand.

Black and white act as supporting colors. They are used to create structure, contrast, and breathing room so the core colors can stand out clearly. Gray tones are available for backgrounds and subtle emphasis and should be used with restraint.

The core colors are most effective when selected in small combinations rather than used all at once, allowing each piece to stay focused, legible, and visually balanced.



The Color Values

The colors in the wheel form the core of the Family Services visual system and carry the energy and personality of the brand.

Black and white act as supporting colors. They are used to create structure, contrast, and breathing room so the core colors can stand out clearly. Gray tones are available for backgrounds and subtle emphasis and should be used with restraint.

IRONWEED Hex: #512e84 RGB: 81, 46, 132 CMYK: 39, 65, 0, 48

FALL FLAME Hex: #fbb12e RGB: 251, 177, 46 CMYK: 0, 29, 82, 2

SUMMER SUNRISE Hex: #ffd41a RGB: 255, 212, 26 CMYK: 0, 17, 90, 0

ASHOKAN BLUE Hex: #0a85be RGB: 10, 133, 190 CMYK: 95, 30, 0, 25

SKY BLUE Hex: #00aeef RGB: 0, 174, 239 CMYK: 100, 0, 0, 0

APPLE ORCHARD Hex: #62bb46 RGB: 98, 187, 70 CMYK: 65, 0, 100, 0

MAGENTA TWILIGHT Hex: #a51f7a RGB: 165, 31, 122 CMYK: 0, 81, 26, 35

COOL GRADIENT SKY BLUE > APPLE ORCHARD

WARM GRADIENT MAGENTA TWILIGHT > SUMMER SUNRISE

Using Photography, Film, and Illustration

Photography, film, and illustration are some of the most powerful tools we have to show the impact of our work. They help people understand what Family Services does and why it matters.

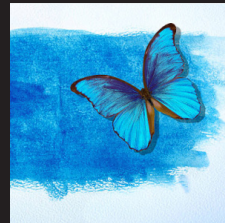
We use them to connect with our community and to make our programs and services visible. Because many of the stories we share are personal, we must always work with care, accuracy, and respect.

Visual storytelling is used across all of our communications — from explaining services to highlighting community needs and program outcomes. When used thoughtfully, these tools support trust, clarity, and understanding.

PEOPLE PHOTOGRAPHY & FILM



PROGRAM PHOTOGRAPHY & ILLUSTRATION



Sourcing Photography and Illustration

Photography and illustration help bring our work to life and should always feel human, respectful, and real.

When choosing images:

- Look for warmth, dignity, and authenticity.
- Avoid anything staged, stereotypical, or sensational.
- Think about where the image will be used and for how long.
- Plan for budget and timeline.
- Always confirm usage rights and permissions.

Our guidelines allow flexibility, but consistency matters. When in doubt, ask before using an image.



KINSHIP

Building safety, understanding, and support through connection

Family Services' Center for Victim Safety and Support invites the community to an afternoon focused on healing, connection, and dignity.

The program will feature artwork created by survivors of crime, offering space for expression and shared understanding. We will also recognize professionals whose work reflects a deep commitment to supporting victims with care and respect.

Following the event, Family Services and the Dutchess County District Attorney's Office will host their inaugural **CANDLE LIGHT VIGIL FROM 5PM-6PM**.

**April 10, 2025
4:00 – 5:00 PM**

Family Partnership Center
Duffy Community Room
29 North Hamilton Street
Poughkeepsie, NY
Light refreshments will be served.

ARTWORK SUBMISSIONS
Contact:
Jennifer Simpkins
845-452-1110 x3218
jsimpkins@familyservicesny.org
or
Kathy Peluso
845-452-1110 x3530
kpeluso@familyservicesny.org



Funded in part by Dutchess
County, NY's Office of Victim
Services, NY's Division of
Criminal Justice Services,
NY's Office of Mental Health,
NY's Office of Children and Family
Services, NY's Office for the
Prevention of Domestic
Violence and Crime Health.



24-hour hotlines:
Rape Crisis/Crime Victims: (845) 452-7272
Domestic Violence: (845) 485-5550
Chat Line: Text – (845) 583-0800

familyservicesny.org

Image Libraries:

<https://www.istockphoto.com/diversity>

CVSS Specific: iStock Portfolio: OLEKSII KRIACHKO

<https://www.istockphoto.com/search/2/image?phraseprocessing=default&mediatype=photography&phrase=OLEKSII%20KRIACHKOimage?phraseprocessing=default&mediatype=photography&phrase=OLEKSII%20KRIACHKO>

Illustration resources

<https://www.istockphoto.com/portfolio/stellalevi?mediatype=illustration>

<https://www.istockphoto.com/portfolio/jdawnink?assettype=image&phraseprocessing=default&mediatype=illustration&numberofpeople=one%2Ctwo%2Cgroup&page=3>

<https://www.istockphoto.com/portfolio/melitas?mediatype=illustration>

Portrait Photo resources

<https://www.lifeofpix.com/search/portrait%20human>

<https://www.pexels.com/@thamyres-silva-2024441/>

<https://www.istockphoto.com/portfolio/boogich?assettype=image&excludenudity=false&alloweduse=availableforalluses&phraseprocessing=default&mediatype=photography&phrase=people%20portrait>