



Project | SEARCH

Project SEARCH® Arkansas:
ACCESS® Initiative

in Partnership with Arkansas Rehabilitation Services

BRAND STYLE GUIDE 2017

Project SEARCH® Arkansas: ACCESS® Initiative
In partnership with Arkansas Rehabilitation Services

VISUAL BRANDING GUIDELINES

This branding guidebook was created to provide consistent and proper use of identifiers for Project SEARCH® Arkansas: ACCESS® Initiative in partnership with Arkansas Rehabilitation Services when producing promotional communications and materials on behalf of Project SEARCH. This guidebook ensures all Project SEARCH presentations and messaging are aligned with our branding goals. Project SEARCH has invested time and money in creating our brand; ensuring brand standards are met protects this investment and strengthens the Project SEARCH brand. Activities addressed by Project SEARCH communications include copywriting and editing, managing Project SEARCH branding and collateral materials (stationery, brochures, flyers, folders, cards, invitations, posters programs, digital media, promotional materials, T-shirts, etc.); managing all communications; managing Project SEARCH social and emerging media; and managing photography. Please contact Erin Riley, Job Development Manager for ACCESS for promotional materials at (501) 529-1332.

This guide serves as a starting point for how, when and where the Project SEARCH name and logo should be used. Please consult this guide when ordering, preparing and presenting materials for Project SEARCH. All those who publish on behalf of Project SEARCH are responsible for adhering to the latest version of this guidebook.

All potential published work on behalf of Project SEARCH must be reviewed and approved by Project SEARCH Arkansas: ACCESS Initiative and related partners before publication.

LICENSING AND TRADEMARK INFORMATION

All official logos in this guidebook are the sole property of Project SEARCH International, ACCESS, Arkansas Rehabilitation Services and partners. Any use without the express permission of Project SEARCH Arkansas: ACCESS Initiative and partners is prohibited. To obtain permission for use of these, please contact ACCESS. Use of these logos are intended to brand Project SEARCH Arkansas: ACCESS Initiative and partners only; these logos are not permitted for use with auxiliary groups or associated organizations. Use registered trademark in first title and upon first mention of Project SEARCH Arkansas: ACCESS Initiative in partnership with Arkansas Rehabilitation Services in the body of a text.

NOMENCLATURE

- Project SEARCH Arkansas: ACCESS Initiative in partnership with Arkansas Rehabilitation Services should be spelled out in its entirety in the initial reference (print or digital). Subsequent to the initial reference, the organization should be referred to as “Project SEARCH.”
- Do not use the following acronyms: CHI Project Search & SBMC Project Search
- No part of the name Project SEARCH Arkansas: ACCESS Initiative in partnership with Arkansas Rehabilitative Services should be hyphenated in a body of text.
- Project SEARCH Arkansas: ACCESS Initiative in partnership with Arkansas Rehabilitation Services should not be italicized.
- On first reference, all names should be spelled out entirely. Upon the second reference, the following partner Project SEARCH sites in Arkansas may abbreviate as follows:
 - ACH Project SEARCH
 - CHI St. Vincent Project SEARCH
 - St. Bernards Project SEARCH
 - OCMC Project SEARCH
 - UAMS Project SEARCH

MINIMUM STANDARDS FOR PRINTED PUBLICATIONS

The full, four-color horizontal Project SEARCH logo should be used whenever possible.

RECOMMENDED CONTACT INFORMATION

When possible, the Project SEARCH web address, physical address and phone number should be added. They are as follows:

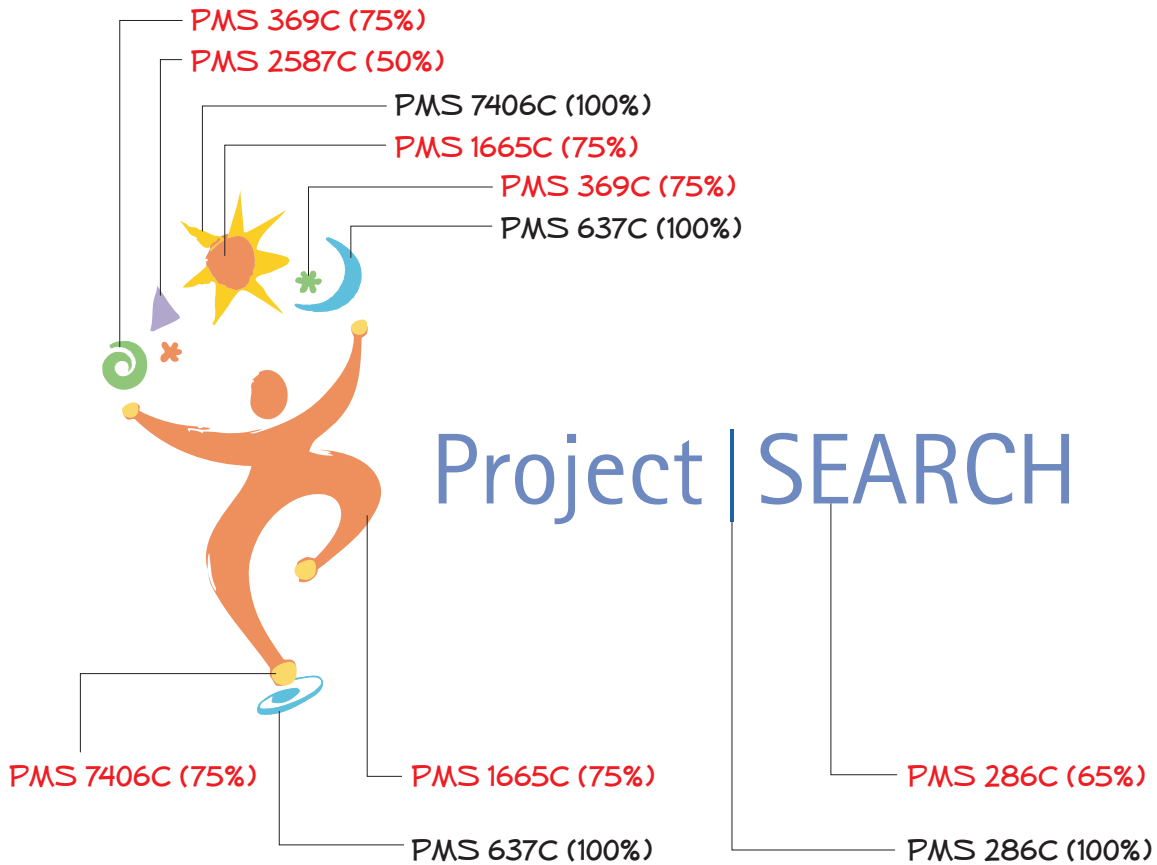
1500 North Mississippi Street
Little Rock, AR 72207
(501) 217-8600
projectsearcharkansas.org

OFFICIAL TYPEFACE

The Project SEARCH typeface to be used for the logo is Century Gothic Regular.

OFFICIAL COLORS

Please use the following guideline when printing the Project SEARCH logo.



The following colors may be used when creating materials to compliment the Project SEARCH logo.



#ec905f
C: 4 M: 52 Y: 67 K:0



#fbcf2d
C: 2 M: 17 Y: 92 K:0



#64beda
C: 56 M: 6 Y: 9 K:0



#e87036
C: 47 M: 3 Y: 69 K:0



#b2a6c9
C: 30 M: 33 Y: 4 K:0



#6f89bd
C: 60 M: 42 Y: 5 K:0

LOGO USAGE

FULL COLOR

GRAYSCALE



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The Project SEARCH logos may vary in proportional size but may not otherwise be modified or overprinted with other words or design elements.

FOUR-COLOR LOGO

The full color horizontal Project SEARCH logo should be used when possible.



GRAYSCALE LOGO

The grayscale Project SEARCH logo may be used when spec information dictates or for more cost-efficient printing.



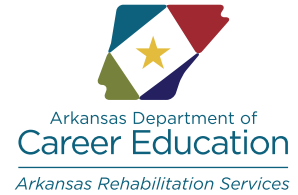
REVERSING LOGO COLOR TO WHITE

When the Project SEARCH logo is printed on a dark background, the one-color logo should be fully reversed to white.



USE OF PARTNER LOGOS

Always use Project SEARCH, ACCESS and Arkansas Rehabilitation Services logos together.



Use designated business partners associated with each program.

For example, the CHI St. Vincent program



LOGO MISUSES

Do not rearrange any of the individual logo design elements.

Do not switch the colors.

Recommended background colors are white and light gray. Do not use background colors that are close or similar to logo colors.

Do not use the reverse logo form on anything other than a dark background.

Do not stretch or distort the logo. When changing sizes, logos must remain proportional to their original size.

Do not use the any of these logos to promote auxiliary groups.

APPLICATIONS

Project SEARCH Arkansas: ACCESS Initiative logos will be used across a variety of mediums to promote Project SEARCH Arkansas: ACCESS Initiative. Some examples of common usage follow. Please contact Erin Riley, Job Development Manager, at (501) 529-1332, for approval of any potential published work on behalf of Project SEARCH Arkansas: ACCESS Initiative.

Business Cards
Business Envelopes and Letterhead
Notecards
Brochures
Calendars
Flyers
Folders
Gift Bags
Nametags
Signage
T-Shirts

ONLINE USAGE

Project SEARCH Arkansas: ACCESS Initiative in partnership with Arkansas Rehabilitation Services has an official website: projectsearcharkansas.org. If you would like to add an event or information to the website, please submit your request to Erin Riley, Job Development Manager, at (501) 529-1332.

Project SEARCH Arkansas: ACCESS Initiative in partnership with Arkansas Rehabilitation Services has an official Facebook page and Instagram account. Auxiliary groups may not create separate Facebook pages. If an auxiliary group would like to contribute to the official Facebook page, they may request to be added as a page contributor. All requests should be directed to the attention of ACCESS.

SOCIAL MEDIA GUIDELINES

Use the following guidelines when posting information on social media.

- Posts should be professional
- Use high quality photos
- Clean environments
- Follow HIPPA regulations
- Ensure photo releases of those pictured are on file
- Never use last names of interns
- Written confirmation of permission for any non-Project SEARCH employees or interns is required

MEDIA USAGE

All press releases must be approved by Erin Riley, (501) 529-1332.

All media requests should be directed to ACCESS at 501-217-8600. Do not consent to media coverage without approval.

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- No part of the name should be hyphenated in a body of text.
- No part of the name should not be italicized.
- Upon the second reference, the following partner Project SEARCH sites in Arkansas may abbreviate as follows:
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 - CHI St. Vincent Project SEARCH
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 - OCMC Project SEARCH
 - UAMS Project SEARCH

When referring to a specific program, use the program’s full name first.

For example: Arkansas Children’s Hospital Project SEARCH; on second reference would become ACH Project SEARCH.

Do not use the following acronyms: CHI Project Search & SBMC Project Search

Use registered trademark in heading and then upon first mention of Project SEARCH® Arkansas: ACCESS® Initiative in partnership with Arkansas Rehabilitation Services in the body of text.

Please use the descriptors on the next page when writing about ACCESS, Project SEARCH Arkansas: ACCESS Initiative or Arkansas Rehabilitation Services.

ACCESS

ACCESS® is a 501c3 nonprofit offering evaluation services, full-time education, therapy, training and activities for individuals ages 6 weeks - 35 years with language and learning disabilities. Founded in 1994, the center comprises ACCESS Early Childhood Program, ACCESS Academy, ACCESS Therapy, ACCESS Academic Therapy (specialized tutoring); ACCESS Life (a young adults day program) and the ACCESS Evaluation and Resource Center. In partnership with Arkansas Rehabilitation Services, ACCESS operates the Project SEARCH® Arkansas program, an on-the-job internship program for young adults with developmental disabilities. The ACCESS Early Childhood campus is located at 10618 Breckenridge Drive; ACCESS Academy is located at 1500 N. Mississippi Street.

PROJECT SEARCH

Project SEARCH® Arkansas: ACCESS® Initiative in partnership with Arkansas Rehabilitation Services is a nine-month internship program for young adults with developmental disabilities. With a goal of sustainable, competitive and integrated employment, Project SEARCH assists each intern with the development of positive work etiquette, business-specific vocabulary, job discovery, self-awareness, increased confidence and life skills—all within diverse work environments. Interns in the program complete three rotations at a partnering business with the goal of gaining necessary skills to obtain competitive employment.

ARKANSAS REHABILITATION SERVICES

Arkansas Rehabilitation Services (ARS), a division of the Department of Career Education, provides opportunities for Arkansans with disabilities to lead productive and independent lives. ARS provides a variety of training and career preparation programs, including career and technical education and training, transition from school to work or post-secondary education, on-the-job training and ancillary support services that clients may need for successful employment. ARS is funded through a state and federal partnership with 80 percent of the funding provided through the Rehabilitation Services Administration of the U.S. Department of Education.