Help Me Grow

Style Guide
Welcome to our Style Guide. It will help you support a strong and consistent identity for Help Me Grow, which will help raise awareness.

Creating materials
Guidelines for logo usage, color usage, typography and photography follow. Writing guidelines are on the last page.

Using existing materials
Billboard and bus external ads are shown in this guide. Other materials are also available. Below are some examples from our archive of resources. Print-ready PDFs are available on the HMG website: http://helpmegrowmn.org/HMG/ProvRes/index.html

Please do not alter the Help Me Grow logo or any existing materials. The electronic files should be sent to your commercial printer without editing.
The Logo

CLEAR FIELD
A clear field equal to the height of X must surround the logo at all times.

No graphic elements of any kind should invade this clear field. This ensures that our logo is always presented with maximum clarity and visual impact.

- Do not change the colors of the logo.
- Do not change the proportions of the logo.
- Do not change the placement of the logo and logotype in relationship to each other.
- Do not change the fonts of the logo.
The Logo Lock-Up

When you want to place your logo in close proximity to the Help Me Grow logo, always separate the logos with a dividing line that is a 0.5 pt. rule, 50% black, either the height or width of the Help Me Grow logo, depending on which lock-up is used.

To lock up the two logos horizontally, space each logo so that they are one X-height away from the dividing line, where X is equal to height and width of the apple icon.

To lock up the two logos vertically, space each logo so that they are one X-height away from the dividing line, where X is equal to height and width of the apple icon.

Both logos should have equal prominence. Because your logo likely varies in shape from the Help Me Grow logo, they should be sized to appear optically equal, even if they do not measure exactly the same size.

Your logo and the Help Me Grow logo may be used farther apart from each other in the same space; if they appear in close proximity, please use the guidelines above.
Logo Colors

4-color logo

Black logo

Reverse White logo

COLOR USAGE
Logo should be printed in full color when possible. If necessary, use the one-color version (Black or White) or print in one of the PMS core colors.

Help Me Grow core colors

C: 12
M: 100
Y: 92
K: 3
PMS 186
r207 g10 b44
#cf0a2c

C: 0
M: 24
Y: 91
K: 0
PMS 123
r255 g197 b47
#ff5c2f

C: 94
M: 0
Y: 100
K: 0
PMS 354
r0 g175 b60
#00ae41

C: 80
M: 18
Y: 0
K: 0
PMS 299
r0 g161 b223
#00a0df
## Typography

<table>
<thead>
<tr>
<th>HEADLINE FONT</th>
<th>ADDITIONAL HEADLINE FONT</th>
<th>DIGITAL HEADLINE FONT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neutraface 2 Display</td>
<td>Gill Sans MT Bold</td>
<td>Droid Serif Bold</td>
</tr>
<tr>
<td>Bold</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BODY COPY FONT</th>
<th>ADDITIONAL BODY FONTS</th>
<th>DIGITAL BODY COPY FONTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neutraface 2 Display</td>
<td>Gill Sans MT Regular</td>
<td>Lato Bold</td>
</tr>
<tr>
<td>Medium</td>
<td>Gill Sans MT Italic</td>
<td>Lato Regular</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

| Neutraface 2 Text      | Foral Pro Bold                 |                            |
| Bold                   | Foral Pro Regular              |                            |
| Book                   |                                |                            |
| Book Italic            |                                |                            |
| 1234567890             |                                |                            |

| 1234567890             |                                |                            |
Black Background - This color scheme should be used for all web and billboard applications.

Is your child on track?  
Learn more and make sure.  
HelpMeGrowMN.org  
or 1-866-693-GROW (4769)

Headline
Font: Neutraface 2 Display - Bold  
Color: RGB: 255/255/255  
CMYK: 0/0/0/0  
Hexidecimal: ffffff

Call to Action
Font: Neutraface 2 Display - Bold  
Color: RGB: 207/10/44  
CMYK: 12/100/92/3  
Hexidecimal: cf0a2c

Phone Number & URL
Font: Neutraface 2 Display - Bold  
Color: RGB: 255/197/47  
CMYK: 0/24/91/0  
Hexidecimal: ffc52f

Background Color
Color: RGB: 35/31/32  
CMYK: 0/0/0/100  
Hexidecimal: 231f20
Bus External Ads

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Photos
A selection of high-quality stock photos is available for use at no charge to you. For access to these approved, pre-purchased images, please contact Marty Smith, Region 11 IEIC Help Me Grow Project Coordinator, at marty.smith@metroecsu.org or 651-247-3429.

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Help Me Grow Style Guide

This style guide will help all content on the Help Me Grow website and in materials be cohesive.

“Health care” should be formatted as two words.

Ages:
• All ages are figures, not spelled out.
  > For example: The baby is 3 months old, NOT three months old.
• Use hyphens when the age is an adjective or noun.
  > For example: A 6-month-old baby begins to sit with little help.
  The 6-month-old rolled over on her side.

Other numbers:
• Numbers zero through nine (not ages) are spelled out. Any number 10 or higher is a figure.
  > For example: The organization is three years old, NOT 3 years old.

Punctuation:
• Do not use a comma before a conjunction in a simple series.
  > For example: At 12 months old, a child will begin to imitate gestures, sounds and actions, NOT gestures, sounds, and actions.
• Use a comma before a conjunction to clarify meaning.
  > For example: For a snack, the child ate apple slices, celery, and cheese and crackers, NOT apple slices, celery and cheese and crackers.
• Use exclamation points sparingly.

Help Me Grow Writing Guide

Target reading level for website content is sixth grade, using the Flesch-Kincaid scale (standard to Microsoft Word).

Here are tips to improve readability:
• The average length of sentences should be no more than 20 words.
• Use shorter words in place of longer words.
  > However, do not replace longer, common words with shorter, uncommon words.
• Use active voice.
  > For example: The boy hit the ball NOT The ball was hit by the boy.
• Define specific medical and scientific terms.
  > Explain the concept first, then give the term.
• Talk about one topic in each paragraph.
• Use bullet points to make text easy to read and skim on phones and tablets.

Additional resources:
How to write easy-to-read materials
www.nlm.nih.gov/medlineplus/etr.html
Tips to help you write more clearly
www.mywritertools.com/plainlanguage.asp
How to lower the reading level
How can I simplify my writing using readability formulas?
www.readabilityformulas.com/articles/how-can-i-simplify-my-writing.php