STRONG NONPROFITS
Toolkit • style guide

As part of the Communications Toolkit, this Style Guide will serve as a reference for all design templates and assets (graphics, typefaces, etc.) for the Strong Nonprofits campaign marketing materials.

The Guide is flexible and will be amended as the campaign evolves. For the creation of additional materials (website, buttons, posters, infographics, etc.) the Guide will serve as a basis, with the understanding that other styles and graphics will be incorporated.

A folder will accompany the Style Guide, which will include all assets.

Messaging

Tagline

Fund human services to build strong communities.

Elevator Pitch

Strong Nonprofits is a statewide coalition created to elevate the nonprofit voice in our communities. We promote the wellbeing of all New Yorkers by supporting nonprofit capital improvements, funding wages for our workforce, ensuring that we can sustain critical services and programs throughout the State.

Opening Paragraph

Strong Nonprofits for a Better New York is a Statewide coalition of more than 350 nonprofit human services providers, calling for increased State investment in the sector's workforce and infrastructure. Working under contract with the State, human services agencies provide crucial services to uplift New Yorkers from all walks of life. The State must ensure these organizations can continue their vital work.

Colors

This section features the main colors, drawing from the logo, as well as accent colors that can be used in various marketing materials. Transparency functions may be applied to colors as needed.

RGB: 81, 40, 112
CMYK: 82, 100, 22, 12
#51276f

RGB: 81, 60, 112
CMYK: 79, 87, 28, 14
#513c70

RGB: 156, 187, 88
CMYK: 44, 10, 84, 0
#9cbb58

RGB: 169, 169, 169
CMYK: 35, 28, 29, 0
#a9a9a9

RGB: 102, 143, 60
CMYK: 64, 25, 100, 8
#678E3C

TBD

TBD

Typefaces & Fonts

Museo Sans 500
To be used for headings/titles. Headings will be in ALL CAPS as in the logo.

Museo Sans 100
To be used as needed for stylized emphasis.

Calibri
To be used when Museo Sans is unavailable, and for all body text. All body text should be in 11 or 12 pt. font.

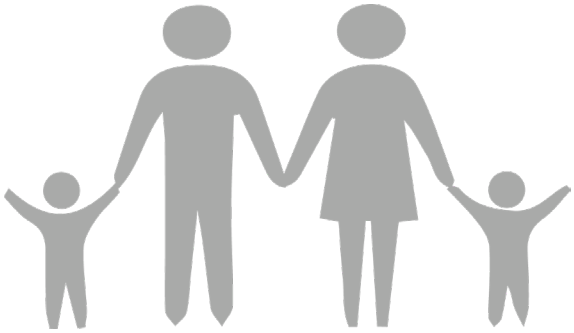
Logo

STRONG
NONPROFITS
FOR A BETTER NEW YORK

STRONG
NONPROFITS
FOR A BETTER NEW YORK

Graphics

This section features examples of the people graphics. Size and color are subject to change as needed.



Graphics

more to come...

ideas:

- buildings
- NICIP images
- Bake Sale images

One-pager

This one-pager template is based off of last year's Restore Opportunity Now template. With simple lines, colors, and the use of bold fonts, we can convey our asks in a clear and direct way. This first block will include the mission and vision of our campaign, highlighting the struggles our sector faces and why it's important to invest in strong nonprofits.

STRONG NONPROFITS FOR A BETTER NEW YORK

FAQs / Did You Know? block could convey important statistics, highlighted in a separate block

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CAMPAIGN ASK

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FAQs / Did You Know? block could convey important statistics, highlighted in a separate block

SIGN-ONS

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