



style guide

This document was developed to **help us work together** to build consistent and cohesive branded communications and marketing materials that collectively build CVOEO's reputation in the communities we serve.

Using these guidelines will enable us to create materials that speak to specific audiences **with one unified voice.**

mission

The Champlain Valley Office of Economic Opportunity (CVOEO) addresses fundamental issues of economic, social, racial, and environmental justice and works with people to achieve economic independence.

we bridge gaps and build futures

More than a tagline, bridging gaps and building futures represents CVOEO's ethos. CVOEO provides individuals and families with the basic needs of food, fuel, and housing support in times of crisis, and helps them acquire the necessary education, financial skills, and assets to build a stable future in which they thrive.

As a social services organization with nine distinct yet interconnected programs, CVOEO addresses fundamental issues of economic, social, racial, and environmental justice and works with people to achieve economic independence. Formed in 1965 to carry out the Economic Opportunity Act of 1964, CVOEO is a 501(c)(3) nonprofit organization that relies on support from various sources, including federal, state, and local governments, foundations, corporations, and individuals. With a dedicated and passionate staff of more than 200 employees, CVOEO offers a holistic and client-centered approach to serving individuals, families, and communities and provides vital support to 20,200 Vermonters every year.



logo LOCKUPS

primary lockup



secondary lockup



social icons



The CVOEO logo is the heart of the overall corporate brand identity. To continue to support name recognition and build brand awareness in the marketplace, the logo must appear as shown in at least one location on all print, electronic, and promotional items. **Consistent use of the logo across all marketing vehicles is vital to clear communication and perception of the brand.**

logo DON'TS

Incorrect logo usage decreases the effectiveness and impact of the CVOEO brand.

This page shows examples of unacceptable modifications of the logo.

This is not an exhaustive list. Please refer to the **LOGO LOCKUPS** page for sanctioned treatments of the logo

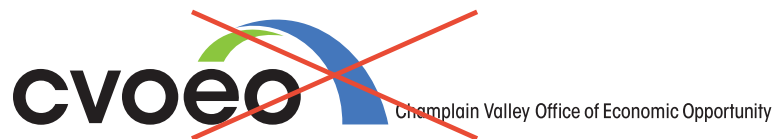
don't use the logo without the icon



don't use the type or icon as individual elements



don't change the orientation of the logo elements



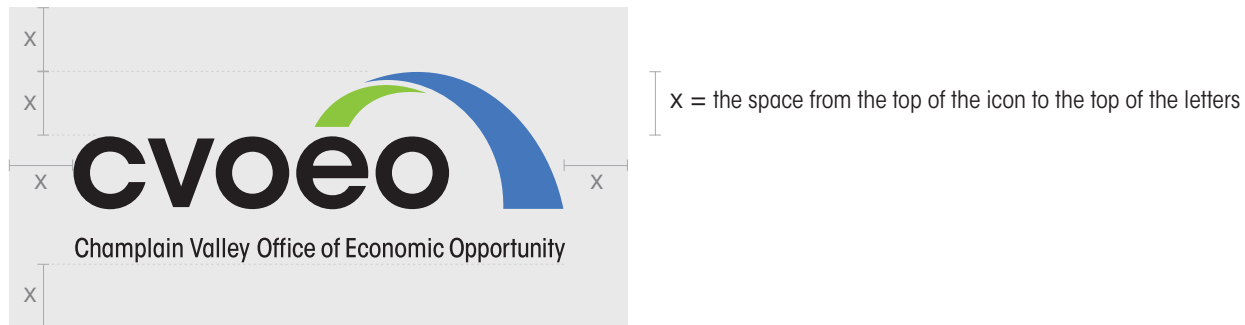
don't alter the use of color



don't change the position of the icon



logo SPACE



Clear space is the minimum “breathing room” maintained around the logo.

Always surround the logo with the amount of clear space shown to ensure that the logo is easily identifiable as well as visible and legible wherever it appears.

It also defines the minimum distance between the logo and the edge of a printed piece. The clear space around our logo is equal to the height of the logo.

Do not position any text, graphic elements, or other visual marks inside the recommended clear space.

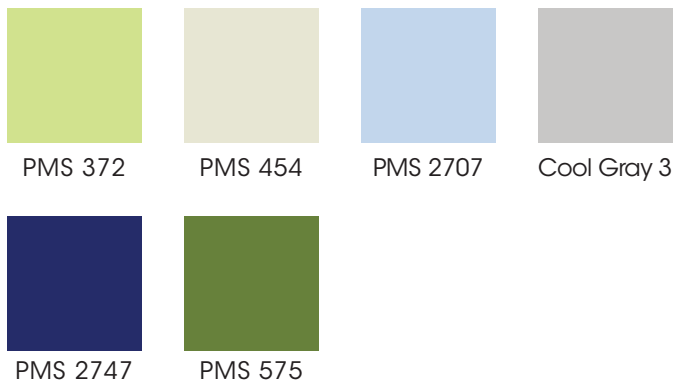
Please note that this distance may sometimes be adjusted for select online or exterior signage applications where space is limited.

color PALETTE

primary logo colors



accent colors



secondary colors



color FORMULAS

primary logo colors



PMS 2727
C76 / M 50 / Y0 / K0
R70 / G120 / 188
HEX 4578bc



PMS 376
C50 / M 0 / Y100 / K0
R141 / G198 / B63
HEX 8cc63c



Black
HEX#000000

accent colors



PMS 372
C20 / M0 / Y56 / K0
R210 / G227 / B144
HEX d1e28f



PMS 454
C9 / M6 / Y17 / K0
R231 / G229 / B211
HEX e6e4d2



PMS 2707
C22 / M9 / Y1 / K0
R194 / G214 / B236
HEX c2d5eb



PMS Cool Gray 3
C21 / M17 / Y17 / K0
R201 / G199 / B199
HEX c8c7c7



PMS 2747
C100 / M96 / Y28 / K17
R40 / G45 / B105
HEX 272d69



PMS 575
C62 / M32 / Y96 / K14
R104 / G129 / B59
HEX 68813b

secondary colors



PMS 682
C40 / M84 / Y29 / K4
R158 / G73 / B120
HEX 9d4978



PMS 659
C52 / M28 / Y0 / K0
R122 / G162 / B213
HEX 79a1d5



PMS 631
C70 / M10 / Y18 / K0
R52 / G175 / B200
HEX 33afc7



PMS 116
C1 / M18 / Y100 / K0
R253 / G206 / B7
HEX fdc006



PMS 144
C3 / M54 / Y100 / K0
R239 / G139 / B34
HEX ee8b21



PMS 7417
C3 / M86 / Y86 / K0
R232 / G76 / B55
HEX e84b36

ITC Avant Garde Gothic Std

BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+?><

BOOK OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()+?><*

DEMI
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+?><

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+?><

ITC Avant Garde Gothic Std

BOOK CONDENSED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + ? > <

BOOK CONDENSED OBLIQUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + ? > <*

DEMI CONDENSED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + ? > <

BOLD CONDENSED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + ? > <

fonts SECONDARY

To be used ONLY when Avant Garde Gothic is NOT available.

ARIAL REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()+?><
ARIAL REGULAR ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()+?><</i>
ARIAL NARROW	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()+?><
ARIAL NARROW ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()+?><</i>
ARIAL BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()+?><
ARIAL BOLD ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()+?><</i>
ARIAL NARROW BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()+?><
ARIAL NARROW BOLD ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()+?><</i>

service BRANDS

If a service/program does not have a logo, please use the CVOEO logo alongside your program name as shown below. If the service/program already has a logo, you have two options: use the logo combinations as shown on the next page OR use the CVOEO logo alongside your program name.



**Addison Community
Action & Food Shelf**



**CORA Program
Community Outreach &
Resource Advocacy**



**Housing Advocacy
Fair Housing Project**



**Community
Action Network**



**Financial Futures
Programs**



**Housing Advocacy
Mobile Home Program**



**Community Action
Addison County**



**Financial Futures
Growing Money**



**Housing Advocacy
Vermont Tenants**



**Community Action
Chittenden County**



**Financial Futures
Micro Business Development**



**NorthWest
Family Foods**



**Community Action
Franklin & Grand Isle Counties**

service CO-BRANDING LOCKUPS

These are suggested lockup examples for co-branding with a service/program that has an existing logo



image DO'S & DON'TS

DO'S

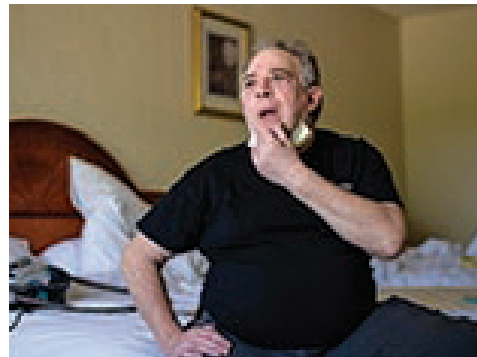


DO use images that reflect the primary message and service



DO use images that are inclusive of all

DON'TS



DO NOT use low-resolution or pixelated images



DO NOT use borders or odd shapes, images must be square or rectangular



DO NOT use black & white photography



DO NOT use stock illustration or clip art

email SIGNATURE

Having an email signature accompanied by the CVOEO logo and contact details makes us look legitimate as an organization and helps to build brand recognition.

Email signatures should conform to the brand guidelines and follow the sequence below.

Staff Name

pronoun/pronoun/pronouns

Position Title



Champlain Valley Office of Economic Opportunity

255 South Champlain Street

Burlington, VT 05401

Tel: 802 ### #### X###

Email: email@cvoeo.org

cvoeo.org

[Facebook](#) | [Instagram](#) | [LinkedIn](#)



EMAIL DOS

DO treat emails like all other forms of corporate communications.

A professional email signature is designed to reflect a company's ethos and credibility. When a signature is designed well, it helps promote your brand in a positive and professional manner.

DO keep your signature simple.

Email signatures should not be complicated. It should have a clean design, look as professional and be easy to read.

DO include social media links.

The use of pronouns is an individual choice.

EMAIL DON'T'S

DON'T design your own email signature.

DON'T use custom fonts.

DON'T use www. in the url.

DON'T add irrelevant information, wallpaper, or graphics.

It is impossible to know what the limitations are of the device receiving your email and unnecessary graphics can interfere with the actual intent and communication of your email. According to best practices, a personal quote or graphic should not be used. Not all people's values will align with your own, so you could end up inadvertently offending someone.

email HOW TO CREATE AUTO SIGNATURE

CREATING YOUR AUTO-SIGNATURE IN OUTLOOK

1. Go to File
2. Click Options (located in the blue column on left)
3. Click Mail (located in the left column toward top)
4. Click on Signatures (half way down on page)
5. Highlight your name. You will repeat this process for the URL.
6. Hit drop-down arrow in color area
7. Towards bottom, in "Standard Colors," choose the red that is second from the left at bottom

Fonts: use Arial

Name: bold font, CVOEO blue

Title: italicized. Use an ampersand instead of the word "and"

Phone Numbers: all in black, type numbers with a space instead of hyphens between sections.

Telephone numbers are to lead with: **Tel:**

Cell phone numbers are to lead with: **Cel:**

Fax numbers are to lead with: **Fax:**

CVOEO Logo: Can be copied and pasted from the CVOEO Paylocity Self Service Portal.

Website: All lowercase, bold, CVOEO blue

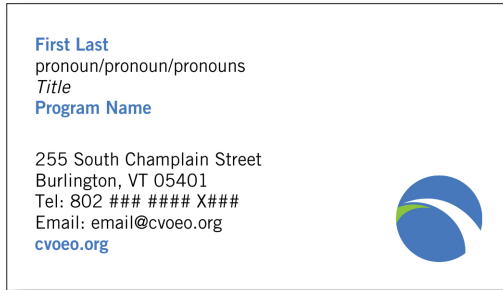
Social Media Hyperlinks: Facebook | Instagram | LinkedIn

Facebook: www.facebook.com/Cvoeo

Instagram: www.instagram.com/cvoeo_vt

LinkedIn: www.linkedin.com/company/cvoeo

business cards HOW TO ORDER



card back

(card examples are shown at 75% of original size)



CVOEO logo front



appointment front

1. Collect the following information

for the backside of each business card order.

Name

Pronouns

Title

Program/Area

Address

Tel (with extension)

Email

2. Choose the appropriate front

version (examples shown above):

CVOEO logo

Appointment

3. Determine the number of cards

you would like to order (choose from 250, 500, or 1000), as well as the address for where the order should be shipped.

4. Once collected, email all

information to Addie at:

achris@cvoeo.org

You are welcome to include multiple requests in one email, but please note that all items in order will be shipped to a single location.

5. Designs will be mocked-up

by Addie and a proof will be emailed to you for final approval. To approve, confirm via email, and share what Program Director should receive the final order confirmation. This contact name will also be included in the Purchase Order so that finance can easily reconcile the charge.

6. Once order is placed,

the assigned contact will receive confirmation via email. This person must submit a check request with that purchase order information into Sage. Items will be shipped to provided address.

presentation TEMPLATE

To use CVOEO's template, **download the file from your Paylocity Self Service Portal** (see: *CVOEO Style Guide/Logos*) and overwrite the contents to make it your own. The presentation defaults with an intro slide, but you are able to swap this out or add to it from the New Slide menu, which includes a variety of branded slides. On the Home tab, click New Slide. In the New Slide dialog box, select the layout that you want for your new slide.



background ZOOM OR TEAMS

The background file can be found in your Paylocity Self Service Portal

(see: CVOEO Style Guide/Logos) and instructions can be found below.
Please note that the use of this background is optional and we are simply providing it as an additional tool for branding and communication.

For Zoom or Microsoft Teams

- 1 **Download the virtual background** and save it to your computer.
- 2 **Sign in to the Zoom or Teams** desktop app.
Note: The virtual background cannot be enabled in the web portals.
- 3 **For Zoom**, click your profile picture (top right), then click Settings. Select Backgrounds & Filters or Backgrounds and Effects. Click the plus sign (middle right) and then click "add image" to find the virtual background on your computer.
- 4 **For Microsoft Teams**, begin a call, and as you set up your video and audio before joining a meeting, turn on your camera and select Background Filters (below your video preview). Select "add new" (top right) and then upload the file from your computer. Replace your background with your saved CVOEO file.





Introduction to Excel

Micro Business Coach Pacifique Nsengiyumva leads an interactive workshop on the basics of Excel. Learn how to format a cell, basic functions (SUM, COUNT, DATE, TIME, SEARCH), and how to sort data. Intended for TRUE beginners! Sponsored by the Community Navigator Pilot Program in partnership with vt-SBDC and CVOEO.

To register:

www.cvoeo.org/learn/calendar



Thursday, September 3
4:00-5:30 pm
Location
Location

Thursday, September 7
4:00-5:30 pm
Location
Location

RECOMMENDED FONT USAGE & STYLE

Headline
ITC Avant Garde Gothic Std BOLD
28-36pt

Body Text
ITC Avant Garde Gothic Std BOOK
12-15pt

Callout Text
ITC Avant Garde Gothic Std BOLD
14-16pt

Subhead
ITC Avant Garde Gothic Std BOLD
14-16pt

Website
ITC Avant Garde Gothic Std BOLD
14-16pt

If ITC Avant Garde Gothic is not available, Arial is the acceptable substitution.



Community Action

CVOEO has three Community Action programs providing services throughout the Champlain Valley: Addison Community Action, Chittenden Community Action, and Franklin & Grand Isle Community Action. All three offices provide services which include but are not limited to:

3SquaresVT: outreach, information and application assistance Distribution of Farm to Family Coupons, provided annually between July 1-September 30 or until supplies run out.

Financial Assistance and Housing Case Management: housing advocacy; financial assistance to stabilize housing for individuals and families experiencing homelessness or at-risk of homelessness; subsidized housing application assistance; and housing case management/housing navigation for individuals and families experiencing literal homelessness as defined by HUD.

Tax Preparation: free income tax, rent rebate, and homestead property tax forms assistance, offered seasonally during the tax season, February 1-April 15, under the Volunteer Income Tax Assistance program (VITA).

Home Heating and Utility Advocacy and Assistance: Seasonal Fuel applications, VT Gas and Green Mountain Power Energy Assistance Program (EAP) applications, application assistance for the Crisis Fuel Emergency Heating System (EHS) repair or replacement program, and financial assistance with home heating fuel and metered utility bills required to maintain heat in the home; financial assistance is available during the heating season, October-April, as funds allow.

Food Services: Offered in Addison County via the Addison Food Shelf and Franklin & Grand Isle Counties via Northwest Family Foods in St. Albans.

Find your local Community Action office for more information on specific services at www.cvoeo.org/community-action

255 South Champlain Street, Burlington, VT 05401 [cvoeo.org](http://www.cvoeo.org)

CONTACT US

Addison County (ACA)
54 Creek Road
Suite A
Middlebury, VT 05753
Phone: 802-388-2285
Hours: 8am-4 pm
Mon-Fri, except holidays
Also provides food assistance via Addison Food Shelf

Chittenden County (CCA)
255 South Champlain Street
Burlington, VT 05402
Phone: 802-863-6248
Hours: 8:30 am-4 pm
Mon-Fri, except holidays

Franklin & Grand Isle Counties (FGICA)
5 Lemnah Drive
Suite 5
St. Albans, VT 05478
Phone: 802-527-7392
Hours: 8:30 am-4 pm
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RECOMMENDED TYPOGRAPHY

Headline: ITC Avant Garde Gothic Std BOLD, 36-48pt

Subhead: ITC Avant Garde Gothic Std BOLD, 15-18 pt

Body Text, Website, Sidebar: ITC Avant Garde Gothic Std BOOK, 12-14pt

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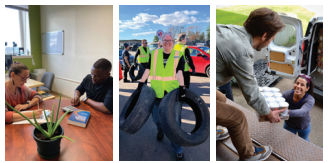
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alternate photo treatments