



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

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don't use the logo without the icon

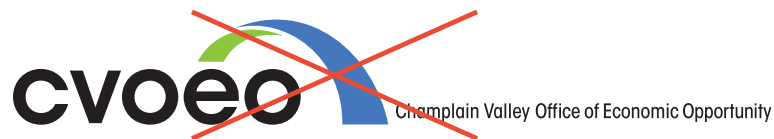


don't use the type or icon as individual elements



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don't change the orientation of the logo elements



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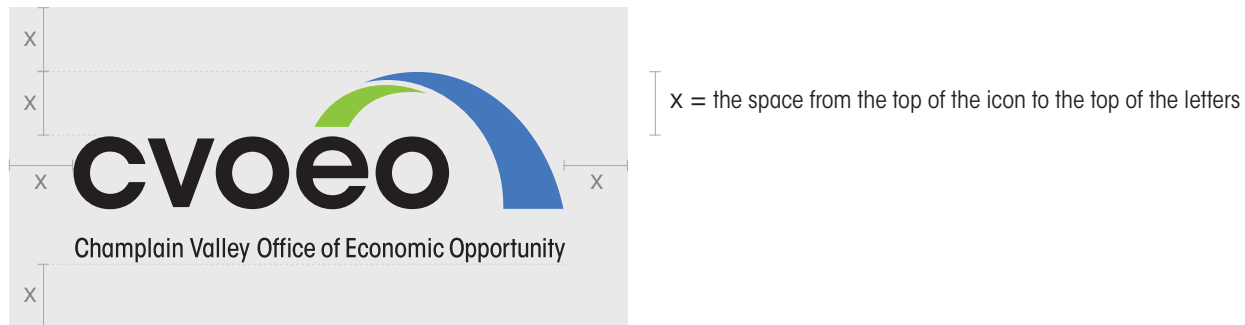
don't alter the use of color



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



PMS 2727

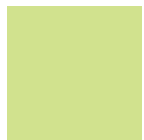


PMS 376

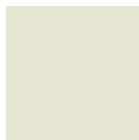


black

## accent colors



PMS 372



PMS 454



PMS 2707



Cool Gray 3



PMS 2747



PMS 575

## secondary colors



PMS 7417



PMS 144



PMS 116



PMS 631



PMS 659



PMS 682



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

# 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.

 <small>Champlain Valley Office of Economic Opportunity</small>	<b>Addison Community Action &amp; Food Shelf</b>	 <small>Champlain Valley Office of Economic Opportunity</small>	<b>CORA Program Community Outreach &amp; Resource Advocacy</b>	 <small>Champlain Valley Office of Economic Opportunity</small>	<b>Housing Advocacy Fair Housing Project</b>
 <small>Champlain Valley Office of Economic Opportunity</small>	<b>Community Action Network</b>	 <small>Champlain Valley Office of Economic Opportunity</small>	<b>Financial Futures Programs</b>	 <small>Champlain Valley Office of Economic Opportunity</small>	<b>Housing Advocacy Mobile Home Program</b>
 <small>Champlain Valley Office of Economic Opportunity</small>	<b>Community Action Addison County</b>	 <small>Champlain Valley Office of Economic Opportunity</small>	<b>Financial Futures Growing Money</b>	 <small>Champlain Valley Office of Economic Opportunity</small>	<b>Housing Advocacy Vermont Tenants</b>
 <small>Champlain Valley Office of Economic Opportunity</small>	<b>Community Action Chittenden County</b>	 <small>Champlain Valley Office of Economic Opportunity</small>	<b>Financial Futures Micro Business Development</b>	 <small>Champlain Valley Office of Economic Opportunity</small>	<b>NorthWest Family Foods</b>
 <small>Champlain Valley Office of Economic Opportunity</small>	<b>Community Action Franklin &amp; Grand Isle Counties</b>				

# 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

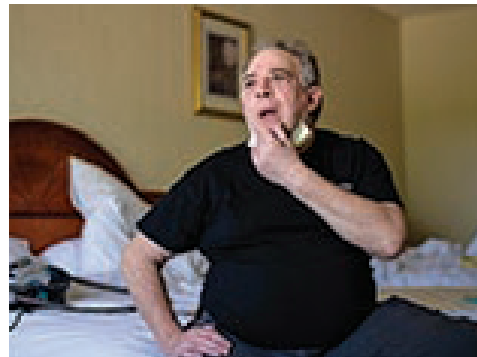


**DO** use images that reflect the primary message and service



**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](mailto:email@cvoeo.org)

[cvoeo.org](http://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](http://www.facebook.com/Cvoeo)

**Instagram:** [www.instagram.com/cvoeo\\_vt](http://www.instagram.com/cvoeo_vt)

**LinkedIn:** [www.linkedin.com/company/cvoeo](http://www.linkedin.com/company/cvoeo)



# 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](http://www.cvoeo.org/learn/calendar)



Financial Futures  
Micro Business Development



**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](http://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  
Mon-Fri, except holidays  
Also provides food assistance via Northwest Family Foods



## 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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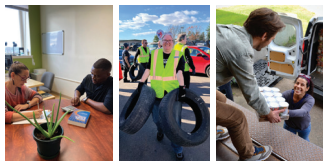
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alternate photo treatments