

CENTER FOR THE STUDY
OF SOCIAL POLICY'S

strengthening families™

A PROTECTIVE FACTORS FRAMEWORK

STYLE GUIDE



TALKING ABOUT STRENGTHENING FAMILIES

As the Strengthening Families approach continues to grow with states and individual programs, it's more important than ever to communicate a central message. With many organizations and programs using the same name, though not necessarily the Protective Factors Framework, CSSP is committed to making sure those using the Strengthening Families approach

- **First reference to Strengthening Families, attribute to CSSP:**

Center for the Study of Social Policy's Strengthening Families™, a Protective Factors Framework.

- **Use trademark symbol on first reference**

- **One line on Strengthening Families:**

Strengthening Families is a framework developed by the Center for the Study of Social Policy (CSSP) to prevent child abuse and neglect by building five protective factors.

- **Paragraph about SF in general:**

Strengthening Families is a framework developed by the Center for the Study of Social Policy (CSSP) over the last decade to prevent child abuse and neglect. This approach helps child welfare systems, early education and other programs work with parents to build the following protective factors:

- ***Parental resilience***
- ***Social connections***
- ***Concrete support in times of need***
- ***Knowledge of parenting and child development***
- ***Social and emotional competence of children***

- **Brief explanation of relationship between CSP and SF national partners (insert name here)**

To embed these protective factors into existing programs and systems, CSSP works with national organizations, states and federal partners, including XXXX. The protective factors are informed by evidence from rigorous research and have widespread support from social researchers, child welfare officials, early childhood practitioners and policy experts. Since 2007, more than 30 states have adopted the Strengthening Families approach into their work with children and families.

NATIONAL LOGO STANDARDS

STANDARD LOGOS (with CSSP/ without CSSP (use the with CSSP logo unless being used with rust CSSP stand alone logo))

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UNACCEPTABLE

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STATE LOGO GUIDANCE

CSSP has developed individual state logos. They are available for download on the website under the Communication Tools page in RESOURCES or by contacting Amrit Dhillon (amrit.dhillon@cssp.org).

Examples:




Some guidelines for using these logos:

- Yes, you can use it in core documents related to your state Strengthening Families work (newsletters, brochures, reports from the initiative, tools developed to support the work, etc.).
- Please forward us copies of what you develop for our reference and files, we'd love to see them!
- It goes without saying that you wouldn't use the logo on things not closely associated with your Strengthening Families work. (something that does not connect to your state efforts, or to the protective factors framework)
- While you can change the size of the logo please keep the proportions the same (the height to width ration should not change)

COLOR STANDARDS

Logo and primary color option for Strengthening Families materials:



Deep Azure
Hex: #002663
RGB: 0, 38, 99
Pantone: 2757

TYPEFACE STANDARDS

FYI - These are the typefaces CSSP uses for its Strengthening Families materials. Please feel free to use the same ones (but this is not required).

PRIMARY TEXT - Arial

Arial
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890*&^%\$#@!><”

Times New Roman
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890*&^%\$#@!><”

Arial Bold
abcdefghijklmnopqrstu**vw**xyz
ABCDEFGHIJK**L**MN**OP**QRSTU**VW**XYZ
1234567890*&^%\$#@!><”

Arial Narrow
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
123456789*&^%\$#@!><”

SECONDARY AND FOR HEADERS - Verdana

Verdana
Abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
123456789*&^%\$#@!>

ADDITIONAL RESOURCES

Communications or Brand Questions? Contact Amrit Dhillon, Communications Officer for CSSP, at 202.371.1565 or amrit.dhillon@cssp.org

Other Resources:



- <http://www.facebook.com/pages/Center-for-the-Study-of-Social-Policy>
- <http://www.facebook.com/#!/policyforresults.org>



- <http://twitter.com/CtrSocialPolicy>
- <http://twitter.com/Policy4Results>



- <http://financing-community-change.blogspot.com/>
- <http://policyforresults.blogspot.com/>