



# **AGENCY STYLE & COMMUNICATIONS GUIDE**

**Updated September 2015**

## TABLE OF CONTENTS

Mission Statement .....	1
Elevator Pitch .....	1
Customer Service .....	2
Answering the telephone .....	2
Email Signatures .....	2
Out of Office Notifications .....	3
Email	
Voicemail	
Victory Program Letterhead .....	4
Social Media .....	4
VPI Website .....	4
Talking about Victory Programs .....	6
To the media	
Articulating Philosophy of Care	
Victory Programs Style Guide .....	6
Visual Branding .....	7
Fonts	
Colors	
Logos	





## **VICTORY PROGRAMS' MISSION STATEMENT**

Victory Programs opens doors to recovery, hope and community to individuals and families facing homelessness, addiction or other chronic illnesses like HIV/AIDS.

Also available on the “Who We Are” page at [www.vpi.org](http://www.vpi.org)

## **VICTORY PROGRAMS' ELEVATOR PITCH**

An elevator pitch is a short speech (around 30 seconds) that is given when someone asks you where you work or what you do. The pitch below is meant to be used as a guide, but individual employees should feel free to add something specific to what they do or what they're passionate about; this will only strengthen the pitch. In addition, the pitch can be tailored to fit your audience. The elevator pitch should be spoken in conversational language. This pitch should be rehearsed, but delivered smoothly and naturally.

### **The pitch:**

I work for a really unique (innovative, great....any adjective that feels right to you) agency called Victory Programs.

Since we opened our doors in 1975, we have expanded to 17 health and housing programs in Boston, Cambridge and Topsfield. Every year, we help more than 2,300 individuals and families break down barriers to a brighter future. Our programs serve people who are facing homelessness, drug and alcohol addiction, mental illness, or chronic health issues such as HIV/AIDS, and provide them with the tools needed to support to healthy, self-sufficient lives.

**If there's more time you can tell them about the program you work in or highlight one of the three programs below:**

- Our ReVision Urban Farm and farm stand in Dorchester offers low-cost, organic produce to the surrounding neighborhood.
- Our Boston Living Center program in Back Bay is a community resource center for people living with HIV/AIDS that serves free meals to its members.
- Our Portis Family Home in Jamaica Plain allows homeless mothers to bring their children with them while practicing recovery from for drug and alcohol addiction.

## CUSTOMER SERVICE ACROSS PROGRAMS

With 17 program sites, it is important that we keep the same tone of professionalism, courtesy and friendliness at all of our programs. To assist in this, we ask that all employees follow these guidelines for communications through telephone and email.

### Answering the Telephone


When answering the telephone we want the caller to know they've contacted the correct program and know with whom they are speaking. Please always answer the phone with the following greeting:

**"Victory Programs' PROGRAM NAME, this is YOUR NAME"**


*Example:* Victory Programs' ReVision Family Home, this is Mary"

### Email Signatures

It is important that any time you send an email the recipients has all of the information they need to identify who you are and how to contact you. Please use the guide below to be sure that your email signature is formatted properly:

First Name Middle Initial (optional) Last Name  
Victory Programs | Job Title  
Program Name (Admin employees do not include this line)  
Street Address | City, State, Zip  
Tel: | Fax:  
Like us on Facebook | Follow us on Twitter  
[www.vpi.org](http://www.vpi.org)  
 (optional)

*Example:*

Mary Smith  
Victory Programs | Intake Coordinator  
Victory House  
566 Massachusetts Avenue | Boston, MA 02118  
Tel: 617-262-5032 x123 | Fax: 617-262-4352  
[Like us on Facebook](#) | [Follow us on Twitter](#)  
[www.vpi.org](http://www.vpi.org)  


To alter your signature in Microsoft Outlook:

1. Open a New Email Message
2. Click the "Signature" icon on the toolbar at the top of the email

3. Select "Signatures" from the drop down list
4. Edit your email signature in the body.

To include links:

1. Highlight the text you want to link to a website
2. Click the image of the globe and chain link on the far right of the signature toolbar
3. Enter the web address in the "Address" box
4. Click OK

**Out of Office Notifications**

If you are leaving on vacation or even away from your email for an all-day training we ask that you please turn on your Out of Office reply on your email and change the greeting on your voicemail. This will inform anyone trying to get in touch with you that you are not currently available and when you will return. This is an essential task that is not only appropriate customer service, but also a kind gesture to your colleagues who are trying to contact you.

Out of Office messages should state when you will return to the office and who people can contact in your absence if they need immediate assistance.

**Email**

To turn on Out of Office replies in Outlook:

1. Click the "File" tab at the top of the screen
2. Select "Options" on the left side of the screen
3. Click the "Automatic Replies" button
4. Click "Send Automatic Replies"
5. Check the "Only send during this time range" box
6. Select the start date and time and end date and time for out of office replies
7. Type your out of office message in the box labeled "Inside my organization"
8. If you want to enter a different message for people outside of VPI, type the new message in the "Outside My Organization" tab. You can also cut and paste the same message into this box if the message is the same for everyone.
9. Click "OK"

To turn on Out of Office replies in the *web-based* version of Outlook:

1. Click "Options" located under the "sign out" link in the top right hand corner of the screen
2. Choose "Set Automatic Replies" from the drop down menu
3. Choose "Send Automatic Replies"
4. Select the start date and time and the end date and time
5. Write the message you want people to see in the text box below

6. Check the box that says “Send automatic reply messages to senders outside my organization” if the out of office message is appropriate for everyone to see.
7. If you want to write a separate message to people outside of Victory Programs, type the different message into the “Outside My Organization” box.
8. Click “Save”

Sample Reply Message:

I will be out of the office until September 4, 2015. If you need immediate assistance please contact Mary Smith at [msmith@vpi.org](mailto:msmith@vpi.org) or 617-555-5555.

**Voicemail**

Each Victory Programs site has slightly different phone systems so please ask your supervisor for instructions on changing your voicemail messages.

Similar to your email out of office reply, your voicemail should indicate when you will return to the office and who they can contact in your absence.

Sample Voicemail Message:

You’ve reached Mary Smith, Intake Coordinator at Victory Programs’ Victory House. I am out of the office until September 4, 2015. If you need immediate assistance please contact my colleague Joe Schmoe at 617-555-5555. Thank you.

**Victory Programs Letterhead**

Victory Programs has specially printed letterhead with our logo and contact information. It is always available at the Administrative Building at 965 Massachusetts Avenue. You are welcome to pick some up at any time. This letterhead makes your written communications considerably more professional looking and we welcome everyone to use it. Please contact Kathy Hinchcliffe at [khinchcliffe@vpi.org](mailto:khinchcliffe@vpi.org) or 617-541-0222 x606 for more information on how to obtain letterhead.

**VICTORY PROGRAMS AND SOCIAL MEDIA**

Victory Programs, ReVision Urban Farm and the Boston Living Center all have a presence in social media.

All social media accounts, with the exception of Victory Programs’ LinkedIn account, are administrated by Joy Mosenfelder, VPI’s Communications Manager. If you have content that you would like to share via Facebook or Twitter please send it to her at [jmosenfelder@vpi.org](mailto:jmosenfelder@vpi.org). ***All information released via social media should go through Joy to ensure that all confidentiality policies are being followed and that all the information we release is accurate. Please use your best judgment when thinking to post anything attributed to Victory Programs. If you have any doubts about the appropriateness of a post please send it to Joy to review.***

Although we do encourage Victory Programs employees to like, share, favorite, and retweet content from our pages, please remember that internet and social media use are to be used sparingly during work hours. Please see your Human Resources Handbook for more on internet usage guidelines.

#### Facebook

Victory Programs – <https://www.facebook.com/VictoryPrograms>  
Boston Living Center - <https://www.facebook.com/bostonlivingcenter>  
ReVision Urban Farm - <https://www.facebook.com/pages/ReVision-Urban-Farm>

#### Twitter

Victory Programs - @VictoryPrograms  
Boston Living Center - @LivingCenter  
ReVision Urban Farm - @ReVisionFarm

#### LinkedIn

Victory Programs - <http://www.linkedin.com/company/victory-programs-inc>

#### Instagram

VictoryPrograms - <http://instagram.com/victoryprograms>

#### Flickr

Victory Programs - <http://www.flickr.com/photos/83595860@N05/sets/>  
Boston Living Center - <http://www.flickr.com/photos/bostonlivingcenter/sets/>

#### How You Can Help

1. Engage with our accounts
  - “Like” us on Facebook and follow us on Twitter and Instagram
2. Interact with our accounts
  - Like, Share and Comment on Facebook posts
  - ReTweet Victory Programs & Boston Living Center
3. Invite your friends and family members to “Like” us on Facebook or follow us on Twitter and Instagram
4. Provide information
  - Send articles, photos, news, etc. to Joy Mosenfelder at [jmosenfelder@vpi.org](mailto:jmosenfelder@vpi.org) for

posting

#### What Information Is Social Media Worthy?

- Grants or donations
- Special events like picnics
- Interesting articles that align with Victory Programs’ mission and programs
- Photos: Events, renovations to sites, etc.



- Videos: Events, volunteer days, special projects

## **VICTORY PROGRAMS' WEBSITE**

Victory Programs unveiled its newly revamped website ([www.vpi.org](http://www.vpi.org)) in the summer of 2012. The new site was designed to give a consistent look and feel to all of the organization's 17 programs and highlights the three most publicly visible programs: Boston Living Center, ReVision Urban Farm and Technical Assistance Program. The remaining programs are included within the Victory Programs section of the site.

With so many programs working on a variety of projects and initiatives the website facilitators rely on input from staff to provide information that may need to be highlighted on the website. For example, if you are hosting a Recovery Month event you should let us know!

## **TALKING ABOUT VICTORY PROGRAMS**

### **Speaking to the Media**

If you are ever contacted by a member of the media, please always politely refer them to Joy Mosenfelder, Communications Manager. Joy can be reached at 617-541-0222 ext. 646 or [jmosenfelder@vpi.org](mailto:jmosenfelder@vpi.org).

Joy will arrange for members of the media to speak with the appropriate spokespeople within Victory Programs. Please do not answer any media questions directly.

### **Speaking about our Philosophy of Care**

When speaking about the value and benefits of Victory Programs' philosophy of care it is important to keep your audience in mind. Below are some talking points you can use when discussing our philosophy of care with prospective clients.

#### Key Messages:

- Victory Programs sees each client as an individual and works with them at an appropriate pace.
- With 17 programs across Boston, Cambridge and Topsfield there is likely program for anyone looking for services from Victory Programs.
- We don't give up on our clients. We keep an open door and welcome clients who falter in recovery to come back into our programs and to continue to work to improve their lives.
- With so many programs, we are able to place clients in a program that most fits their needs and level of care.
- We offer clients support services during their time in our programs and after-care upon exiting our programs.

## **VICTORY PROGRAMS' STYLE GUIDE**

### ***What is a style guide?***

A style guide is a set of standards to be applied when writing and designing documents. Many organizations develop their own style guides to reflect their specific preferences and practices, to ensure that publications remain stylistically consistent.

**Addiction** – should not be used alone in the first reference. i.e., drug and alcohol addiction

**Boston Living Center** – Can be shortened to BLC or the Center after first reference

**Em-dashes** – should be closed. ex.: *You are the friend—the only friend—who was invited.*

**Homepage** – one word

**internet**— not capitalized

**Jonathan D. Scott** – always use middle initial in formal references

**Low-income** – hyphenate when using as an adj.

**Nonprofit** – one word, no hyphen

**Oxford/serial comma** – do not use except in cases that help clarify

**Programs names** – Always capital

**victories** – fall newsletter title, lowercase

**Victory Programs** – Can be shortened to VPI after first reference, never Victory

**Victory Programs'** – Used to indicate possession. Ex: Victory Programs' Boston Living Center

**Victory Programs, Inc.** – with a comma

**Website** – one word

## **A GUIDE TO VICTORY PROGRAMS' VISUAL BRANDING**

Victory Programs recently went through a rebranding process, which resulted in new logos, color schemes and font selections. In an effort to keep the Victory Programs' visual look consistent across our 17 programs and appearing professional and polished at all times, please use the following guides to fonts, colors and logos.

### **Victory Programs' Font Guide**

As part of Victory Programs' recent rebranding process, fonts were specifically selected to accompany new logos, website, etc. We highly recommend that programs begin using these logos when creating documents or flyers for public consumption.

The approved fonts are:

- Avant Garde
- Calibri
- DIN
- Trebuchet
- Whitney Basic

You may notice that you do not currently have access to these fonts, which is something we are working with MIS to resolve. Until then, please use Calibri as your primary font for letter, flyer, etc. This font should be on all computers.

Please note that other fonts may be used, particularly when creating event flyers, but we ask that text heavy flyers or documents use the approved list as the PRIMARY or DOMINANT font.

The Development & Communications team will keep programs posted on the availability of other approved fonts.

The following pages of this handbook provide color and logo guides for Victory Programs, the Boston Living Center, ReVision Urban Farm, and the Technical Assistance Program.

If you ever have any questions regarding this handbook, please contact Joy Mosenfelder ([jmosenfelder@vpi.org](mailto:jmosenfelder@vpi.org)).

# VICTORY PROGRAMS COLOR PALETTE

When using VPI colors for fliers or other materials we recommend focusing on Victory Red and Victory Brown (right) - the most prominent colors in our overall palette.

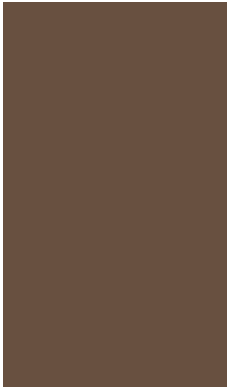
The remaining colors are best used for small decorative accents and design elements.



VPI Red

PMS: 1807    HEX: #B5121B

R: 181  
G: 17  
B: 28



VPI Brown

PMS: 4695    HEX: #522D24

R: 105  
G: 79  
B: 64

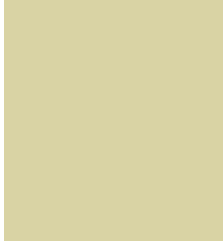


VPI Green

PMS: 7495

HEX: #94A545

R: 148  
G: 165  
B: 69



VPI Beige

PMS: 5855

HEX: #D9D3A4

R: 217  
G: 211  
B: 164



VPI Blue

PMS: 541

HEX: #00467F

R: 0  
G: 70  
B: 127

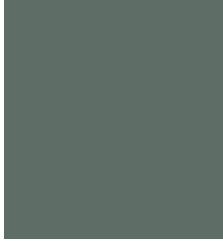


VPI Orange

PMS: 021

HEX: #F78E1E

R: 247  
G: 142  
B: 30



VPI Grey

PMS: 445

HEX: #5E6E66

R: 94  
G: 110  
B: 102



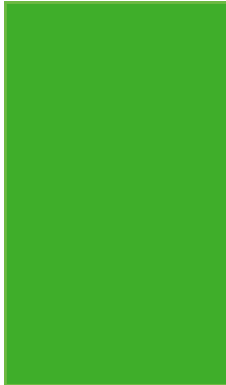
VPI Gold

PMS: 1365

HEX: #FDBC5F

R: 253  
G: 188  
B: 95

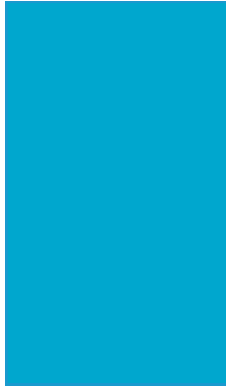
# BOSTON LIVING CENTER COLOR PALETTE



BLC Logo Green

R: 63  
G: 174  
B: 42

HEX: #3FAE2A

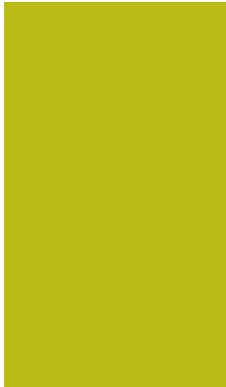


BLC Logo Blue

R: 0  
G: 167  
B: 206

HEX: #00A7CE

# REVISION FARM COLOR PALETTE



Farm Logo Green

R: 185  
G: 188  
B: 21

HEX: #B9BC15



Farm Logo Brown

R: 88  
G: 49  
B: 25

HEX: #583119

# TAP COLOR PALETTE



TAP Logo Blue

R: 0  
G: 83  
B: 144

HEX: #005390



TAP Logo Red

R: 168  
G: 44  
B: 40

HEX: #A82C28

## VICTORY PROGRAMS LOGO USAGE

Victory Programs underwent a rebranding process in 2011 and introduced a new logo. This is now the standard logo to be used in all internal and external documents, powerpoints, fliers, webinars, etc.

The logo is available in jpg, gif, and png formats. All employees should have access to the jpg logo. Should you need additional versions of the logo, please contact Joy Mosenfelder, Communications Manager at [jmosenfelder@vpi.org](mailto:jmosenfelder@vpi.org).



There are two Victory Programs logos you can use. One has the "Opening Doors to Hope, Health and Housing tagline underneath it and the other does not.

You will primarily use the logo **with** the tagline. The logo without the tagline should only be used if the logo will be so small that the text of the tagline is unreadable, like this:



## LOGO COLORS

Logo colors can be located on the Color Palette documents should you want to coordinate text color to the logo.

## LOGO RESIZING

When  
resizing a  
logo it  
should go  
from this:



To this:



Logos should never look like this:



Or this:



To prevent the logo from being squished or stretched like they are above, simply click the bottom right corner of the image while making it larger or smaller. Refrain from using the points on the top or bottom, right or left of the image when resizing.

## TECHNICAL ASSISTANCE PROGRAM LOGO USAGE



The TAP logo was redesigned in April 2013. Please use this new version of the logo in all documents, powerpoints, webinars, etc.

When creating flyers, documents or other publications, it is recommended that you also include the Victory Programs logo somewhere on the document. You can use one of the two logos on the left. Ideally, we ask that the full logo with tagline be used, however, if the tagline is so small that it is unreadable, please use the logo without it.



### LOGO COLORS

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### LOGO RESIZING

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Or this:



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### HAVE QUESTIONS?

If you need any assistance with logos (not sure which one to use, having trouble resizing, etc.), please feel free to contact Joy at [jmosenfelder@vpi.org](mailto:jmosenfelder@vpi.org) and she'll be happy to help in any way they can.



## REVISION URBAN FARM LOGO USAGE



ReVision Urban Farm has two acceptable logos for use on promotional materials. One is horizontal and the other vertical.

Either of these logos is acceptable to use, however, if a Farm logo is going to be used alongside the Victory Programs logo, it is recommended that you use the horizontal version.

If the logo is appearing at the top of a document with text below it, it is recommended that you use the horizontal. If you want text long side of the logo, the vertical logo is acceptable.



The ReVision Urban Farm hands logo can be used in addition to the full ReVision Urban Farm logo. It should never appear by itself since it does not indicate the name of the program.



When creating flyers, documents or other publications, it is recommended that you also include the Victory Programs logo somewhere on the document. You can use one of the two logos on the left. Ideally, we ask that the full logo with tagline be used, however, if the tagline is so small that it is unreadable, please use the logo without it.



Logo colors can be located on the Color Palette documents should you want to coordinate text color to the logo.

## LOGO RESIZING

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logo it  
should go  
from this:



To this:



Logos should never look like this:



Or this:



To prevent the logo from being stretched or squished like they are above, simply click the bottom right corner of the image while making it larger or smaller. Refrain from using the points on the top or bottom, right or left of the image when resizing.

## HAVE QUESTIONS?

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## **BOSTON LIVING CENTER LOGO USAGE**



This is the Boston Living Center's new logo, which was released in 2014. Please do not use any versions of the old logo when creating documents, flyers, etc.



The "BLC" acronym is used very frequently within the Victory Programs family so people know what it means without explanation. You may use this logo for internal communications ONLY.



When creating flyers, documents or other publications, it is recommended that you also include the Victory Programs logo somewhere on the document. You can use one of the two logos on the left. Ideally, we ask that the full logo with tagline be used, however, if the tagline is so small that it is unreadable, please use the logo without it.



Logo colors can be located on the Color Palette documents should you want to coordinate text color to the logo.

## **LOGO RESIZING**

When  
resizing a  
logo it  
should go  
from this:



To this:



**Logos should never look like this:**



**Or this:**



To prevent the logo from being stretched or squished like they are above, simply click the bottom right corner of the image while making it larger or smaller. Refrain from using the points on the top or bottom, right or left of the image when resizing.

### **HAVE QUESTIONS?**

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