

This document should serve as an instructional guide on how to format our new documents with the ParentChild+ name and logo. Each document will vary a bit, but here are the main general guidelines.

Logo Use

- For most documents, the logo size should be the same as above, which is a height of 0.6" and a width of 3.02". If you copy and paste the above logo, it will paste into your new document at the correct size.
- For most documents, the logo should be aligned to the left, just as above.
- The logo should be at the top of the document, which is where the margin begins, which will usually be about 1" from the top and 1" from the left.
- The logo should never be stretched or unproportioned. Please make sure that if you are re-sizing the image, you right click on the logo, click on "size and position," and under where it says scale, ensure that "lock aspect ratio" is clicked off. One this button is checked off, in that same box, you will see options to make the logo bigger or smaller. However, for most documents, you will not have to re-size the logo as you may simply copy and paste the above.

Color Use

- All four colors found in the ParentChild+ logo are our primary colors and can be used. However, that does not mean that all four colors need to be present in every document.
- Headings and titles should be **bolded** and written in our **navy color** (RGB: 0/56/101).
- All bullets and outlines of boxes found within documents should be written in the **green color** (RGB: 0/171/142).
- All bullets should also be squares rather than dots.
- If you would like to bring emphasis to a specific point in a document so it further stands out, that can be written in the **pink color** (RGB 224/0/77) or the **yellow color** (RGB 225/181/0).

Name Use

- ParentChild+ should be written out everywhere and should never be abbreviated.
- When applicable, and after ParentChild+ has already been used, "Program" can be substituted in.
- If using the possessive form, please use ParentChild+'s (the apostrophe should be after the plus sign).

Fonts

- The primary font that all documents should be written in is Montserrat. If this is not installed on your computer, please call Helix and they can help you install it. If you would like to install it on a personal device, it is a free google font you may download by [clicking here](#).
- The general text of all documents can be written in the regular black.
- The font size for all general text should be 11.
- The main title at the top of the document to the right of the document should be size 20, however this may vary due to space.
- The size of the title and headings may vary based on the document and space constraints. However, the title of the page should never be larger than our logo.

General Formatting

- There should be a period at the end of all bullet points.
- All text should be justified, except for certain circumstances. For instance, if there is an information box with contact information at the bottom of a document, that can be centered as it will likely look awkward justified.
- Margins should always be set to the “normal” option (which is 1” margins). If trying to get information all on one page, this can be minorly adjusted.
- If only a line or two goes on to a second page, please try to get everything on one page. There should not be any “hanging lines” or unnecessary extra pages.
- If you are putting copyright information or page numbers at the bottom, that should also be written in Montserrat and written in the footer of the pages (as seen on this document). Please double check the font type, as it often automatically defaults to Calibri.
- The title of the document should be written in a text box to the right of the ParentChild+ logo.
- All general text should be aligned with the logo and the name at the top of the page. The text should not be a different margin than the logo. For instance, the start of a sentence should be directly left aligned with the P in ParentChild+ (it should not be more left or indented more right; it should be a straight line).