



Boys Hope Girls Hope Brand Guide



Introduction



Every member of our network-wide team, in every office of every affiliate, in every Residential Program and Academy of every city in every country helps to define our brand... and creates more opportunity and a better future for our scholars.

For 40 years, Boys Hope Girls Hope has been a refuge and pathway for young people who have the ambition and determination to achieve a college education and a life of service. Boys Hope Girls Hope has opened a doorway of opportunity to a generation of young scholars hope for their futures and a lifelong connection with others who want to see them succeed.

It's important that we approach our brand as One Team One Mission to help people immediately recognize us when they see us, hear us, or interact with us, wherever they are.

Our brand is not our mission or values, our logo or our program. It's how people (scholars, families, potential employees, volunteers, donors, and partners) FEEL about our organization. It's not just what we say it is, but what other say about us.

This guide holds the information you need to be a passionate caretaker and ambassador of the Boys Hope Girls Hope brand, regardless of your role in the organization.

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Our Brand is...



hopeful
accessible
strong
aspirational
excellent
positive
encouraging
enduring
spiritual
responsible
warm
generous
celebratory
nurturing
stable
grateful

Purpose

Mission

To nurture and guide motivated young people in need to become well-educated, career-ready men and women for others.

Vision

We believe in opportunity, education and inclusion for every motivated young person.

Theory of Change

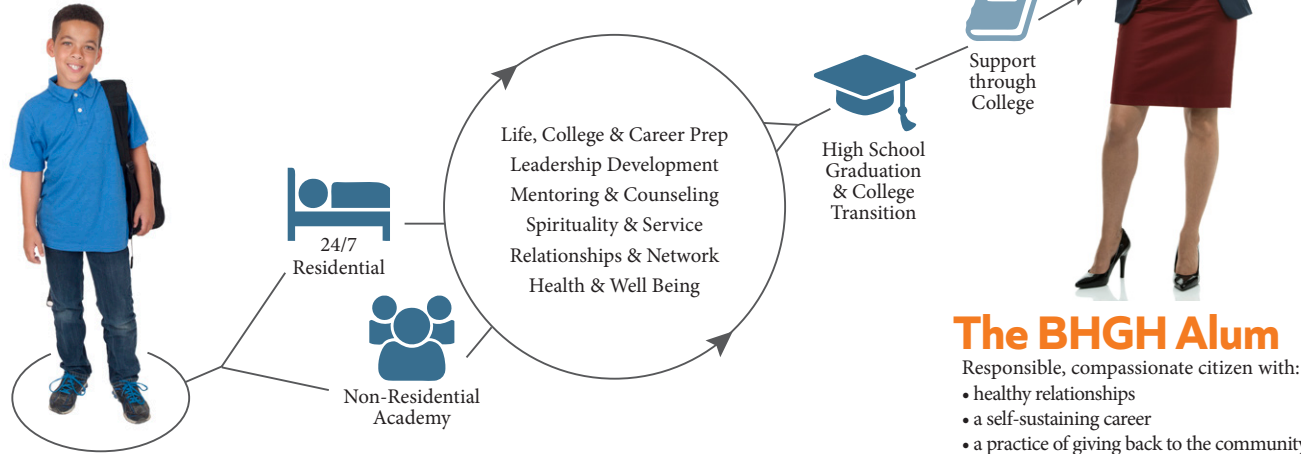
Access the Boys Hope Girls Hope Theory of Change and other information about our research-inspired and evidence-based program model and framework at www.bhghinternational.org/programs

Program

The BHGH Scholar

Child in persistent need with:

- lack of necessary support structures
- high motivation, determination & resilience



The BHGH Alum

Responsible, compassionate citizen with:

- healthy relationships
- a self-sustaining career
- a practice of giving back to the community

Boys Hope Girls Hope offers and supports three types of programming and defines them as follows:



RESIDENTIAL

Round-the-clock care in a dynamic, nurturing environment, and college-preparatory educational experiences for children in need who benefit most from out-of-home placement.



ACADEMY

Year-round, out-of-school care, mentoring, and college-preparatory educational experiences for children in need who can live at home, but require additional resources.



COLLEGIAN

Continuing emotional, financial, independent living and educational support for program high school graduates matriculating to and through college.

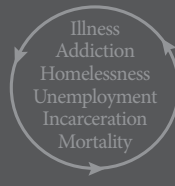
WHAT CHILDREN IN NEED FACE



Concentrated Disadvantage



Lack of Educational Resources and Underperforming Schools



Family Stress and Cycles of Poverty

Illness
Addiction
Homelessness
Unemployment
Incarceration
Mortality

HOW CHILDREN THRIVE



Safe Home & Neighborhood



Excellent School



Positive Role Models

Brand Goals



1. Simplify and clarify

the Boys Hope Girls Hope message

2. Raise awareness

of Boys Hope Girls Hope

3. Differentiate

Boys Hope Girls Hope from other organizations

4. Build trust

in Boys Hope Girls Hope

5. Demonstrate relevance

of Boys Hope Girls Hope in today's world

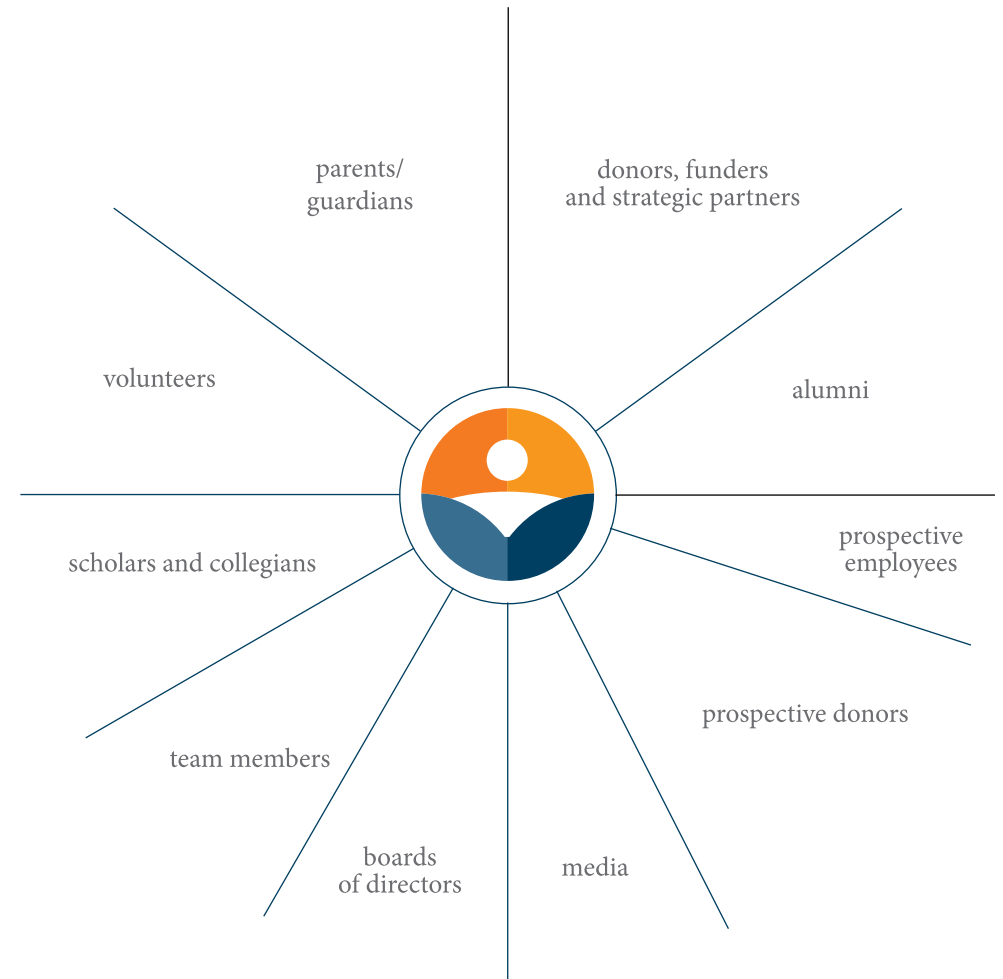
6. Build relationships

that motivate engagement and investment
in Boys Hope Girls Hope and our scholars' futures

Audiences



Boys Hope Girls Hope has these key audiences:



Our Brand

The *outcomes* we commit to delivering.

The *experiences* people have with us.

The *promises* we make and keep.

The *follow-up* after we've delivered.

Our Brand Tone

- **Nurturing & Family-Like**
- **Hopeful, Resilient & Hard-working**
- **Committed & Transformative**
- **Professional & Relevant to the Times**

How we look

- **AUTHENTIC** – We are genuine in expressing who we are and what we do, using speech that is transparent, informative, clear and comfortable.
- **DYNAMIC** – Our communications are active, forward-thinking, energetic, vibrant, and demonstrate our innovation and diversity.
- **FOCUSED** – Our message reveals our commitment, professionalism, motivation and determination to our mission and those we serve.

How we act

- **WELCOMING & REAL**
genuine, kind, honest, and open
- **CULTURALLY FLUENT**
eager to learn, grow, and relate to others
- **PROFESSIONAL & EXCELLENT**
courteous, competent, and with integrity
- **HOPEFUL**
fun, joyful and expectant

How we speak about our work

- **HOPEFUL** – Our mission is big, but it exists because we aspire to impart a hopeful future to young people who have disadvantage or have been marginalized. We are positive, encouraging, optimistic and expectant of who our scholars can become, and what our organization can accomplish.
- **SENSITIVE** – We are thoughtful about how we present and portray our scholars, collegians, children-in-need generally, and their families. We understand that poverty and hopelessness are not solely outcomes of family dynamics, situations and decisions, but of larger systemic social issues. We also practice cultural fluency, taking care to dialogue about and celebrate the unique perspectives and differences each life's background and experiences reveal. We always respect the dignity and privacy of others. It's up to each individual to decide what part of their story and their experience at Boys Hope Girls Hope they are willing to share.
- **CLEAR AND ENGAGING** – We do our best to effectively express ourselves in a way that is concise, informative, and interesting.

Identity



We are Boys Hope Girls Hope.

We use our full name as much as possible in externally-facing written and verbal communications.

THE BHGH ACRONYM

We realize there are times our acronym must be used, particularly in longer documents and in situations where characters are limited, such as in grant proposals. When this is the case, after the first full mention of Boys Hope Girls Hope, we add the acronym in parentheses. Subsequent mentions of our name in the document may use the acronym in place of our full name.

...Boys Hope Girls Hope (BHGH)...

AFFILIATE LOCATION NAME

Boys Hope Girls Hope affiliates are differentiated by their official business name (city or state name added to the organization's full name), for example Boys Hope Girls Hope of St. Louis. When the need arises to use the acronym after the first listing of the full name, we do so as follows:

...Boys Hope Girls Hope of St. Louis (BHGH of St. Louis)...

In order to differentiate one affiliate from others, and from Network Headquarters, affiliates always use their location name and not “Boys Hope Girls Hope” alone.

Our Latin American affiliates use their translated names in their home countries with “Boys Hope Girls Hope of [location name]” as above in official communications.

We are NOT: Boys Hope/Girls Hope
Boys Hope-Girls Hope
Boys Hope and Girls Hope
Boys and Girls Hope

Language



Our words matter. The language we use when speaking and writing about our scholars, activities, experiences, program and outcomes, must share our stories with truth, dignity, love and respect.

We want to reach more young people who meet our profile and help more families. To do this, we need to raise awareness of Boys Hope Girls Hope locally, nationally and internationally. How we talk about ourselves—the words we use and our tone of voice—are an important part of our brand. By sharing a clear, consistent message we can show the real impact that we have on our scholars' lives and the hope we represent.

To make our tone of voice consistent wherever and however we use it—and to ensure it's always unmistakably Boys Hope Girls Hope—we can look to our unique values and DNA:

- Scholar-driven
- Faith-inspired
- Inclusive
- Relevant
- Transparent
- Professional

We've summarized these “ingredients” into a simple, memorable and actionable statement to keep in mind whenever we speak and write:

We use hopeful language that is sensitive, clear and engaging.

Writing in this way helps ensure that we are consistently showing Boys Hope Girls Hope to be dynamic, relevant and inspiring!

Messaging Philosophy



Over the years, our messaging has evolved to better promote dignity, transparency, diversity, collaboration, and partnership in our relationships with our stakeholders and particularly with our scholars and their families.

Whether it's how we talk about our scholars and their unique needs, the delivery of our programs, our understanding of diversity, or the larger challenges which affect young peoples' lives, our messaging has shifted.

Stories are powerful.

We encourage those we serve to tell their own stories because we believe that it's more impactful for people to hear from those in need than to hear about them. Each has a unique purpose and experience to share, and we respect what and how they choose to share it. We value the input of those we serve and learn greatly from their feedback.

We focus on potential.

We are eager to represent and showcase our scholars' abilities, skills and commitment to their success. We seek to dispell stereotypes, generalizations, victimization, and exploitation. Whether a family's individual situation or a more widespread issue has placed a scholar inside our need profile, we focus forward on his or her sense of agency and willingness to partner with us to transform the future.

There is no "us" and "them."

We all have needs. Going through the journey of the human experience together fulfills something within everyone involved. We create opportunities for people to connect with and benefit from working together and serving other people, without relying on pity, guilt, or shame. We all have an innate desire to be valuable, to offer something to the world, and to become more effective and impactful "*persons for others.*"

Messaging Philosophy continued



Donors want to understand our challenges and how we are overcoming them.

Obstacles to mission effectiveness exist in every organization. As investors in our mission, our donors want to be aware of and see the ways we have learned from past failures, respond to shifts in our field, and make necessary adjustments to our strategy, approach, and programs.

We are a learning and growing organization.

We drive accountability, not just because our donors require it, but because we want to be the best at what we do. We examine data and combine it with stories to add context and evidence to our approach. We incorporate evaluation, initiatives, feedback and collaborative decision-making into our work.

Diversity of every kind makes us stronger and smarter.

People with different backgrounds, experiences, cultural practices, disciplines, and competencies are essential for excellence. A variety of viewpoints, information and approaches make us more proactive and yields more innovative solutions to our challenges. Going beyond gathering a diverse group together, we want to be more “culturally fluent”—able to learn from the experiences of others to connect with them on a deeper level.

Our mission demands technology and access to it.

We seek out, use and embrace new forms of technology to work efficiently and to better share, collaborate, connect, both internally and externally. This includes offering our scholars the technological access they need to be successful and relevant in college and beyond.

We avoid jargon.

Every industry has its “words of the day.” We do our best to avoid them. Remember, “*We use hopeful language that is sensitive, clear and engaging.*”

We are One Team One Mission.

Today, Boys Hope Girls Hope is a strong network of professionals who help each other benefit from shared best practices and navigate external factors that could potentially affect those we serve or how we achieve our mission and maximum impact.

Voice Guidance

A photograph of two young people, a girl and a boy, looking at a computer screen. The girl is in the foreground, smiling and pointing at the screen. The boy is behind her, wearing glasses and looking at the screen. They are in a classroom setting with a map on the wall.

Our tone of voice always sounds like us, but it needs to be flexible to suit our audiences and our local affiliates. Before you start writing, be sure to ask yourself “Who are we writing for?” Whether you’re writing for young people or for politicians and corporate partners, follow these four rules to make sure you’re using the Boys Hope Girls Hope tone of voice:

1. BE HOPEFUL

- We give examples of the impact our work has, ideally through a direct quote from an individual, but always including the scholars’ point of view.
- We present difficult topics we are trying to tackle with solutions-based ideas.
- We inject energy into our writing by using the active voice.

2. BE SENSITIVE

- To be sensitive, we are careful not to portray our scholars or their families in ways that would diminish or devalue them, or invade their personal privacy.
- We are mindful of cultural, ethnic and socioeconomic sensitivities and how our language may be perceived by a wide range of readers.

3. BE CLEAR AND ENGAGING

- To be clear, we make every word work and don’t repeat them unnecessarily.
- We consider exactly what needs to be said. We make sure our messages can be understood easily.
- We take care not to overuse academic or discipline-specific language, unless the audience we’re writing for requires it.
- We shy away from using acronyms – even BHGH! No one outside of our organization understands “IO,” “CRM,” “PPM,” or “PMT.” We realize there are times when you have word and character limits and have to use “BHGH” instead of Boys Hope Girls Hope, but when possible, spell it out and help create name recognition for our organization.
- We simply tell people what they need to know, once. We use straightforward language.

Key Words and Phrases

The next few pages offer further definition, as well as examples of key words and phrases we use to describe our program, scholar, alumni and what it means to be a child in need.

Our DNA:

WE ARE:

Academically Focused

We believe in the transformative power of education to develop lifelong learners

Service Oriented

We believe in the Jesuit-inspired, values-centered hallmark of building “persons for others”

Family-like

We believe youth derive their energy and sustenance from exposure to nurturing environments

Long Term and Comprehensive

We believe an enduring relationship with youth holds the most promise for attaining positive outcomes

Faith Inspired

We believe that a loving God cares about the life of every individual

Voluntary in Nature

We believe in the motivational power of self selection into the BHGH program

Our program offers:

- Life, college and career preparation
- Nurturing environments
- Strong academic foundation
- Leadership development
- Mentoring and counseling
- Spirituality and service
- Supportive network and relationships
- Health and well being
- Holistic intervention
- Deep investment in each scholar's life
- Development of strengths
- Help overcoming obstacles
- Long-term, comprehensive care
- Opportunities and enriching experiences

Family need may include:

- Lack of necessary support structures
- Poverty and its side-effects
- Living in underserved communities
- Experiencing family stress
- Concentrated disadvantage or marginalization
- Lack of educational resources
- Attending underperforming or unaccredited schools
- Circumstances beyond a child's control
- Willingness to sacrifice for the child's best future

Scholar



The Boys Hope Girls Hope Scholar is integral to our brand story. We highlight our scholars' need, potential, and the growing demand for educated, quality people to lead and positively impact industry, government and the social sector into the future.

Boys Hope Girls Hope serves children in need. While each child's situation is unique, there are common threads that bind their experience—their grit and determination, their drive to achieve, and their desire to be a part of the program.

Boys Hope Girls Hope scholars are given tools to be emerging leaders of business, government, community, and they build a foundation of opportunity for the next generation in their families.

With an investment in each scholar's ability and promise, Boys Hope Girls Hope will help close the gap between skilled jobs and an uneducated, unprepared workforce.

Our Scholar is:

- Hopeful
- Academically-capable
- Highly motivated
- In need
- Resilient
- An achiever
- Full of potential
- Determined
- Adaptive
- Thriving
- An emerging leader
- Inspiring
- Hard-working
- Voluntarily in the program
- Making personal sacrifices for a better future

Alumni

A photograph showing a man in profile, wearing a dark blue hoodie with an NFL logo and a black baseball cap, interacting with a young boy. The boy is wearing a grey hoodie and is smiling. They appear to be in a school or community setting with other people in the background.

There are a vast number of program graduates that make up the Boys Hope Girls Hope Alumni community. Alumni success gives credence to the importance of our mission and real examples of men and women for others in action.

Boys Hope Girls Hope alumni return to their communities with a first class education and the drive to use it to help others overcome obstacles.

They are responsible spouses and conscientious parents. They give back to their communities through volunteer work and positive role modeling, many in their local Boys Hope Girls Hope affiliates, and go on to be leaders in the industries in which they choose to work.

They continue to strive toward reaching their full potential, and are continually celebrated as inspiring members of the Boys Hope Girls Hope family.

Our Alumni are:

- College-educated
- Career-ready
- Community-minded
- Men and women for others
- Productive citizens
- People of integrity
- Responsible
- Conscientious
- Compassionate
- Generous
- Healthy and well-adjusted
- Lifelong learners
- Positive role models
- Reaching their full potential
- Helping change generational cycles in their families

Primary Logo

The Boys Hope Girls Hope logo mark consists of two elements: the logo icon and the wordmark.

The primary version of our logo is preferred for most applications.

The following pages outline the symbolism of our logo, as well as how to maintain its integrity during use.

The logo can and should be localized with the name of the affiliate as seen on page 21.



**Boys Hope
Girls Hope**

Logo Icon



Our logo icon includes four colored quadrants which surround the central human figure representing the scholar. Each quadrant uses an official Boys Hope Girls Hope brand color. Our logo icon is a perfect circle. The quadrants come together to embody deep meaning about our organization.

The Boys Hope Girls Hope logo icon may be used as a design element apart from the wordmark. When using the icon alone in any application, such as on a t-shirt, sign, or as any design element, it should only be used in color.

Our icon represents our:

SCHOLAR

as the central element

HOPE

in the bright horizon

COMMUNITY

enveloping the scholar to help him or her reach his or her full potential

DIVERSITY

of those coming together to achieve our mission

JOURNEY OF TRANSFORMATION

with scholars over a long relationship spanning middle school into their futures

EDUCATIONAL FOCUS

in the blue quadrants coming together to form a book

NURTURE & WARMTH

in its shape, bold color, and subject matter.

Logo Variations

PRIMARY
LOGO



SECONDARY
LOGO



The secondary logo should only be used in situations when a more horizontal application would fit more comfortably within the space

BLUE
LOGO
(one-color)



WHITE
LOGO
(for dark
backgrounds)

Blue and white logos should only be used when small

Affiliate Logos

Each affiliate has its own distinctive logo which includes its location name.

For each affiliate logo, the affiliate location name is placed under the word mark in BHGH Medium Gray. The size and placement of the affiliate location name is preset and included in the official logo files for all affiliates. The affiliate location name should never be added to the word mark with live type fonts. When an affiliate logo is required, the official logo files should always be used.

For Latin American affiliates, to ensure the translated name is recognizable as an affiliate of Boys Hope Girls Hope, the full organization name and affiliate location name are placed under the word mark in BHGH Medium Gray. The size and placement is preset and should never be added to the word mark with live type fonts.

EXAMPLE
U.S. AFFILIATE
LOGO



**Boys Hope
Girls Hope**
Southern California

EXAMPLE
LATIN AMERICAN
AFFILIATE LOGO



**Esperanza
Juvenil**
Boys Hope Girls Hope

Logo Usage

To protect the integrity of our logo, follow these basic guidelines on space, size, and relationship to other logos.

SAFE AREA

Maintain clear area around the logo equivalent to the height of the “H” in “Hope” on all sides.



SIZING GUIDELINES

To ensure legibility and consistency, the width of the primary logo should never be reduced to less than 1.5 inches wide. The blue and white logos should be used only when small (maximum of 1.5 inches wide and minimum of 1 inch wide).



Minimum 1.5”



Minimum 1”

COMBINING LOGOS

When our logo is used in conjunction with other logos, there should be at least enough space between them to allow for the width of the icon from the Boys Hope Girls Hope logo.



At least 1 icon in between



Boys Hope
Girls Hope

TREATMENT OF THE SCHOLAR IN THE ICON

When our logo icon is used on a light background, as in the mockup of the sign above, the scholar element may be, but is not required to be, reversed out so the background color can be seen. Other instances where the scholar may be reversed out include applications like embroidery or screen printing on a light colored shirt. The scholar image will, of course, always be white when printed on anything with a white background. When the shade of any background is darker in tone than the Medium Orange (upper right) quadrant of the icon, the scholar image should be maintained as white. For questions about when it's acceptable to reverse out the scholar elements, contact our Marketing and Communications team.



Boys Hope
Girls Hope

Logo Don'ts

In order to maintain a strong, consistent brand, please don't add or change anything about our logo.

These guidelines on incorrect usage apply to all variations of the logo.

NOTE: Prior versions of the Boys Hope Girls Hope logo have been retired, and therefore should no longer be used in any application.



Don't use any prior version of a Boys Hope Girls Hope logo or colors



Don't add shadows, strokes, or other effects.



Don't change the aspect ratio or stretch the logo



Don't make the logo into an outline



Don't rotate, flip or make vertical the logo or any element of the logo



Don't alter the proportions of the icon and wordmark



Don't alter the letters or spacing in any way



Don't change any color or the order of the four colors



Don't put the logo on a background of the same color as any logo element

Color Palette

Our colors are crisp, modern, vibrant, professional and hopeful.

Blue is trustworthy, stable, confident, and loyal.

Orange is energetic, joyful, enthusiastic, and creative.

Our blue palette is our primary palette. Orange is used to emphasize headlines or calls to action. Yellows are used very sparingly for accents.

A range of grays round out our palette. We use black at 90% or 80% tint to create a softer, more legible copy, and 100% black as an accent in printed collateral pieces.

When printing professionally, we use a CMYK formulation for Rich Black, which results in deeper, more saturated coverage. For fine lines, we use standard black.

PMS colors are used for offset and screen printing.
CMYK color values are used for digital printing.
HEX color values are used for digital/web applications.

BLUES



BHGH Dark Blue
PMS 296 | CMYK 100/43/12/56
RGB 6/64/98 | HEX #004063

BHGH Blue
PMS 302 C | CMYK 100/25/0/50
RGB 0/85/129 | HEX #006080

BHGH Medium Blue
PMS 5405 C | CMYK 58/17/0/46
RGB 59/110/143 | HEX #3a728a

Light Blue
PMS 5425 C | CMYK 30/4/0/32
RGB 128/159/180 | HEX #80a1b6

ORANGES



BHGH Dark Orange
PMS 166 C | CMYK 0/64/100/0
RGB 244/123/32 | HEX #ea6d1f

BHGH Medium Orange
PMS 144 C | CMYK 0/48/100/0
RGB 248/152/32 | HEX #ff8500

Light Orange
PMS 7410 C | CMYK 0/30/55/0
RGB 252/188/126 | HEX #ffb373

YELLOWS



Yellow
PMS 7409 C | CMYK 0/30/95/0
RGB 253/185/36 | HEX #ffb30d

Light Yellow
PMS 1205 C | CMYK 0/5/31/0
RGB 255/238/187 | HEX #fff2cc

BLACK and GRAYS



Rich Black
75/68/67/90

Black
0/0/0/100

Dark Gray (90% Black)
0/0/0/90 | 26/26/26
#1a1a1a

70% Black
0/0/0/70 | 109/110/113
#333333

Medium Gray (50% Black)
0/0/0/50 | 128/128/128
#808080

Light Gray (20% Black)
0/0/0/20 | 217/217/217
#d9d9d9

Logo Coloration

Our bold logo utilizes this specific setup of colors from our palette.



Typography

We use Quiet Sans in bold as our headline font and Minion Pro in regular and bold as our primary copy typeface.

We pair the modern sans serif of Quiet Sans Bold with the classic, sophisticated, and graceful Minion Pro. One is strong and innovative, while the other is trustworthy and academic.

Quiet Sans should be used for headlines and callouts. Minion Pro should be used as body copy.

Substitute fonts when Minion Pro is not available:

- Times New Roman and Times New Roman Bold

The Boys Hope Girls Hope website theme utilizes open sourced web-based fonts similar to Quiet Sans and Minion Pro.

Examples of usage:

Title/Headline: **Quiet Sans Bold 22pt**

Subtitle/Sub-Headline: **Quiet Sans Regular 18pt**

Body copy: Minion Pro Regular 11pt

Section Header: Minion Pro Regular 14pt

Sub-Section Paragraph Header: **MINION PRO BOLD 11pt BLACK**

Callout or Highlight: Minion Pro Regular Italic 14pt

Callout or Highlight: **Quiet Sans Bold 14pt**

Photography

Photography is an important part of the Boys Hope Girls Hope visual identity.

Every photo we take and use should represent the power of our work and “real life” for our scholars and team members. Photos create emotional connections with our audiences. The images we show play an important role in expressing our brand personality.

Use images that include:

- Hopeful faces full of genuine joy
- People looking at the camera, not posed or stylized
- Real, candid situations within our scholars’ lives and programs
- Personality, character and authentic expressions
- Collaboration of scholars and team members or volunteers
- Mission themes (education, mentoring, service, leadership)
- Empowered, confident people
- Diversity of every kind
- High quality and color
- Individual and group shots

Photographs should always respect our scholars’ privacy and dignity, and portray them in the most positive light.





Photography Selection Tips

1. Consider where/how the photographs will be used.
2. Landscape or portrait? Photos in landscape orientation often provide the most flexibility when cropped.
3. If a photo will be printed or used as a feature image on our websites, it must be high resolution (at least 4x6 at 300dpi).
4. Some of today's smart phones take great photos, if professional photos are not available. Consult the information on your phone's camera for guidance.
5. Subject matter should be chosen carefully – what will it tell people about our organization, activity or event?
6. Consider the best composition for the photograph and choose a single point of focus.
7. Natural light tends to look better than artificial lighting. Position the natural light behind the camera to enhance the features of the subject photographed.
8. Whether your photo is of something specific (such as an event) or it conveys an emotion (such as the excitement of a new graduate), it should clearly tell this story.
9. Crop images to show the most important part of the photo.
10. Stock photography should only be used if it looks authentic to Boys Hope Girls Hope, and if it is properly licensed.

Social Media

Our social media presence helps us to connect and engage with our stakeholders, express gratitude, and celebrate excellence in real time.



We use Boys Hope Girls Hope hashtags as well as trending hashtags when appropriate and mission-related to expand awareness among new audiences.

SOME HASHTAG EXAMPLES:

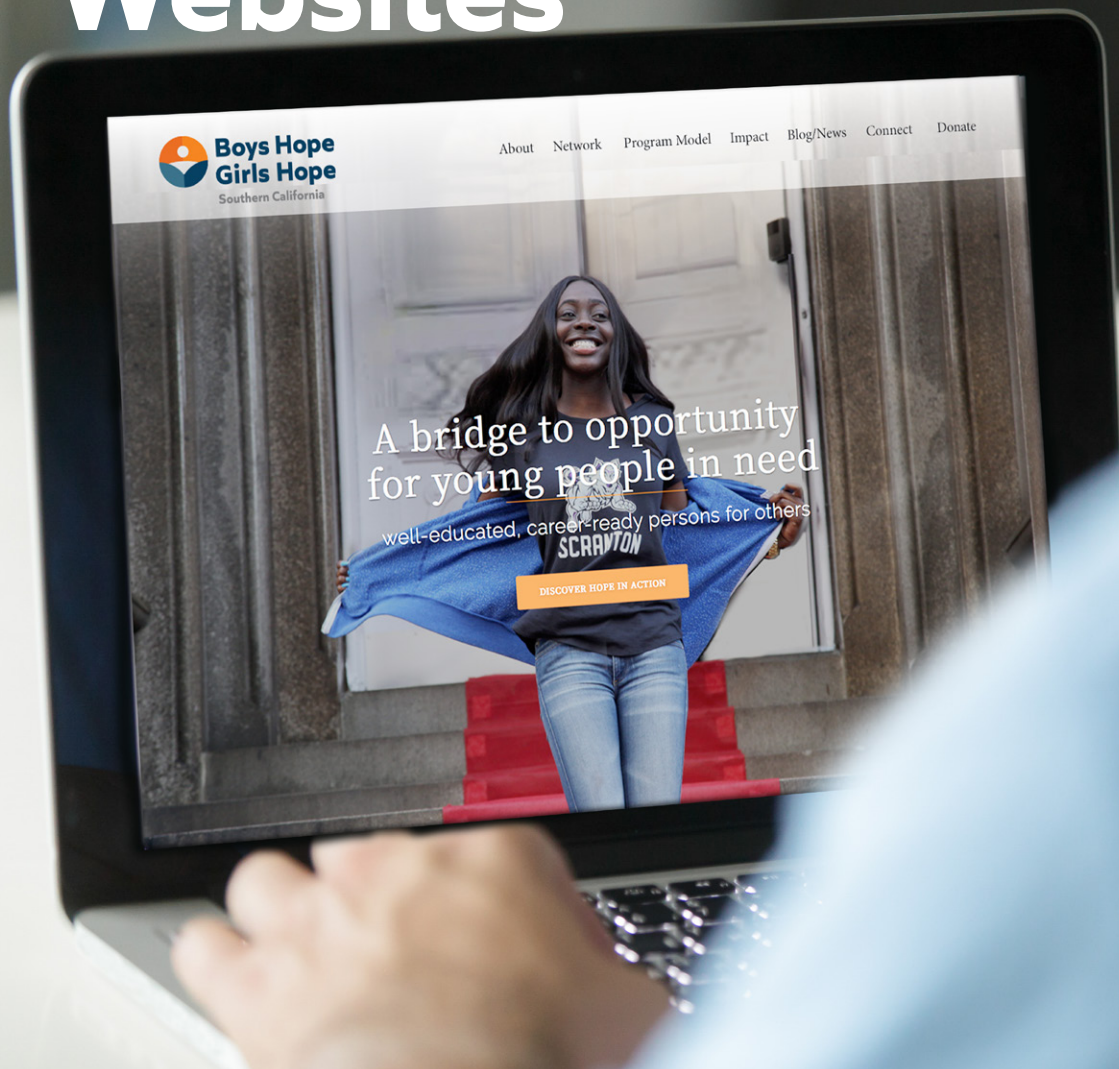
#BHG
#OneTeamOneMission
#BHGHAchievement
#BHGForOthers, #forOthers
#BHGPartner
#BHGAlumni
#ScholarSuccess
#College
#CollegeBound
#WeAreBHG

We use social media engagement and strategy as a tool to share our activities and relevance in these areas:

EVENTS	<ul style="list-style-type: none">• Milestones• Event promotion• Event engagement• Post-event recaps
THOUGHT LEADERSHIP	<ul style="list-style-type: none">• Research and shared articles/trending topics• Quotes (industry, leaders, alumni, team)• Inspiration• Blog
PROGRAM	<ul style="list-style-type: none">• Program and Scholar Achievements:<ul style="list-style-type: none">– Academic awards and scholarships– College and graduate school admissions– Internships and new jobs• Mentorship• Volunteer appreciation
SERVICE	<ul style="list-style-type: none">• Community service highlights• National Day of Service• Team member milestones• Long-term service opportunities and partnerships
STRATEGIC PARTNERSHIP	<ul style="list-style-type: none">• Highlight partnerships• Highlight supporters• Highlight volunteer organizations• Gratitude

Scholar or family last names are never to be used in publications, media or marketing materials. Refer to the Boys Hope Girls Hope program policies for additional guidance on the handling of scholar images and identity on social media.

Websites



Our websites help visitors make a quick decision about whether they should trust our brand, learn more about us, and invest in our work.

Our websites convey the history and essence of our organization while communicating our mission clearly and effectively. They are a tool to mobilize our audiences to act.

Each website should:

- present our mission, successes and calls to action
- represent and align with the Boys Hope Girls Hope brand, building greater brand awareness
- provide in-depth information about our Network and local affiliate programs
- open doors to paths of engagement for current stakeholders and newcomers
- connect our autonomous organizations into one powerful network
- offer shared news, relevant content and thought leadership from across our network
- link to and utilize social media strategy more effectively
- celebrate our amazing people, impact and stories of success, including most recent data
- be kept current with accurate and up-to-date information

Boys Hope Girls Hope encourages all affiliates to use the Sydney Wordpress theme, top-level navigation, and our basic website design elements, while tailoring the website pages, imagery and content to best serve the needs of the local affiliate and its community.

More information for website administrators is available in the Boys Hope Girls Hope Wordpress Website Administrator's Guide.

Contact



Please feel free to contact us with questions about our brand or the information provided in this guide.

EMAIL US

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CALL US

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