

How to use the JOIN HANDS DAY logo to promote your project

The JOIN HANDS DAY logo is the symbol that gives the day a distinctive and recognizable image.

Using the logo design, colors and type in a consistent manner heightens awareness and can motivate involvement.

The JOIN HANDS DAY logo design

The shape, color and typeface used in the JOIN HANDS DAY logo were carefully selected to create an image that is energetic and professional. To keep the look consistent, the following standards were developed to help every participating group portray the same image.

The JOIN HANDS DAY logo consists of two elements:



- The box with stylized stick figures and the words “JOIN HANDS DAY — it starts with us”
- The lines of text under the box, “Sponsored by America’s Fraternal Benefit Societies— May 1, 2010.” These lines of text should not extend out beyond the box element.

As a local project planner, you are part of the JOIN HANDS DAY image-building process. Please make sure the logo is used intact on all print materials produced by your group.

The JOIN HANDS DAY logo has a service mark, which makes it even more important to follow the standards that have been established for its use. With this in mind, it is incorrect to stretch, condense, reshape, change the color or alter the text of the logo in any way. For a quality appearance and readability, the logo should not be smaller than 7/8 inches high.



The JOIN HANDS DAY colors

The two official colors of the JOIN HANDS DAY logo are PMS 300 (blue) and PMS 102 (yellow). PMS stands for Pantone Matching System, a standard ink color system within the printing industry. Every designer, printer and full-service copy facility will be able to match these precise colors. Please do not substitute any other colors or shades of these colors.

For your material to fit with other JOIN HANDS DAY pieces produced by the national office, always use these two colors or the one-color formats in blue or black. The only three correct printing formats for the JOIN HANDS DAY logos are shown here:



Sponsored by
**America's Fraternal
Benefit Societies**

MAY 1, 2010

2 Colors
PMS 300 (blue)
PMS 102 (yellow)



Sponsored by
**America's Fraternal
Benefit Societies**

MAY 1, 2010

1 Color
PMS 300 (blue)



Sponsored by
**America's Fraternal
Benefit Societies**

MAY 1, 2010

1 Color
Black

Logo availability

Logos in all three formats are available on the JOIN HANDS DAY Web site at www.joinhandsday.org.

Customizing the logo for local use

Use the logo often on your participation information. This will help connect your project to the nationwide recognition JOIN HANDS DAY receives. JOIN HANDS DAY suggests this arrangement on your signs, flyers and other literature:

XYZ Club of Jones County *presents*



Sponsored by

**America's Fraternal
Benefit Societies**

MAY 1, 2010

- The ideal position for the names of local sponsors is above the box element of the logo.
- The official typeface for all words in the logo is called *The Mix*. This font is readily available from computer software supply stores and online. A link to suppliers of this typeface also can be found on the JOIN HANDS DAY Web site.
- The logo includes the sponsor and partnership lines below the box. These elements should be included whenever possible.
- Heavy use of the date will help motivate and mobilize volunteers to action. In timely promotional materials—newspaper ads, posters, flyers and brochures—include the date whenever space allows. On items with longer life—T-shirts, hats and material that could be used in future JOIN HANDS DAY events—omit the date.

General copy typefaces

The most-used typeface for general copy on JOIN HANDS DAY materials is *The Mix*. The only other typeface adopted by JOIN HANDS DAY for selected general copy use is called *Futura*. The two fonts work well together to create a clean, professional image.

If these typefaces are not currently on computers used to create print pieces for your group, they are readily available where computer software is sold and online. Although using these typefaces is recommended, it is not mandatory (except on the JOIN HANDS DAY logo).