



# CAPTAIN

Community Human Services

## BRANDING GUIDELINES

For questions related to these guidelines, please contact us at 518-399-4624 or [mbauer@captaincares.org](mailto:mbauer@captaincares.org).

This guide is intended to guide the usage of CAPTAIN Community Human Services's branding, including mission, colors, fonts, and logos. Individuals who would like to use our branding for fundraising or support events are free to do so in adherence with these standards.

CAPTAIN CHS staff are also available to assist in the creation of invitations or flyers, and can provide an online event registration website to you or your group at no cost.

If you have any questions or concerns, or to request our logo, please call 518-399-4624 or email [mbauer@captaincares.org](mailto:mbauer@captaincares.org).

## MISSION

CAPTAIN Community Human Services supports and empowers people of all ages to reach their goals of personal growth and self-sufficiency. We strengthen communities.

## PROGRAMS

CAPTAIN Community Human Services offers over 30 programs in the areas of hunger, homelessness, economic crisis, community support, and empowerment.

We offer programs for youth through seniors in Saratoga, Fulton, and Montgomery Counties and the surrounding areas.

## LOCATIONS

CAPTAIN Community Human Services has seven locations:

### **Clifton Park Office**

5 Municipal Plaza, Suite 3  
Clifton Park, NY 12065  
518.371.1185 (phone)  
518.383.7997 (fax)

### **Glenville Office**

543 Saratoga Road  
Glenville, NY 12302  
518.399.4624 (phone)  
518.399.8663 (fax)

### **CAPTAIN's Treasures**

1705 Route 9  
Clifton Park, NY 12065  
518.383.1788 (phone)

### **Cheryl's Lodge**

25 Fern Lane  
Clifton Park, NY 12065  
518.373.8873 (phone)

### **Gloversville Office**

*Inside the First United  
Congregational Church of Christ*  
31 East Fulton Street  
Gloversville, NY 12078  
518.728.7581

### **Saratoga Springs Office**

1 Freeman Lane  
Saratoga Springs, NY 12866  
518.729.6524

### **Runaway and Homeless Youth Shelter**

Confidential Location  
Malta, NY  
518-584-6042

# COLORS

CAPTAIN Community Human Services utilizes two colors: a blue and gold. Please see those color specifications below.



## CAPTAIN CHS BLUE

C 98

M 65

Y 20

K 20

R 0

G 73

B 105

HEX #00507f

PMS 2188C



## CAPTAIN CHS GOLD

C 10

M 27

Y 64

K 0

R 229

G 185

B 114

HEX #e5b972

PMS 2008C

# FONTS

CAPTAIN Community Human Services uses a combination of fonts, found below.

SAVEUR SANS (available from [myfonts.com](http://myfonts.com))

MESMERIZE (available from [fontspring.com](http://fontspring.com))

*Freestyle Script*

Arial

**Arial Black**

# LOGOS

CAPTAIN Community Human Services is very proud of our logo. Please follow these guidelines to ensure it always looks its best. Each of our logos also has the option to include our tagline, “Lifting People Up. Building Brighter Futures.”

Logos are available in the following formats: JPEG, PNG, EPS, PDF, AI

The primary logo is comprised of both CAPTAIN CHS blue and gold, and the preferred background color is white. It’s available in both a horizontal and stacked option.

An all white or all gold logo can be used in circumstances where legibility of the primary logo is compromised.

Black and white logos should only be used on materials that do not print in color.

For copies of our logos, please email [mbauer@captaincares.org](mailto:mbauer@captaincares.org) or download directly from our website.



**CAPTAIN**  
Community Human Services  
*Lifting people up. Building brighter futures.*



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**CAPTAIN**  
Community Human Services

## Remember! Please do not:

- Change the colors
- Add type
- Rotate
- Rearrange

- Distort
- Tint
- Use other fonts
- Frame

- Use low resolution files
- Add effects and shadows
- Use alternative logos