



koinonia

Koinonia Brand Style Guide

Welcome



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Koinonia is a rich complex word of Greek origin. Community, partnership, and generous sharing are at the heart of the word. It is translated into English to mean fellowship.

This brand guide has been developed to provide specific guidelines for correct usage of the Koinonia brand.

Adherence to this guide will ensure consistent and effective presentation of the brand to both internal and external audiences.

Introduction

“With hands we support, with hearts we care.”
This symbol takes meaning from quilting and the metaphor of taking a caring community coming together to make something great. The different colors represent the intersectionality of the people and communities we serve. The hands coming together represents comprehensive, whole-person care, a coordinated, multidisciplinary approach to meeting the full spectrum of needs presented by the individuals we serve. The heart represents, at our core, who we are.





Icon

koinonia

Wordmark

Creating Opportunities, Enriching Lives






Subhead

Logo

The logo is a specifically drawn, original piece of artwork and should never be altered, re-drawn, or reconfigured.

Primary Logo (stacked)

The primary logo is the preferred logo and should be used first whenever possible. It is available in the versions shown here.

	Full-Color	One-Color	Grayscale
Positive	 koinonia	 koinonia	 koinonia
Negative	 koinonia	 koinonia	

Logo Versions

Secondary Logo (flush left)

The secondary (horizontal) logo should only be used sparingly, in instances where vertical space is limited. It is available in the versions shown here.

	Full-Color	One-Color	Grayscale
Positive	 koinonia	 koinonia	 koinonia
Negative	 koinonia	 koinonia	

Logo Versions

Single-color variations are acceptable to separate sections in a presentation or organize common ideas (such as housing). These should always be used with the gradation and not with a solid color. Be aware that these versions do not qualify as “one-color” for printing purposes.



Color Variations

Clear Space

To ensure legibility and avoid visual interference, the following area around the logo should be left clear.



Minimum Logo Size

Minimum logo size is the smallest size the logo should be reproduced to ensure legibility. The icon should not be presented smaller than 0.3" (22 pixels) wide.



Logo Legibility



Incorrect Logo Usage

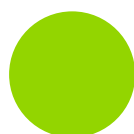


koinonia

The Koinonia color palette consists of the colors of the Koinonia brand.



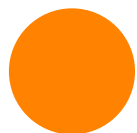
PMS: 298
R: 39 / G: 170 / B: 225
C: 70 / M: 15 / Y: 0 / B: 0
#27aae1



PMS: 375
R: 141 / G: 198 / B: 63
C: 50 / M: 0 / Y: 100 / B: 0
#8dc63f



PMS: 2593
R: 134 / G: 51 / B: 153
C: 57 / M: 95 / Y: 0 / B: 0
#863399



PMS: 151
R: 247 / G: 148 / B: 29
C: 0 / M: 50 / Y: 100 / B: 0
#f7941d



PMS: 2935
R: 28 / G: 117 / B: 188
C: 85 / M: 50 / Y: 0 / B: 0
#1c75bc



PMS: 361
R: 57 / G: 180 / B: 74
C: 75 / M: 0 / Y: 100 / B: 0
#39b54a



PMS: 213
R: 238 / G: 42 / B: 123
C: 0 / M: 95 / Y: 20 / B: 0
#ee2a7b



PMS: 187
R: 170 / G: 24 / B: 44
C: 22 / M: 100 / Y: 87 / B: 15
#aa182c

Colors

The icon can be used as a graphic element to add signature branding to an application.



Standalone Icons + Wordmarks

A a B b C c D d E e

Open Sans (For Web Use)

Typography should be used consistently through all materials that represent Koinonia. The font **Open Sans** should be used in all digital materials.

Open Sans can be downloaded at <https://fonts.adobe.com/fonts/open-sans>

Open Sans Light
Open Sans Regular
Open Sans Semibold
Open Sans Bold
Open Sans Extrabold

Open Sans Light Italic
Open Sans Italic
Open Sans Semibold Italic
Open Sans Bold Italic
Open Sans Extrabold Italic

Typography

A a B b C c D d E e

Gill Sans (For Print Use)

Typography should be used consistently through all materials that represent Koinonia. The font **Gill Sans** should be used in all print materials.

Gill Sans Light

Gill Sans Regular

Gill Sans Semibold

Gill Sans Bold

Gill Sans Ultrabold

Gill Sans Light Italic

Gill Sans Italic

Gill Sans Semibold Italic

Gill Sans Bold Italic

Typography

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**Lorem ipsum
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facilisis. Tincidunt praesent semper feugiat nibh.

Extrabold/
Ultrabold
30/30

Bold 20/14

Semibold 12/13

Regular 10/13

Light 10/12

Typography

Affirmative Phrases

Negative Phrases

Person with an intellectual, cognitive developmental disability	Retarded Mentally defective
Person who is blind Person who is visually impaired	The Blind
Person who is deaf	The Deaf Deaf and dumb
Person who is hard of hearing	Suffers from hearing loss
Person who has multiple sclerosis	Afflicted by MS
Person with cerebral palsy	CP victim
Person with epilepsy Person with a seizure disorder	Epileptic
Person who uses a wheelchair	Wheelchair bound Confined to a wheelchair
Person with muscular dystrophy	Stricken by MD
Person with a physical disability	Crippled Lame Deformed
Person who is unable to speak Person who is non-verbal	Dumb Mute
Person with a psychiatric disability	Crazy Nuts
Person who is successful, productive	Has overcome his/her disability Is courageous (when it implies the person has courage because of having a disability)
Person who is in recovery from a substance abuse disorder	Addict

People-first language emphasizes the individuality, equality, and dignity of people with disabilities. Rather than defining people primarily by their disability, people-first language conveys respect by emphasizing the fact that people with disabilities are first and foremost just that—people. It's important to use people-first language when communicating about disability issues, whether verbally or in writing.

People-First Language

Mission Statement

To partner with people who have developmental disabilities and other complex conditions, resulting in the highest possible quality of life through integrated, whole-person care.

Vision Statement

Collaborative communities that accept, support, and optimize quality of life for people with developmental disabilities and other complex conditions, while continuously seeking new and innovative ways to improve.

Our Message

Elevator Speech

Koinonia is a leading provider of integrated, whole-person care for people with developmental disabilities. Our organization is continuously committed to investing in innovative approaches to improve the quality of life for people served and others with developmental disabilities.

Value Proposition

Since its inception, Koinonia has been a leader in the advancement, care, and meaningful engagement of people with developmental disabilities. As a major provider in whole-person, integrated care, the organization remains deeply committed to investment, evidence-based practices, and innovation that advances the quality of life for all people with developmental disabilities.

Our Message

Core Values

Respect

We lead with compassion, appreciate our differences, and maintain unconditional positive regard for all people.

Accountability

We hold ourselves personally responsible for upholding our mission; we value our commitment to people served and each other.

Integrity

We demonstrate a high level of truthfulness and honesty in everything we do.

Trust

We build and nurture relationships through inclusive and transparent communication.

Our Message

Guiding Principles

Continuous Learning

We value and reward continuous growth, learning, and development.

Data-Informed Decision-Making

We leverage research, reliable information, and our unique experiences to drive optimal results.

Relentless Collaboration

We commit to engaging internal and external resources to achieve best possible outcomes for our organization, our partners, and the people we serve.

Continuous Quality and Performance Improvement

We take an iterative, systematic, and comprehensive approach to maintain and improve safety, quality, and exemplary service.

Our Message



koinonia

