



Sing for Hope Piano by Paul Motisi (Photo: Monika Graff)



BRAND STYLE & COMMUNICATIONS GUIDE

2022 VERSION 01

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INTRODUCTION

SING FOR HOPE

Sing for Hope harnesses the power of the arts to create a better world. Our creative programs bring hope, healing, and connection to millions of people in hospitals, schools, care facilities, refugee camps, transit hubs, and community spaces worldwide. A non-profit organization founded in New York City in response to the events of 9/11, Sing for Hope partners with hundreds of community-based organizations, mobilizes thousands of artists in creative service, and produces artist-created Sing for Hope Pianos across the US and around the world. The official Cultural Partner of the World Summit of Nobel Peace Laureates, Sing for Hope champions *art for all* because we believe the arts have an unmatched capacity to uplift, unite, and heal. **Learn more at singforhope.org**

OUR STORY

A woman-led organization, Sing for Hope was founded by Juilliard-trained sopranos Camille Zamora and Monica Yunus in response to the events of 9/11. Juilliard shares its city block with a firehouse that was a first responder that day, losing twelve of their men. That afternoon, and in the weeks and months that followed, Zamora and Yunus organized fellow students to share hope through music for the survivors and families. Today, Sing for Hope is an NYC-based international non-profit dedicated to harnessing the power of the arts to create a better world.

Learn more:

<http://www.lifestylesmagazine.com/web/wp-content/uploads/files/292/Yunus-Zamora.pdf>

<https://newyorklifestylesmagazine.com/articles/2017/12/112.html>

OUR VALUES

- **The creative arts are a powerful conduit for hope.** We believe that the creative arts have unique power to heal, unite, educate, and transform.
- **Creativity is a fundamental human right.** We believe that access to the arts is a right, not a privilege.
- **Access to creative resources is not equitable today, but grassroots, artist-led action helps to level the field.** We believe that through Sing for Hope’s network of support, artists can act as powerful resource re-allocators for creativity, sharing the arts and their byproduct — hope — where they are needed most.
- **Sharing creativity in communities enriches artists in tandem with those they serve.** Sing for Hope Artist Partners serve in every Sing for Hope program as our most vital asset, leveraging their creative service to transform individuals and communities in need. Through their sharing of time and talent, Sing for Hope Artist Partners are enriched alongside the communities they serve, as creativity is an endlessly renewable resource that increases with use.
- **Sing for Hope programs are designed for our community institutional partners based on the needs of the individuals and communities served.** Our community institutional partners are co-investors in, and beneficiaries of, our programming.
- **We measure our transformation of individuals and communities** through careful tracking of our impact and outcomes, demonstrating the power of the arts to generate joy, determination, renewed optimism, and connection/unity in each community we serve.
- **Sing for Hope values integrity, excellence, passion, and positivity as key attributes of our organization and our work.** We are program-driven, impact/results-oriented, and artist- and community-sensitive.

BRAND ELEMENTS

BRAND IDENTITY

An identity is more than just a logo; it's a specific and unique combination of visual elements and written language that express the company's personality. The elements of Sing for Hope's brand are:

- The Logo
- The Color Palette
- Typography
- Images
- Language for Communications and Social Media

THE LOGO

Below, you can download links to the Sing for Hope logo as well as the Sing for Hope Pianos logo. These should be used in all promotional materials and **cannot be altered or modified** by cropping, changing of color, or layout.


Download at singforhope.org/press



BRAND ELEMENTS

PRIMARY COLORS

The Sing for Hope image is emphasized when the colors connected to its logo are used in the proper way. The green and black shown here are the main colors of the Sing for Hope brand and should be used prominently.



#339933
7739 C
361 U




#221F20


BRAND ELEMENTS

SECONDARY COLORS


Presented here are the secondary colors of the Sing for Hope brand. These colors can be used in conjunction with the green and gray, but should never overpower the green or gray primary colors.




#DA4680
7424 C
RUBINE RED U



#FDD05E
141 C
128 U



#54749E
5415 C
7698 U



#3A3F42
432 C
5463 U

BRAND ELEMENTS

TYPOGRAPHY

The typefaces used in the company's communications — stationery, brochures, advertising, etc. — is a key element of the brand identity, helping to communicate the unique and distinctive personality of Sing for Hope.

The typefaces for printed pieces is **Montserrat** for headlines and **Proxima Nova** for body copy.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () + =

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r
s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () + =

LOGO USAGE

LOGO FREE-AREA

In order to preserve the integrity of the logo there is a minimum amount of free-space that should be present around the logo.

This minimum space is equal to the width of the “O” in “Hope” to the left-and-right of the logo and the height of the “O” in “Hope” on the top-and-bottom of the logo.

Additional space is preferred, however.



LOGO SCALING

The logo must be scaled proportionally and cannot be scaled any other way.



LOGO USAGE

LOGO MINIMUM-SIZE

In order to preserve the legibility of the logo there is a minimum size at which the logo can be used.

The Logo is preferred to be sized at the suggested minimum size but cannot be sized any smaller than the absolute minimum size. This size maintains the legibility of the Sing for Hope name.

Suggested minimum size
1.25" x 1.25"



1" x 1"



Absolute minimum size
.75" x .75"



LOGO KNOCKOUT

The Logo should appear in green and black whenever possible, but if circumstances disallow usage as such, the black & white, or knockout versions can be used as alternatives.



LOGO USAGE

LOGO DON'TS

Don't alter the proportions of the Sing for Hope logo:

- No squashing
- No stretching
- No skewing
- No rotating; it must always appear horizontal
- No flipping
- Do not alter the appearance
- Do not alter the position of "Sing for Hope"
- Don't alter the width of the circle



TYPOGRAPHY USAGE

HEADLINE

Hierarchically speaking, headlines are the first-read on a page; they draw a reader's eye to an area and inform them about what they will be reading.

To the right are suggestions for headline sizes and styles. For large displays, sizes 40 points and larger can be used. ALL CAPS should be used to add additional hierarchy.

SUBHEADLINE

Subheadlines are the second-read on a page, and also break up sections within body copy.

To the right are suggestions for sizes of subheadlines.

As a rule of thumb, subheadlines should always be smaller than headlines; they can be the same size as, but never smaller than, body copy.

**36PT MONTSER-
RAT BOLD**

**30PT MONTSERRAT
BOLD**

24PT MONTSERRAT BOLD

24pt Montserrat SemiBold

14pt Montserrat SemiBold

11pt Montserrat SemiBold

TYPOGRAPHY USAGE

BODY TYPOGRAPHY

Body copy is set in **Proxima Nova**. Legibility and readability are paramount for body copy. This paragraph is set in the recommended size and leading for body copy:

11pt type on 15pt leading.

All body copy should be set flush-left, ragged-right for optimum readability and consistent word-spacing.

Columns of type should not exceed 12-words in length, and not be less than 7-words in length. This keeps the reader's eyes from tiring while reading.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis lobortis odio massa, vel aliquet nisl. Quisque laoreet accumsan metus, nec tincidunt sem lacinia sit amet. Cras dolor leo, interdum eu tincidunt ut, vulputate vitae diam. Quisque quis urna et velit commodo tempor nec at augue. Nulla imperdiet neque lectus.

Suspendisse lacus lacus, adipiscing at porttitor vel, vehicula et eros. Quisque aliquet, nunc at consequat congue, eros purus tincidunt sem, ac condimentum justo est ut elit. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Suspendisse potenti. Curabitur tincidunt accumsan purus sed consectetur. Curabitur aliquet, augue ac tincidunt luctus, sapien leo pharetra lectus, eu adipiscing risus est sit amet mauris.

IMAGE USAGE

IMAGES DO'S

Sing for Hope's provided imagery can be used across all printed and digital items.

Image resolutions at 72dpi are best suited for screen-displays. If any of the images are to be used in printed materials, they should be 300dpi and:

- Be scaled proportionally
- Have borders or frames when overlapped
- Images can be used in grayscale
- Include photo credit

Example: (Photo: Sing for Hope) for photos provided by Sing for Hope

- When the photo shows an artwork by a specific Sing for Hope artist partner, include the artist's name
Example: Sing for Hope Piano by Paulina Gomez
(Photo: Sing for Hope)



IMAGE USAGE

IMAGES DON'TS

Don't alter the proportions of the Sing for Hope images:

- No squashing of the image
- No stretching of the image
- No skewing of the image
- No flipping of the image vertically
- No overlapping without borders or frames
- No extreme colorization of images
- No cropping images into circular shapes



LANGUAGE GUIDELINES

ORGANIZATION NAME

Sing for Hope is our organization's name.

- Please note the capital 'S', lowercase 'f', and capital 'H'.
- In print and online, the abbreviation SFH may be used after the first instance of Sing for Hope.

TAGLINE

Creating a better world through the arts

MISSION ONE-LINER

Sing for Hope harnesses the power of the arts to create a better world.

WEBSITE

singforhope.org

IMAGES & MEDIA MATERIAL

singforhope.org/press

COPY-AND-PASTE

For your ease of usage, the singforhope.org/press webpage contains a link to our most recent organizational language in copy-paste format.

ORGANIZATIONAL HISTORY & EVOLUTION

A woman-led organization, Sing for Hope was founded by Juilliard sopranos Camille Zamora and Monica Yunus in response to the events of 9/11. Juilliard shares its city block with a firehouse that was a first responder that day, losing twelve of their men. That afternoon, Zamora and Yunus organized fellow students to share hope through music for the surviving firefighters and their families. In the months and years that followed, they continued to reach out across the city to share soothing music and art with communities in need, growing their ranks from dozens of artists to thousands. In 2010, as a symbol and celebration of *art for all*, they launched New York City's Sing for Hope Pianos, now one the country's largest annually recurring public arts projects.

Today, Sing for Hope is an international non-profit organization dedicated to harnessing the power of the arts to create a better world. Our creative programs bring hope, healing, and connection to millions of people in schools, hospitals, care facilities, refugee camps, transit hubs, and community spaces worldwide. Sing for Hope partners with hundreds of community-based organizations, mobilizes thousands of artists in creative service, and produces artist-created Sing for Hope Pianos across the US and around the world.

PANDEMIC RECOVERY: ADDITIONAL LANGUAGE

Sing for Hope brings the power of the arts to those who need it most, and during COVID-19, that was all of us. As we emerge from the pandemic, loneliness and isolation remain an issue for many, and Sing for Hope helps by providing artists with employment as stages recover, and creating dynamic programming to uplift and inspire our hardest hit communities.

VERSION 1 - SHORT BOILERPLATE

FOR USE IN PRESS RELEASES

Sing for Hope harnesses the power of the arts to create a better world. Our creative programs bring hope, healing, and connection to millions of people in hospitals, schools, care facilities, refugee camps, transit hubs, and community spaces worldwide. A non-profit organization founded in New York City in response to the events of 9/11, Sing for Hope partners with hundreds of community-based organizations, mobilizes thousands of artists in creative service, and produces artist-created Sing for Hope Pianos across the US and around the world. The official Cultural Partner of the World Summit of Nobel Peace Laureates, Sing for Hope champions *art for all* because we believe the arts have an unmatched capacity to uplift, unite, and heal. Learn more at singforhope.org

VERSION 2 - INCLUSIVE OF DONOR INFO

FOR USE IN PRINT AND IN PRESS RELEASES WHEN SPACE ALLOWS

Sing for Hope harnesses the power of the arts to create a better world. Our creative programs bring hope, healing, and connection to millions of people in hospitals, schools, care facilities, refugee camps, transit hubs, and community spaces worldwide. A non-profit organization founded in New York City in response to the events of 9/11, Sing for Hope partners with hundreds of community-based organizations, mobilizes thousands of artists in creative service, and produces artist-created Sing for Hope Pianos across the US and around the world. The official Cultural Partner of the World Summit of Nobel Peace Laureates, Sing for Hope champions art for all because we believe the arts have an unmatched capacity to uplift, unite, and heal.

Sing for Hope's work is made possible by the Sing for Hope Founders' Circle: The International Foundation for Arts and Culture (Dr. Haruhisa Handa, Chairman, Sing for Hope Global Patron), The Arnhold Foundation in loving memory of Sissy and Henry Arnhold, The Thea Petschek Iervolino Foundation, The Anna-Maria & Stephen Kellen Foundation, Jacqueline Novogratz and Chris Anderson, The Seedlings Foundation and Ann Ziff; The National Endowment for the Arts; New York State Council on the Arts; Fosun International; and the generosity of donors like you. Learn more at singforhope.org

VERSION 3 - INCLUSIVE OF 4 PROGRAMS

FOR USE ON WEBSITES AND IN PRINT

Sing for Hope harnesses the power of the arts to create a better world. Our creative programs bring hope, healing, and connection to millions of people in hospitals, care facilities, schools, refugee camps, transit hubs, and community spaces worldwide. A non-profit organization founded in New York City in response to the events of 9/11, Sing for Hope partners with hundreds of community-based organizations, mobilizes thousands of artists in creative service, and produces artist-created Sing for Hope Pianos across the US and around the world.

Our programs include:

- **Sing for Hope Pianos** - From the Bronx to Beirut, a global arts initiative that produces artist-designed pianos; places them in public spaces for anyone and everyone to enjoy; then transports and activates them year-round in permanent homes in schools, hospitals, transit hubs, refugee camps, and community-based organizations. Sing for Hope has provided more pianos for under-resourced public schools than any other organization in the world.
- **Sing for Hope Healing Arts** - Research-based creative performances, workshops, and curated cultural experiences that promote wellness, connection, and respite in hospitals, vaccination centers, long-term care facilities, hospices, and treatment centers. Our programs encompass both in-person arts experiences as well as daily live virtual performances, classes, and workshops via our Open Arts platform.
- **Sing for Hope Education** - Dynamic arts workshops and standards-based curricula that inspire civic action and uplift youth, educators, and local communities. Our programs, which include SFH YAA Lab and HandaHarmony, serve youth in grades K-12

in partnership with NYC Department of Education, Los Angeles Unified School District, and The United Nations.

- **Sing for Hope Global** - Creative advocacy, leadership, and program design that drive the integration of the arts in policy and at global convenings on social change. Sing for Hope is the official Cultural Partner of the World Summit of Nobel Peace Laureates.

Sing for Hope champions *art for all* because we believe the arts have an unmatched capacity to uplift, unite, and heal. Learn more at singforhope.org

THE SING FOR HOPE PIANOS

PROGRAM NAME

Sing for Hope is our organization's name. Sing for Hope Pianos is our flagship program name. Each unique artist-designed piano is referred to as a Sing for Hope Piano.

Examples:

- "We're thrilled to partner with Sing for Hope."
- "We're partnering with Sing for Hope to bring a brand-new Sing for Hope Piano to Central Park."

also created Sing for Hope Pianos enjoyed by millions in London, Athens, Beirut, Washington D.C., Miami, Los Angeles, and more.

And here's the best part: the Sing for Hope Pianos are **YOURS!** They are free and open for all of your jam sessions, student performances, musically accompanied yoga sessions, dance-offs, workshop/classes, music videos, livestreams, and more. The Sing for Hope Pianos' creative opportunities are as boundless as your imagination.

THE SING FOR HOPE PIANOS BOILERPLATE VERSION 1:

Sing for Hope Pianos - From the Bronx to Beirut, a global arts initiative that produces artist-designed pianos; places them in public spaces for anyone and everyone to enjoy; then transports and activates them year-round in permanent homes in schools, hospitals, transit hubs, refugee camps, and community-based organizations. Sing for Hope has provided more pianos for under-resourced public schools than any other organization in the world.

THE SING FOR HOPE PIANOS BOILERPLATE VERSION 2:

The Sing for Hope Pianos program is one of the world's largest public arts initiatives, creating artist-designed pianos and placing them in parks and public spaces for anyone and everyone to play. Sparking impromptu moments of harmony and connection, the Sing for Hope Pianos create joy and community, bringing people together. Over the past decade, Sing for Hope has made New York City home to more public art pianos than any other city in the world. We have

THE SING FOR HOPE PIANOS: ADDITIONAL LANGUAGE

THE THREE PILLARS OF THE SFH PIANOS

A beautiful thing about street pianos is that they exist all over the world and in many versions, having originated with the “happy accident” of the Sheffield Street Piano that launched the movement in 2003 [https://www.huffpost.com/entry/street-pianos_b_3351959].

The Sing for Hope Pianos initiative is the world’s largest public piano program in which:

1. Each piano is a **unique, individually credited work of art** created by a dedicated artist or artists’ group chosen through an open application process.
2. All of our artists and partners **share our belief in “art for all” and our mission of creating a better world through the arts**, championing diversity, equity, and joy through the arts.
3. Each piano is a hub of community-building that forms part of a **year-round continuum of arts outreach** to communities in need. The Sing for Hope Pianos’ time outdoors is limited to several weeks so that they can survive the elements and live on to brighten lives for years to come in our partner schools, hospitals, and community-based organizations.

CREDITING OUR SFH ARTIST PARTNERS

Each Sing for Hope Piano is a unique artwork created by a Sing for Hope Artist Partner or team of Sing for Hope Artist Partners. A key part of our organizational ethos is giving these wonderful artists the credit they deserve! Each time a photograph of Sing for Hope Piano is used, and in all public-facing promotions such as social media posts or press releases, make sure to credit the SFH Artist Partner who brought it to life.

In addition to including our Artist Partners’ names in all photo captions, please note that many of our Sing for Hope Artist Partners choose to give their Sing for Hope Pianos titles, which you may also include. Example:

- “This Sing for Hope Piano, entitled ‘Colors of The City,’ was created by Sing for Hope Artist Partner Billy The Artist, and it brings joy to patients and caregivers every day in its permanent home at the American University of Beirut Medical Center.”

PRINT & SOCIAL MEDIA

QR CODE

This links to singforhope.org may be used on signage, banners, postcards, etc.



SUGGESTED BANNER SIGNAGE LANGUAGE

- Keep the music going.
- Please donate today at singforhope.org
- 100% of all donations go directly to employing artists while our world's stages recover.

SOCIAL MEDIA HANDLES & HASHTAGS

Facebook: @sing4hope
Twitter: @singforhope
TikTok: @singforhope
Instagram: @singforhope (additional - @ifac_global, @yunusmonica, @zamora_camille, and on a case-by-case, we may request the inclusion of @liquitexofficial)

#SingForHope #SingForHopePianos #ArtForAll #ArtsForAll
#ArtsUnite #ArtsTransform #Arts #Creativity #Pianos #ArtPianos
#VisualArtist #VisualArtists #SFHPianos #StreetPianos



A community member with a Sing for Hope banner at Javits Center Vaccination Site, NYC (Photo: Kathy Willens, Associated Press)



Photo: Shawn Hoke

Thank you for your careful attention to our guidelines, and for being part of Sing for Hope! We are honored to work with you to share art for all.

— Monica Yunus & Camille Zamora, Co-Founders, Sing for Hope

