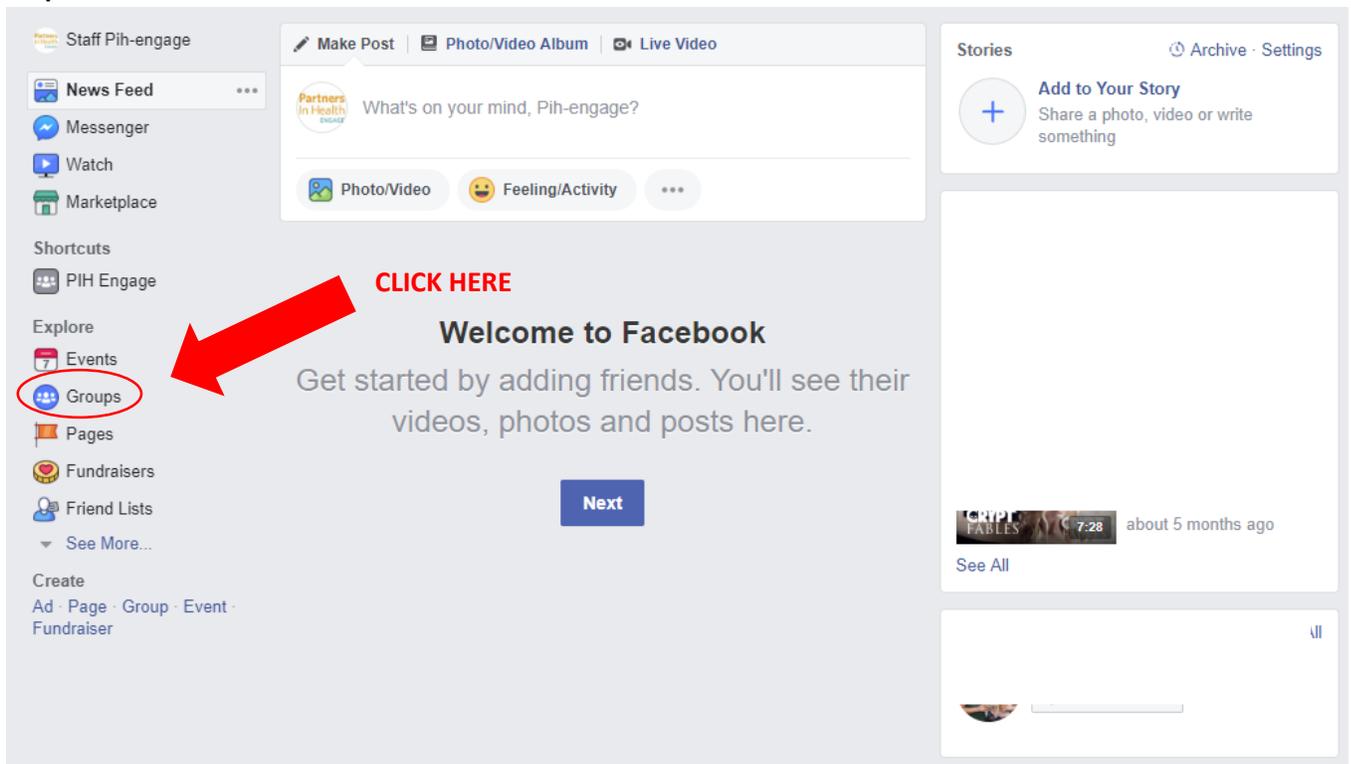Hi team!

We listened when you told us that it's hard to recruit without social media. We listened when you explained the benefits of using Facebook. We listened and went back to the drawing board and the good news is, every team affiliated with PIH Engage can create a Facebook group, and we're here to help!

Ground rules:

1. If you have not signed and submitted your licensing agreement, you CANNOT have a PIH Engage Facebook group.
2. PIH Engage teams are able to create Facebook Groups that are specific to their chapters but Pages are NOT allowed. (Instagram is NOT allowed)
3. Please follow the guidelines and language provided – do not modify it.
4. Failure to comply with the guidelines provided in this document could result in your team's affiliation termination. If you have any questions, please email engage@pih.org
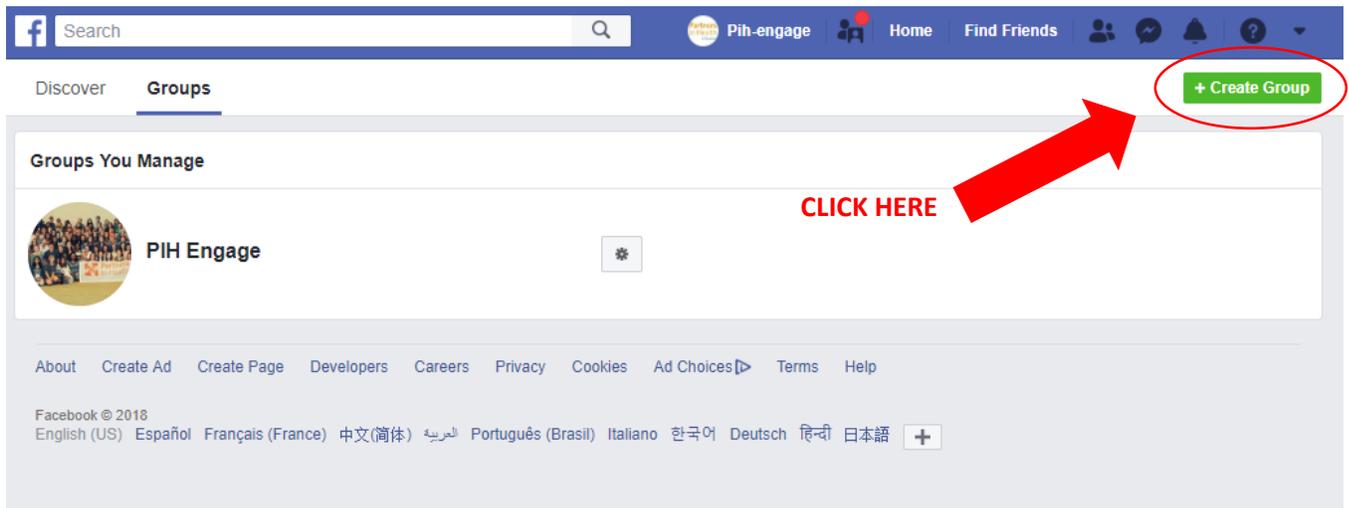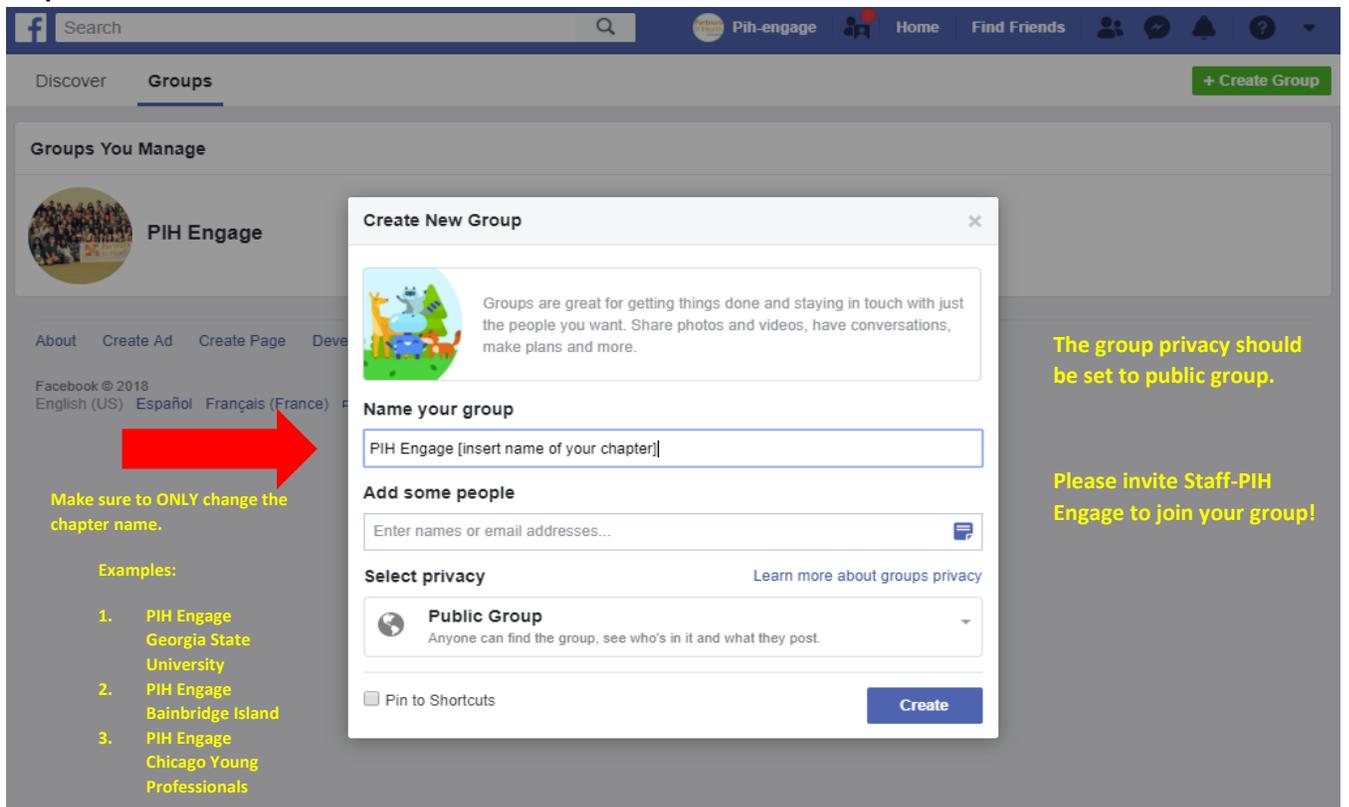
How to create a PIH Engage Facebook Group:

Step 1:

Step 2:

CLICK HERE

Step 3:

Make sure to ONLY change the chapter name.

Examples:

1. PIH Engage Georgia State University
2. PIH Engage Bainbridge Island
3. PIH Engage Chicago Young Professionals

The group privacy should be set to public group.

Please invite Staff-PIH Engage to join your group!

Create New Group

Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more.

Name your group

PIH Engage [insert name of your chapter]

Add some people

Enter names or email addresses...

Select privacy   Learn more about groups privacy

Public Group
Anyone can find the group, see who's in it and what they post.

☐ Pin to Shortcuts   Create

Step 4: Group Description (all you have to do is copy/paste the information below)!

Partners In Health Engage <mark>INSERT CHAPTER NAME</mark> is part of a network of teams around the U.S. joining forces to advance the movement for universal health care. We believe that all individuals, no matter where they live, have a fundamental economic, social, and cultural right to a universal standard of health. By working in collaboration with Partners In Health, a global health nonprofit that provides care in some of the world's poorest places, we aim to bring attention to the global disparity in access to health care and push for global change.

We call our Congressional representatives, circulate petitions, educate our peers, share resources, and raise funds, all in support of the right to health movement. We believe that together, we can build a more just and equitable world, where everyone has access to the care they need.

Join us and help build the movement.

_____

Additional Resources:

1. Need to show videos during meetings? Check out our Vimeo. Our communications team suggests using this one for introductory meetings.
2. Need a cover picture for your Facebook group? Here are four options! Please DO NOT use any other picture than the ones provided.
   a. Option 1: Haiti Malnutrition Clinic
   b. Option 2: Haiti OCV
   c. Option 3: Casa Materna Mexico
   d. Option 4: Burera Home Visit
3. Wondering where you can find the PIH Engage logo? Check it out here!
4. Please see the next pages for branding guidelines. Do not use colors that are not listed in the document. Do not modify the logos. If you have questions – ask us, we're here to help!

Structure

Maximizing Impact

The logo should be surrounded with clear space that contains neither text nor graphics to ensure its legibility and impact. The size of the clear space is at least equal to the height of the "r" in "Partners."

Ensuring Legibility

The graphic containing the hands in the logo, site logos, and affiliate country logos should never appear smaller than   inch or 9½ mm (print) or 38 pixels high (screen).

Using Partner Logos

The PIH logo should have the same visual weight as our partner logos and the minimum amount of clear space should separate each logo.

CLEAR SPACE

MINIMUM SIZE

inch or 9½ mm (print)
38 pixels (screen)

inch or 9½ mm (print)
38 pixels (screen)

inch or 9½ mm (print)
38 pixels (screen)

CO-BRANDING

Logos placed side by side to demonstrate partnership

Usage

Respecting the Logo

The logo is central to the visual identity system and should not be altered in any way. Unofficial logos may NOT be used in place of, or in conjunction with, the official logo. The graphic containing the hands should not appear unaccompanied by "Partners In Health" unless approved by the Communications team.

DO NOT
stretch or distort

DO NOT
change the color

DO NOT
separate the symbol from the type

DO NOT
change the configuration

DO NOT
change the typeface

DO NOT
add a border or outline the symbol

DO NOT
change the scale

DO NOT
add unapproved elements
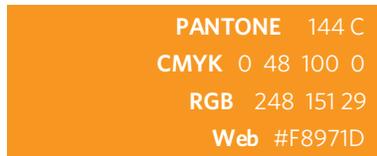
Color Palette

The Color Palette

Our color palette is inspired by the communities we serve. Sampled from artwork, textiles, and local environments, they are bold and bright and inspire hope.
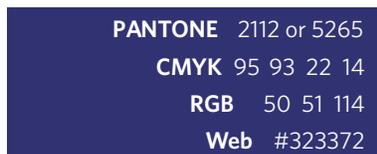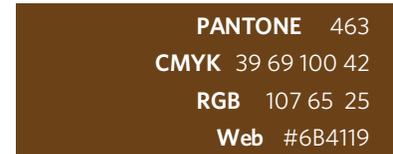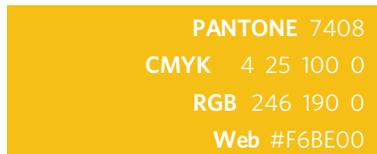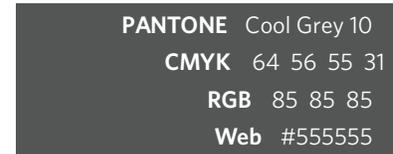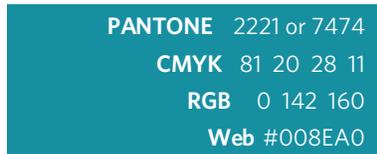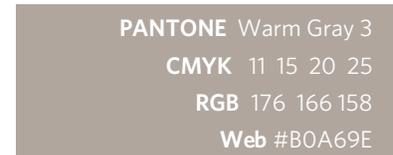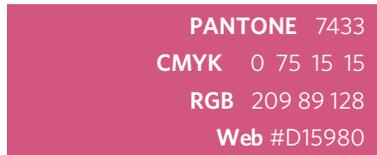
Pantone® Color System

Pantone is the industry standard for color specification on printed materials. The numbers shown have been specified as coated chips (C) to print on coated paper.

PRIMARY COLOR

PANTONE	144 C
CMYK	0 48 100 0
RGB	248 151 29
Web	#F8971D

For use online and on coated papers (for example, standard copy paper)

ACCENT COLORS

PANTONE	7433
CMYK	0 75 15 15
RGB	209 89 128
Web	#D15980

PANTONE	Warm Gray 3
CMYK	11 15 20 25
RGB	176 166 158
Web	#B0A69E

PANTONE	2221 or 7474
CMYK	81 20 28 11
RGB	0 142 160
Web	#008EA0

PANTONE	Cool Grey 10
CMYK	64 56 55 31
RGB	85 85 85
Web	#555555

PANTONE	7408
CMYK	4 25 100 0
RGB	246 190 0
Web	#F6BE00

PANTONE	463
CMYK	39 69 100 42
RGB	107 65 25
Web	#6B4119

PANTONE	2112 or 5265
CMYK	95 93 22 14
RGB	50 51 114
Web	#323372

Typography

SANS SERIF

Font Licensing

Fonts are licensed per computer. Partners In Health has purchased a limited amount of licenses for Whitney. It may not be installed on unapproved computers. You will find a copy of Whitney font family as a zip file on PIH Communications sharepoint page.

Subsitute Fonts

When Whitney is not available, **Myriad or Myriad Pro** may be used.

If Myriad is not available, **Helvetica** or **Microsoft Sans Serif (MS Sans Serif)** may be used.

Whitney Light	1234567890
Whitney Light Italic	*1234567890*
Whitney Book	1234567890
Whitney Book Italic	*1234567890*
Whitney Medium	1234567890
Whitney Medium Italic	*1234567890*
Whitney Semibold	**1234567890**
Whitney Semibold Italic	***1234567890***
Whitney Bold	**1234567890**
Whitney Bold Italic	***1234567890***