



Heart of Texas  
Goodwill Industries, Inc.

1700 S. New Road  
Waco, Texas 76711

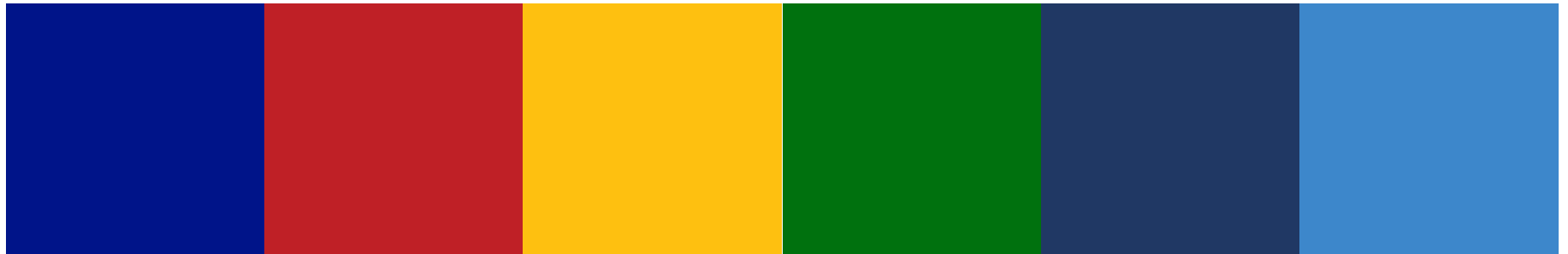
254-753-7337  
[www.hotgoodwill.org](http://www.hotgoodwill.org)

# Heart of Texas Goodwill

## Brand Guidelines

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# About Us, Mission & Vision

## About Us

The roots of Goodwill originated in 1902, when Edgar J. Helms, a Methodist minister from Boston, accepted a challenge to serve as a settlement worker among the poor immigrants of Boston's South End. Inspired by compassion for people with disabilities and disadvantaging conditions, he sought a way to improve their quality of life.

Helms took a burlap sack and began traveling to the wealthier areas of the city, asking for unwanted garments and other goods. Poor men and women were then put to work at the dilapidated Morgan Memorial Chapel restoring the collected items, learning trades, and acquiring skills as they worked. Once the items were repaired, they were resold and the money was used to pay the wages of the workers. This cycle of donating, repairing, selling, and paying wages was the beginning of Goodwill Industries — and remains essentially intact today.

Helms pioneered an organization that gave people dignity, hope, and independence. His social innovation set in motion a worldwide movement that would transform millions of lives — all through the power of work.

Locally, Heart of Texas Goodwill Industries, Inc. was founded in Waco in 1955 to fill the need for vocational training and employment opportunities. Throughout the decades, Goodwill has continued to expand and improve services to meet the new and emerging needs of the communities served by the agency.

## Mission

Heart of Texas Goodwill's mission is to facilitate change through skills training and work opportunities.

## Vision

Heart of Texas Goodwill's vision is all people are living their full potential and capable of contributing to their community.

## Values

Heart of Texas Goodwill's core values are:

**Integrity:** Embrace honesty, ethical behavior, and strong moral principles in all that we do.

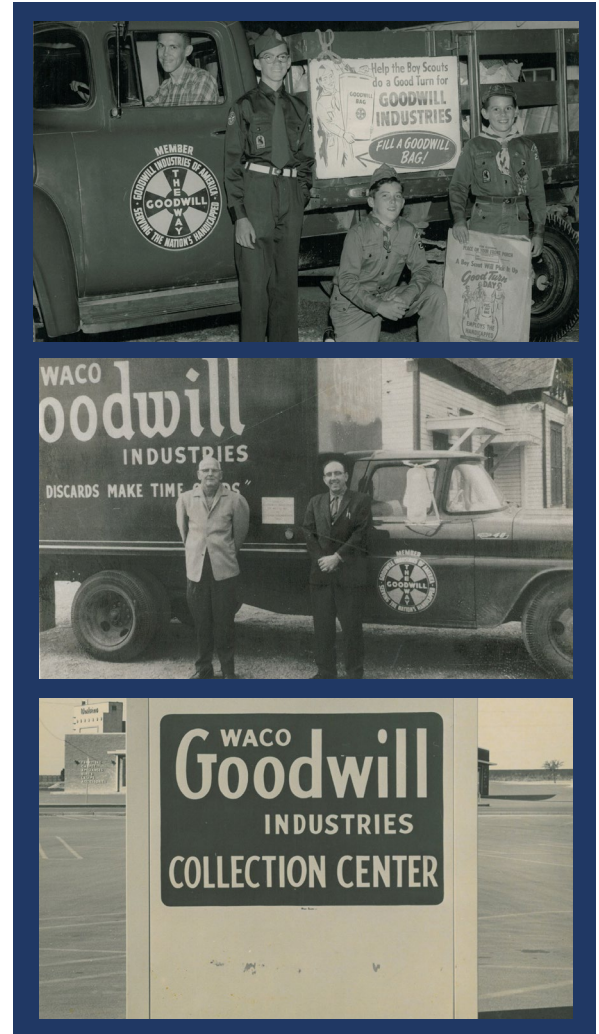
**Respect:** Foster an inclusive environment that treats all people with professionalism, honor, and dignity.

**Accountability:** Take responsibility and ownership for our actions and outcomes.

**Innovation:** Drive innovation through continuous learning, collaboration, and commitment to improving programs and processes.

**Service:** Provide superior service to our customers, donors, participants, community, and one another.

**Empowerment:** Help all people become self-sufficient to realize their full potential, both personally and professionally.



# The Goodwill Smiling G

## Logo Standards

### The Smiling G Trademark

Created in 1968, the “Smiling G” trademark is the logo that represents the Goodwill brand. This logo can be used for both external and internal communications and marketing collateral.

### Color Guidelines

The preferred version of the trademark is the positive twocolor version, which uses PANTONE® Reflex Blue and Black. Please refer to an official PANTONE Color Formula Guide System for accurate matching. Four options are available for trademark reproduction purposes:

- Two-color use: Black with Reflex Blue
- One-color use: Black
- Alternative one-color use: Reflex Blue
- Reverse use: White on solid background

### Spacing Guidelines



To give the Smiling G trademark “room to breathe,” it should appear surrounded by ample space, with the registered trademark symbol falling below the lower right corner. Trademark proportions must remain constant in all reproductions. A rule of thumb: the spacing all the way around the Smiling G should be equivalent to the size of the black bar at the bottom of the mark.

### Registered Word Marks

The following word marks are the most commonly used by Goodwill members. These and others are officially registered (see the “Trademarks and Logos Portal” on MyGoodwill).

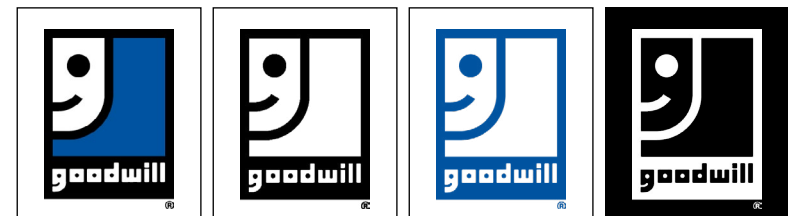
- GOODWILL®
- GOODWILL INDUSTRIES®

Display the registered trademark symbol ® at least with the first use of a word mark in items such as:

- Documents
- Press materials
- Presentations
- Marketing collateral
- Websites
- Emails
- Newsletters
- Mobile content

Goodwill agencies may not officially register for any variation of the Goodwill trademarks, including marks containing “Goodwill.” GII is the owner of Goodwill marks, which are then licensed to members. Members may contact GII to discuss the possibility of registering new marks.

### Appropriate Use of the Smiling G Trademark



# The Heart of Texas Goodwill

## Logo Standards

### The Heart of Texas Goodwill Logo

The Heart of Texas Goodwill logo incorporates the full legal business name centered between the trademarked, Goodwill Smiling G logo and a Texas icon with a small heart positioned to represent the area in Texas which the organization serves. This logo is used in specific applications related directly to branding for Heart of Texas Goodwill Industries.

### Color Guidelines

The preferred version of the trademark is the full color version, which uses Blue (Hex: 001489), Black, Red (Hex: BF2026) and White. Two options are available for trademark reproduction purposes:

- Full Color w/ Black Text
- Full Color w/ White Text

### Using the Logo on Colored Backgrounds

When using the Heart of Texas Goodwill Logo on a colored background, use the .PNG file that has a transparent background versus a .JPG file that has a white background.



*HOTLogo.jpg (white background)*



*HOTLogo.png (transparent background)*

### Alternate Versions of the Heart of Texas Goodwill Logo

The Heart of Texas Goodwill logo accompanied by the 65th Anniversary logo is used for Email Signature Lines for all employees.



The Heart of Texas Goodwill logo accompanied by the tagline, "Serving the community since 1955" is used for HOTGW letterhead only.



### Do not abuse or modify any Goodwill Logo

Abuse or modifications to any Goodwill logo is not acceptable. This includes but is not limited to skewing the size of the logo, modifying to remove or add additional design elements.





# Marketing for Mission

## People First Language

### Communicating the Goodwill Mission

Heart of Texas Goodwill provides job training services and programs to thousands of individuals each year facing barriers to employment. These services are provided virtually and in-person through Goodwill Job Connection facilities. We strengthen our Goodwill brand by using common themes when communicating about our mission and the individuals served.

### The Use of People-First Language:

People-first language recognizes that an individual is not defined by his or her challenges, and it puts the individual before the challenge. Here are some examples:

#### Disabilities

- People with disabilities or people who have disabilities
- Person with an intellectual disability or person who has an intellectual disability
- Person with impaired vision

#### Youth

- Youth at risk for delinquency
- Young person who is out of school and out of work
- Youth who needs access to education and employment opportunities

#### Mature Workers

- Person who was laid off
- Experienced workers seeking next careers
- People seeking post-retirement careers

#### Other Groups

- Person with a criminal background or criminal history
- Person who is homeless or person who is transitioning from homelessness
- Person with a history of substance abuse

### Mission Service Program Logo Standards

All guidelines outlined for use all of Goodwill logos apply to the the use of Mission Program logos.

### Accelerate Program

The Accelerate program helps individuals fast track their job search for sustainable employment within 3-4 months of enrollment.



### Certified Production Technician Program (CPT)

The CPT Program is a 12-week accreditation program in which participants obtain an industry recognized Production Technology Certificate. This program is offered in partnership with McLennan Community College and the Manufacturing Skills Standards Council (MSSC).



### Operation Good Jobs

Operation Good Jobs is a program dedicated to assisting veterans and their immediate family members connect to sustainable employment opportunities while exploring ways to increase their skills, continue their education, or connect to other community services.



# Mission Programs

## Logo & Brand Standards

### Job Connections

Job Connections provide a positive and supportive environment where individuals can access job training to advance their careers or develop their computer skills.



### Rise

The Rise Program is designed to help those looking to take their career to new heights with an accredited high school diploma.



### Vocational Adjustment Training

Vocational Adjustment Training (VAT) is designed to effectively assist individuals enrolled in the Texas Workforce Solutions Vocation Rehabilitation Services. Through a series of eight courses taught in a classroom environment, participants learn to build interpersonal skills related to basic traits and attitudes that will lead to successful employment.



### Work Adjustment Training

Work Adjustment Training (WAT) is a paid, 25 hours per week on-the-job training program that provides an opportunity to learn the universal skills needed in the workforce.



### Business Services

The Heart of Texas Goodwill Business Services program provides a range of services to help local businesses recruit and retain talent.



### You Matter - Employee Appreciation Program

You Matter is an extension of the Heart of Texas Goodwill Good Partner Program. Use of this logo or any other marketing communications related to this program should be for internal use only.



# Color Palette for Supporting Graphics/Logo

## for Supporting Graphics & Logos



**Pantone: Reflex Blue**

RGB: 0 20 137

CMYK: 100 96 13 10

Hex: 001489



**Pantone: 2143 C**

RGB: 61 135 203

CMYK: 74 39 0 0

Hex: 3D87CB



**Pantone: 543 C**

RGB: 32 56 100

CMYK: 98 84 34 23

Hex: 203864



**Pantone: 2350 C**

RGB: 191 32 38

CMYK: 18 99 98 8

Hex: BF2026



**Pantone: 7548 C**

RGB: 254 192 16

CMYK: 0 26 99 0

Hex: FEC010



**Pantone: 2259 C**

RGB: 0 113 14

CMYK: 89 30 100 21

Hex: 00710E

*Please note that RGB & Hex/HTML values will differ between the PANTONE Color Finder and the PANTONE Color Bridge Guides due to different standards for print and digital use.*



# Typefaces Used for Print

## Retail and Mission Messaging

### Typefaces:

The default font used for most branding applications will be in the Helvetica Font Family. If the user does not own the Helvetica font family, Arial is a suitable substitute.

An alternative font can be substituted if approved by the Marketing Department. When selecting an alternative font, ask the following questions:

- Is it legible?
- Does it communicate with your audience?
- Does it contribute to the overall look and feel of Goodwill?



### Recommended Font Types:

**GII/Goodwill Logotype:**      **Helvetica Neue**  
   **Helvetica Neue Heavy Extended**

**Heart of Texas Goodwill Logotype:**      **Franklin Gothic Demi**

**Retail Signage:**                      *Playball*  
   **Helvetica Bold**

**Body Copy:**                      Times Roman  
   Arial  
   Garamond

**Headline:**                      Helvetica Neue  
   Helvetica  
   Arial  
   Century Gothic

**Quotations:**                      *Times Roman Italic*  
   *Garamond Italic*

# HOTGW Retail Signage Audit



## Retail Signage Audit

### Exterior of Building (Check Box if answer is YES)

- ☐ Is the Goodwill monument or building sign/logo damaged? Is the color vibrant?
- ☐ If applicable, do all the lights work at night?
- ☐ Does Marquee have appropriate messaging?

Comment with additional needs or repairs:

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### Front Windows (Check Box if answer is YES)

- ☐ Is the new ***We're Hiring*** graphic installed?
- ☐ Are the store hours posted?
- ☐ Is the HOTGW Logo displayed on the top half of the entrance door?
- ☐ Is the ***Shop Goodwill*** signage posted?
- ☐ Is the 100% Smoke Free Facility sign posted?
  - ☐ ***SSD Alarm*** and ***credit card decals*** are OK but not required
  - ☐ ***No Backpacks*** clings are approved for the front door.
- ☐ Other acceptable signage include items issued by the HOTGW MARKETING Team – i.e. ***Masks Required*** signage, ***Chamber of Commerce*** stickers (Signage not approved by the Marketing Dept should not be posted)

Comment with additional needs or repairs:

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# HOTGW Retail Signage Audit

## Interior (Check Box if answer is YES)

- ☐ Is interior updated with correct departmental signage?
  - *Gondolas have labels that are in good shape, not torn or faded. Do not tape these labels.*
- ☐ Is the tag sale sign up front with correct color listed? Is the color dot posted on the front and back of the sign?
- ☐ Is the in-store radio playing clearly and at the correct level? *(Volume should not be adjusted on the receiver. If volume needs to be adjusted, contact a member of the Marketing or IT dept.)*
- ☐ Is testing station sign in electronics section?
- ☐ Is there a CD/DVD/Book Sales Sign. Is it in good condition?

## Doors into Employee Areas (Check Box if answer is YES)

- ☐ Is "Employees Only" signage on all employee only doors?
  - *There should be no signage that says do not enter, or keep this door closed.*

Comment with additional needs or repairs:

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## Racks (Check Box if answer is YES)

- ☐ Does the end of each rack have official H-Rack Signage to describe what's included there? Are they correctly labeled?
- ☐ Do you have H-Rack Signage at both ends of the clothing racks?
  - *H-Rack signs are only placed at the end of each clothing rack and should be positioned in the middle of the H-Rack.*
- ☐ Is H-Rack Signage clean and free of rips or markings?

Comment with additional needs or repairs:

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## Cash Wrap (Check Box if answer is YES)

- ☐ Is the Pepsi pricing cling on the cooler?
- ☐ Is the Round Up cling posted on the register guards visible and not covered by hanging product?
- ☐ If store has bell at register, do they have "Please ring bell for assistance" sign on register?
- ☐ Does store have "This Register Closed" signage?
- ☐ Does each register have a Register Mat? Is it free from damage and/or tears?
- ☐ Is there a Return Policy Notice visible at all register stations?

# HOTGW Retail Signage Audit

Comment with additional needs or repairs:

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## Dressing Rooms

- ☐ There is only a **3 Item Limit** sign posted in the center of each dressing room door?
- ☐ Is there a small no shoplifting sign posted inside each dressing room door?
- ☐ Is the mirror damaged? Is it located on the back wall of the dressing room?
- ☐ Are there Mission posters located inside on the right wall and framed?
- ☐ Is the evacuation map for each store posted on the back of the dressing room door?
- ☐ Is there (1) hanging hook located on the left wall.
- ☐ Is the interior of the dressing room free from any other signage? (*i.e. now hiring poster or other clings*)

Comment with additional needs or repairs:

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## Restrooms (Check Box if answer is YES)

- ☐ Is there a **No paper towels in toilet** signage in each stall?
- ☐ Is there a **No merchandise in restroom** sign outside each restroom door?
- ☐ Is there a cleaning form/checklist in each restroom?
- ☐ Is there an **Out of Order** sign available for restrooms or dressing room?

Comment with additional needs or repairs:

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# HOTGW Retail Signage Audit

## Donation Area Signage (Check Box if answer is YES)

- ☐ Are donation hours consistent with actual donation hours?
- ☐ Is donation drop off signage Goodwill branded? Is the color vibrant?
- ☐ Does donation door have approved signage?

Comment with additional needs or repairs:

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\*Use glue dots or suction cups for all signage, not tape.

\*\*If you have signage up that is not listed in this document, but you believe should be in store, please contact Serina Cole, VP of Marketing and Communications for direction: [scole@hotgoodwill.org](mailto:scole@hotgoodwill.org)

\*\*\*Please send requests for any signage that is missing or needing to be updated to: [Marketing@hotgoodwill.org](mailto:Marketing@hotgoodwill.org)

Comment with additional needs or repairs:

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# HOTGW Marketing Photo Release



## HEART OF TEXAS GOODWILL INDUSTRIES, INC. CONSENT AND RELEASE FORM

I, \_\_\_\_\_, being either of legal age to consent or the legal parent or guardian of featured individual\_\_\_\_\_, a minor child or person unable to consent on his or her own behalf; hereinafter the ("other featured individual") hereby grant to Heart of Texas Goodwill Industries, Inc. ("HOT Goodwill") the right and permission to use any written words or stories, whether in original or modified form, photographs, videos, voice recordings or any other likeness HOT Goodwill has of me/the other featured individual for any purpose and in any and all media.

I hereby grant permission to HOT Goodwill to use: *(Please initial all which apply and are permissible for use)*

- \_\_\_\_\_ Finished pictures and/or Negatives
- \_\_\_\_\_ Reproductions and copies of the original prints
- \_\_\_\_\_ Negatives or recordings of me/the featured individual
- \_\_\_\_\_ Recordings that may be made of my/the featured individual's voice or likeness or any written words or stories supplied by me/the featured individual or written about me/the other featured individual (collectively "Tangible and Intangible Items") in any legal usage.

I hereby grant to HOT Goodwill permission to use said Tangible and Intangible Items in any manner deemed proper by HOT Goodwill, so long as such use is in connection with the exhibition, advertising, promotion, distribution and/or any other purpose for the service or trade of Goodwill products, services or programs.

I understand that no royalty or other form of compensation will be provided to me or any other person representing me, for the use of my photograph, film, voice, video, name or personal story. Furthermore, I understand I do not have final editorial right.

**This Release Form and Consent shall remain in effect for a period of 3 years**, unless revoked. I understand that I may revoke this consent by submitting a written request to Evelyn Serina Cole, Vice President of Community Engagement, Heart of Texas Goodwill Industries, Inc., 1700 S New Road, Waco, TX 76711. I understand that, if I revoke this consent, my revocation will not have any effect on actions already taken by HOT Goodwill in reliance on my consent.

By signing below, I certify that I have read and understand this Consent and Release Form, I have been given the opportunity to have my questions answered, and I have been informed that HOT Goodwill must give me a copy of this document once it is signed.

Signature of Consenting Adult	Description of Representative's Authority, if applicable
Printed Name	Date
Heart of Texas Goodwill Industries, Inc. By:	
Authorized Signature	
Printed Name & Title	Date







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