

SIBLING   
LEADERSHIP  
NETWORK

BRAND STANDARDS

VISION • GRAPHICS • VOICE

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## **Our Mission**

The mission of The Sibling Leadership Network is to provide siblings of individuals with disabilities the information, support, and tools to advocate with their brothers and sisters and to promote the issues important to them and their entire families.

## **Our Purpose**

The purpose of the Sibling Leadership Network is to promote a broad network of siblings who share the experience of disability and people concerned with sibling issues by connecting them to social, emotional, governmental, and provisional supports across the lifespan enabling them to be effective advocates with their brother and sister, and to serve as change agents for themselves and their families

## Our Values

We believe:

- ✿ Individuals with disabilities have the same rights as all members of society to dignity, respect and the opportunity to grow and to be productive members of their communities.
- ✿ Siblings of individuals with disabilities can have a powerful, positive impact on their siblings' experiences, and are uniquely positioned to help ensure their present and future care in partnership with service organizations and government.
- ✿ In promoting the rights of our brothers and sisters, and of all individuals with disabilities, we are committed to advocating for policies and services that meet their needs.
- ✿ Siblings can be of great support to one another to enhance both our lives and the lives of our siblings.

## Our Logo

The Sibling Leadership Network uses two logos. The primary logo is to be used on all SLN-related documents and collateral as a default option. The secondary logo is not to be used unless the primary logo has also been used within the same file and/or setting. The emblem (✿) is never to be used by itself and must always be accompanied by the primary logo in any design that it is incorporated into.

### PRIMARY LOGO



### SECONDARY LOGO



## Our Colors



PANTONE 446  
CHARCOAL  
R:63 G:63 B:63  
#3F4443  
C:68 M:62 Y:60 K:50



CMYK CYAN  
R:0 G:255 B:255  
#00FFFF  
C:100 M:0 Y:0 K:0



WHITE  
R:255 G:255 B:255  
#FFFFFF  
C:0 M:0 Y:0 K:0

## Our Typeface & Fonts

ITC Avant Garde Gothic Pro Book

ITC Avant Garde Gothic Pro Medium

**ITC Avant Garde Gothic Pro Bold**

## Our Voice

### SLN General Presentation Guidelines

- The SLN is committed to creating an inclusive environment for our for all, so please be intentional about including diverse perspectives in any of your work.
- Please use respectful language at all times.
- While you have been invited to work with the SLN, please do not represent your own personal opinions as the opinions of the SLN.
- Please use large font sizes on presentations so it is visible for all and use captioned videos.
- When presenting, face the audience and speak clearly at a moderate pace. Repeat questions that are asked from the audience members so that all may hear them.
- Do not rearrange the rooms in a way that may prohibit access for all attendees.

### Additional Presentation Guidelines

Please review [this webpage of presenter guidelines](#) created by [AUCD](#). These guidelines are in line with the SLN's presentation preferences. (<https://www.aucd.org/conference/index.cfm/presenter-guidelines-accessibility--inclusion2016>)

## State Chapters

### Promoting the SLN

An important element of being an SLN chapter is promoting the national SLN in the following ways:

- Indicating on your chapter materials (including website, brochures, and membership materials) that your organization is a chapter of the SLN. Please use the SLN logo and link to the SLN website for people to learn more about the national network.
- Encouraging members to sign up with the SLN on the join us page [here](http://www.siblingleadership.org/join-sln/) (www.siblingleadership.org/join-sln/ )
- Share information about the SLN at chapter events.
- [Sign up on the SLN website](http://www.siblingleadership.org/join-sln/) (www.siblingleadership.org/join-sln/ ) and you will receive our E-newsletters and policy newsletters and updates about our work.
- We have a [Facebook Page](https://www.facebook.com/siblingleadership) (https://www.facebook.com/siblingleadership) and [Facebook Group](https://www.facebook.com/groups/siblingleadership.network/) ( https://www.facebook.com/groups/siblingleadership.network/). Please join and Like these.
- Join the [Sibnet on Facebook group](https://www.facebook.com/groups/SibNet/) (https://www.facebook.com/groups/SibNet/ ) which the SLN Co-sponsors with the Sibling Support Project. It has the largest group of siblings and provides important insight into the experience of siblings.