



MEDIA KIT

The New York State Council on Children and Families (CCF) is proud to offer Help Hub for Families. Spreading the word about its recent launch will help New Yorkers connect with the resources and useful information they need for their children and families. The branding assets below are available to download as a full media kit or individual assets.

ABOUT

Help Hub for Families is a one-stop online resource helping parents and caregivers connect with health, education, human service, and disability information for children with multiple needs. Built on the foundation of the former New York State Multiple Systems Navigator and enhanced by extensive stakeholder input from youth, families, and providers, it empowers its users to:

- Explore a knowledge base of educational resources, guidance articles, glossary terms, and commonly used acronyms.
- Locate available services and programs in a specific area of New York State.
- Search for additional online resources based on age and life circumstances with an AI-enhanced search engine.
- Connect with New York State and local agencies and other organizations.

Users can navigate the Help Hub for Families on their own or choose to take a guided journey that leads them through relevant site content based on their needs.

BRAND GUIDELINES

Anyone using the Help Hub for Families name, logo, or other asset must adhere to its specific Branding guidelines. Please familiarize yourself with their usage instructions and follow their guidance.

HELP HUB FOR FAMILIES



CLEAR SPACE REQUIREMENTS



When using the Help Hub for Families logo, **always** surround it with the minimum amount of clear space, which is equal to the height of the “H” in the website’s name. The clear space will vary depending on how the logo is scaled in size.

LOGO USAGE REQUIREMENTS

Other than scaling its size, **do not** manipulate the Help Hub for Families logo in any way. This includes but is not limited to, the following changes.

DO NOT

Change its color



Change its proportions



HELP HUB FOR FAMILIES



LOGO USAGE REQUIREMENTS (CONTINUED)

| DO NOT | |
|---------------------------------------|--|
| Add a drop shadow or any other effect | |
| Add an outline | |
| Rotate its orientation | |
| Place it on a complicated background | |
| Crop its edges | |

HELP HUB FOR FAMILIES



LOGO USAGE REQUIREMENTS (CONTINUED)

| DO NOT | |
|---|--|
| Place the black version on a dark background | |
| Place the white version on a light background | |
| Add a holding shape underneath it. | |

QUESTIONS?

Kristin Weller | NYS Council on Children and Families
518-474-0158 | kristin.weller@ccf.ny.gov