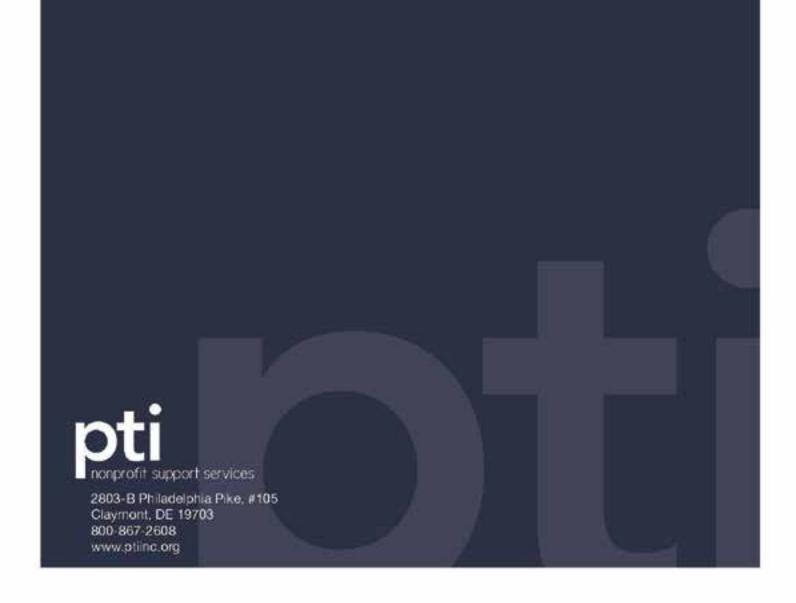


# PTI Print Program



### **Contact Information**



#### **Face to Face**

109 East Price Street Philadelphia, PA 19144 Phone: (215) 849-0179

Fax:

Website: facetofacegermantown.org

#### **Bulk Mail Permit:**

#### Contact:

Mary Kay Meeks-Hank Executive Director



#### PTI

2803-B Philadelphia Pike, #105 Claymont, DE 19703

Satellite Office: 25 Highland Lake Rd.

Union Hall, VA 24176 Phone: 800-867-2608 Fax: 925-403-0770 Website: ptiinc.org

#### Contact:

Schuyler Gottwald



# Branding



CMYK: 12 41 91 0 PMS: 124

CMYK: 77 25 98 10 PMS: 347

> Text Font:



CMYK: 75 68 67 90 PMS: Black 100%

Text Font:



### Letter 8.5 x 11 with #10 envelope



May 6, 201

July is right around the corner and once again Face to Face will welcome nearly 100 local children to our Summer Camp. Instead of suffering the effects of heat and boredom on dangerous streets, our neighborhood children will experience days full of the magic of summer. Thanks to your generosity the children will learn about art, dance, team sports and cooking. They'll take trips to pools, historic sites and parks. Their days will be enriched by the friendships they make and the relationships they form with their instructors and counselors. In August we will offer a three week Back to School Readiness Camp which will focus on mathematics and reading to insure that the children return to school with up to date skills; ready to move forward.



Currently more than 26% of Germantown residents live in Deep Poverty; which is defined as living on less than 50% of the Federal Poverty Line. Specifically, it means living on \$11,700 a year or less for a family of four. A recent study done by Temple University,

featured on the front page of the March 19, 2013 Philadelphia Inquirer, stated the cruel fact that the deeper you are in poverty the less chance you have of ever getting out of it. This cannot be an acceptable reality for the children of Germantows.

Please help us give the children of Germantown the kind of summer they deserve; full of laughter, fun and love. Show that you share our belief that the children of the Germantown Community deserve the same support and enriching activities as their middle class counterparts across the city. The enclosed card outlines the ways you can make a child's summer memorable.

Thank you. Together we can lift the children of Germantown and help them to a promising future beyond the reach of poverty.

Sincerely,

Mary Kay Meeks-Hank Executive Director

#### Board of Directors

Michael O'Toole, Chair; Michael Sacks, Vice Chair; James R. Domenick, Treasurer; Michael Bishof, Vincent Cuce, Mary Dolaway, Pat Harrington, Peg Havard, Todd Lukens, Tara Maguire, Sherry Mischler, Karen O'Neill, Tom O'Rourke, Sylvester Peterka, C.M., Milling Rttmatter Rab, Swartlew

109 E. Price Street | Philadelphia, PA 19144 | 215-849-0179 (Business) | 215-438-7939 (Programs) 215-843-8040 (Fax) | www.facetofacegermantown.org



CMYK: 12 41 91 0

PMS: 124



CMYK: 77 25 98 10

PMS: 347

#### Text

Font: Calibri Body: 11 pt

Board of Directors: 9pt

Address: 10pt

#### **Paper Stock**

00lb

No Bleeds

Size: 8.5" x 11"





CMYK: 12 41 91 0

PMS: 124

CMYK: 77 25 98 10

PMS: 347

#### Text

Font: Calibri

Return Address: Bold, 7pt Postal Partron: 6.5pt

#### **Paper Stock**

00lb

No Bleeds

Size: A10



# Donor Card with #9 envelope





CMYK: 12 41 91 0

PMS: 124



CMYK: 77 25 98 10

PMS: 347

Text

Font: Calibri Line Titles: 8pt

Donor Dollar Ammounts:14 pt Donor Descriptions: 9pt

**Paper Stock** 

00lb No Bleeds

Size: 8.5" x 3.5"





CMYK: 0 0 0 100 PMS: Black

Text

Font: Calibri Address: Bold 12pt

Tint: 89%

**Paper Stock** 

00lb No Bleeds 1 color

Size: A9



# Thank You

CMYK: 12 41 91 0

PMS: 124

CMYK: 77 25 98 10

PMS: 347

Text Font:



### 2013 Face to Face Tri-fold Brochure





CMYK: 12 41 91 10

PMS: 124

CMYK: 77 25 98 10

PMS: 347

#### **SIZE**

8.5" X 11" Tri-fold (Ful Bleed)

#### **Font**

Adobe Caslon Pro: Bold, Italic, Bold Italic

Gill Sans: Bold, Italic, Regular

Minion Pro: Regular





PMS: 124

CMYK: 77 25 98 10

PMS: 347

#### **Font**

Adobe Caslon Pro: Bold, Italic, Bold Italic

Gill Sans: Bold, Italic, Regular

Minion Pro: Regular



# 2013 Annual Appeal







#### Face to Face Depends on You...

Dear

At this special time of year when we give thanks for the abundance and the miracles in our lives, we at face to Face give thanks for you and all that you do for our community. You give life to our motto of Hospitality, Mutuality and Transformation. In Germantown 26% of the men, women and children live in DEEP POVERTY; which means a family of four living on \$11,700 a year or less and a single person living on \$5,700 a year or less. Through your work here you have seen the effects of this extreme deprivation.

With your help Face to Face relieves suffering through our Dining Room, Health Center, Legal Center and Social Services Center. You assist us in lifting our children to a brighter future beyond the grasp of poverty through our summer camps and after school program. In the last is x months attendance in our Dining Room has increased a stunning 99%. Food stamps have been drastically out and general assistance has been virtually eliminated. For the homeless, elderly, mentally ill and struggling families that we serve we are an oasis of comfort and hope.

Face to Face depends on you as a faithful volunteer. Many of us have been touched by acts of unexpected kindness an generosity; we ask you to do the same for the people of Face to Face. Your contribution will feed a family a nutritious meal, help a mentally ill person avoid eviction from an unscrupulous landlord, or enable a honeless person to get thei feet treated by a podiatrist. You can be the miracle this holiday season in the life of someone who will truly appreciat the unexpected kindness.

Gratefully,



Face to Face



CMYK: 12 41 91 10

PMS: 124

CMYK: 77 25 98 10

PMS: 347

#### **SIZE**

8.5" X 11", Folded to 8.5" x 5.5", (Full Bleed)

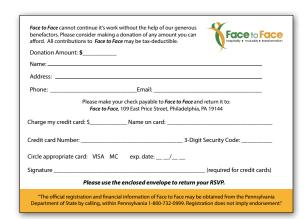
#### **Font**

Gill Sans: Bold

Minion Pro: Regular



### 2013 Annual Appeal, Reply, 6x9 Envelope and A7 Envelope



CMYK: 12 41 91 10

PMS: 124

CMYK: 77 25 98 10

PMS: 347

CMYK: 0 0 0 100

**SIZE** 

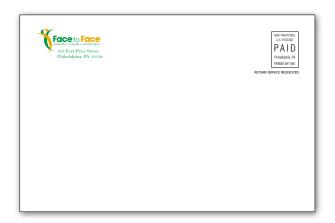
6.75" x 4.875"

**Font** 

Adobe Caslon Pro: Bold, Italic, Bold Italic

Gill Sans: Bold, Italic, Regular

Myriad Pro: Regular, Bold, Italic, Italic Bold



CMYK: 12 41 91 10

PMS: 124

CMYK: 77 25 98 10

PMS: 347

CMYK: 0 0 0 100

SIZE

6" x 9"

**Font** 

Bell MT - Regular



CMYK: 0 0 0 100

SIZE

Α7

Font

Bell MT - Regular

