



## GoochlandCares Style Guide

### **BRAND STATEMENTS**

#### **MISSION**

The mission of GoochlandCares is to provide basic human services and health care to our Goochland neighbors in need.

#### **VISION**

GoochlandCares envisions an equitable community in which all persons have their basic needs met, empowering them to lead lives of self-dignity and well-being.

#### **BRAND PROMISE**

GoochlandCares delivers quality, client-centered services with compassion and dignity.

#### **BRAND IDEA**

GoochlandCares and I Care.

#### **VALUES**

Empowerment – Community – Compassion – Quality – Client-centered care

#### **BRAND POSITIONING**

GoochlandCares empowers the Goochland community to support neighbors in need.

Our mission is to provide basic human services and health care to our Goochland neighbors in need.