SING FOR HOPE

BRAND STYLE & COMMUNICATIONS GUIDE

VERSION 2026.1

MISSION STATEMENT

Sing for Hope harnesses the power of the arts to build happier, healthier communities and foster wellbeing and connection for all people.

SFH
25 YEARS

MISSION STATEMENT

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INTRODUCTION

SING FOR HOPE

Sing for Hope harnesses the power of the arts to create a better world. Our creative programs bring hope, healing, and connection to millions of people in hospitals, schools, care facilities, and public spaces worldwide. A nonprofit organization founded in New York City in response to the events of 9/11, Sing for Hope partners with hundreds of community-based organizations, mobilizes thousands of artists in creative service, and produces artist-created Sing for Hope Pianos across the United States and around the world.
The official Cultural Partner of the World Summit of Nobel Peace Laureates, Sing for Hope champions art for all because we believe the arts have an unmatched capacity to uplift, unite, and heal. Learn more at Sing for Hope singforhope.org.

OUR STORY

A woman-led organization, Sing for Hope was founded by Juilliard-trained sopranos Camille Zamora and Monica Yunus in response to the events of 9/11. Juilliard shares its city block with a firehouse that was a first responder that day, losing twelve of their men. That afternoon, and in the weeks and months that followed, Zamora and Yunus organized fellow students to share hope through music for the survivors and families. Today, Sing for Hope is an NYC-based international nonprofit dedicated to harnessing the power of the arts to create a better world.
Learn More Here

OUR VALUES

- **The arts are a powerful conduit for hope.** We believe the arts have a unique power to heal, unite, educate, and transform individuals and communities.
- **Access to the arts is a fundamental human right.** We believe that access to the arts is a right, not a privilege.
- **Access to the arts is not equitable today, but organized, artist-led action can level the field for our future.** We believe that through Sing for Hope's network of support, artists can act as powerful resource multipliers, sharing the arts and their byproduct—hope—where needed most.
- **Sing for Hope Artist Partners co-create experiences that uplift communities and their own creative practice.** As vital collaborators in every Sing for Hope program, they help shape spaces of connection, healing, and inspiration.
- **We measure our transformation of individuals and communities through careful tracking of impact and outcomes.** Through metrics and data, we capture and convey the power of the arts to generate joy, determination, renewed optimism, and connection in each community we serve.
- **Sing for Hope programs are designed with our partners based on the needs of the individuals and communities served.** Our community institutional partners are co-investors in and beneficiaries of our programming.
- **Sing for Hope values integrity, excellence, passion, and positivity as key attributes of our organization and our work.** We are program-driven, impact-oriented, and person-centered, with deep sensitivity to the needs of both artists and communities.

OUR VISUAL VOICE

The Sing for Hope identity is the visual manifestation of our mission: Art for All.

Our brand is not static; it is kinetic. It bridges the gap between the artistic excellence of the world's greatest stages, the accessible energy of a hospital lobby or community center, and the innovative rigor of the scientific community. Our visual identity combines the vibrancy of our artist partners with the clarity and strength of a global NGO and public health leader.

When we communicate, we are:

- **Vibrant:** We embrace color and energy. We are never dull.
- **Human:** We prioritize faces, hands, and connection over abstract concepts.
- **Professional:** We are a world-class organization, and our clean lines and typography reflect that rigor.
- **Evidence-Based:** We operate at the cutting edge of arts and health. Our design reflects the science behind our impact: precise, intentional, and research-backed.
- **Hopeful:** Our aesthetic is uplifting, bright, and forward-looking.

THE LOGOS

Below, you can find links to download the Sing for Hope Logos, including programmatic logos. These should be used in all promotional materials and cannot be altered or modified by cropping, changing of color, or layout.

DOWNLOAD LOGO PACK

COLOR PALETTE

PRIMARY COLORS

The Sing for Hope image is emphasized when the colors connected to its logo are used in the proper way. These colors symbolize our mission: Green for growth and renewal, Pink for compassion and humanity, White for openness, and Black for clarity and strength.
Use these as the dominant colors in designs.

SFH Green: Growth & Renewal. Primary Brand Color. Logos, Headers, Buttons.
SFH Pink: Compassion & Humanity. Highlights, Calls to Action.
White: Openness. Backgrounds, Negative Space.
Black: Clarity & Strength. Text, Logos, High Contrast.

SECONDARY COLORS

These complementary hues expand our visual language to reflect the emotional spectrum of our work. Designed to support the primary palette without overpowering it, Yellow brings a spark of joy and optimism, while our Blues provide a foundation of trust, stability, and healing calmness.
Use these in complementary conjunction with the primary palette.

Yellow: Joy & Optimism. Accents.
Dark Blue: Trust & Stability.
Light Blue: Calm & Healing.

TERTIARY COLORS

These functional accents are reserved for specific moments of differentiation and utility. Used sparingly, Orange draws immediate attention to urgent calls for action or seasonal highlights, while Gray grounds our content with professional neutrality, ensuring readability and balance across complex layouts.
Use sparingly, only when appropriate and needed for differentiation.

Orange: Urgency or Seasonal.
Gray: Subtext, Footers, Neutral elements.

#2CA249	#CD3C67	#FFFFFF
#000000	#FDD05E	#233D7C
#5F9ED5	#F15D29	#3A3F42

TYPOGRAPHY

The typefaces used in all organization communications (digital and print) are a key element of the brand identity. We utilize a pairing that balances modern geometry with high readability.

PRIMARY TYPEFACE: MONTSERRAT

Weights: Light, Regular, Medium, SemiBold, Bold, ExtraBold
Usage: Montserrat is used for Headlines, Subheadlines, Body Copy (when appropriate), and emphasis. It is the voice of the brand—modern, clean, and friendly.

a b c d e f g h i j k l m n o
p q r s t u v w x y z

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

SFH SFH **SFH**
SFH SFH SFH

SECONDARY TYPEFACE: PROXIMA NOVA

Weights: Light, Regular, Bold
Usage: Proxima Nova is used for Body Copy, captions, and long-form text. It is chosen for its exceptional legibility and neutrality.

a b c d e f g h i j k l m n o p q r
s t u v w x y z

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

SFH SFH **SFH**

LOGO-FREE AREA

In order to preserve the integrity of the logo, there is a minimum amount of free space that must be present around the logo.

The "O" Rule: The minimum clear space around the logo is equal to the height of the letter "O" in the word "Hope" from the logo itself. No text, graphics, or page edges should encroach on this space.

LOGO SCALING

The logo must be scaled proportionally and cannot be scaled any other way. Never stretch or squash the logo.

LOGO MINIMUM SIZE

In order to preserve legibility, there is a minimum size at which the logo can be used.

Suggested Minimum: 1.25” x 1.25”

Mid-Range: 1” x 1”

Absolute Minimum: 0.75” x 0.75”
Use only when strictly necessary, e.g., small merchandise or footers.

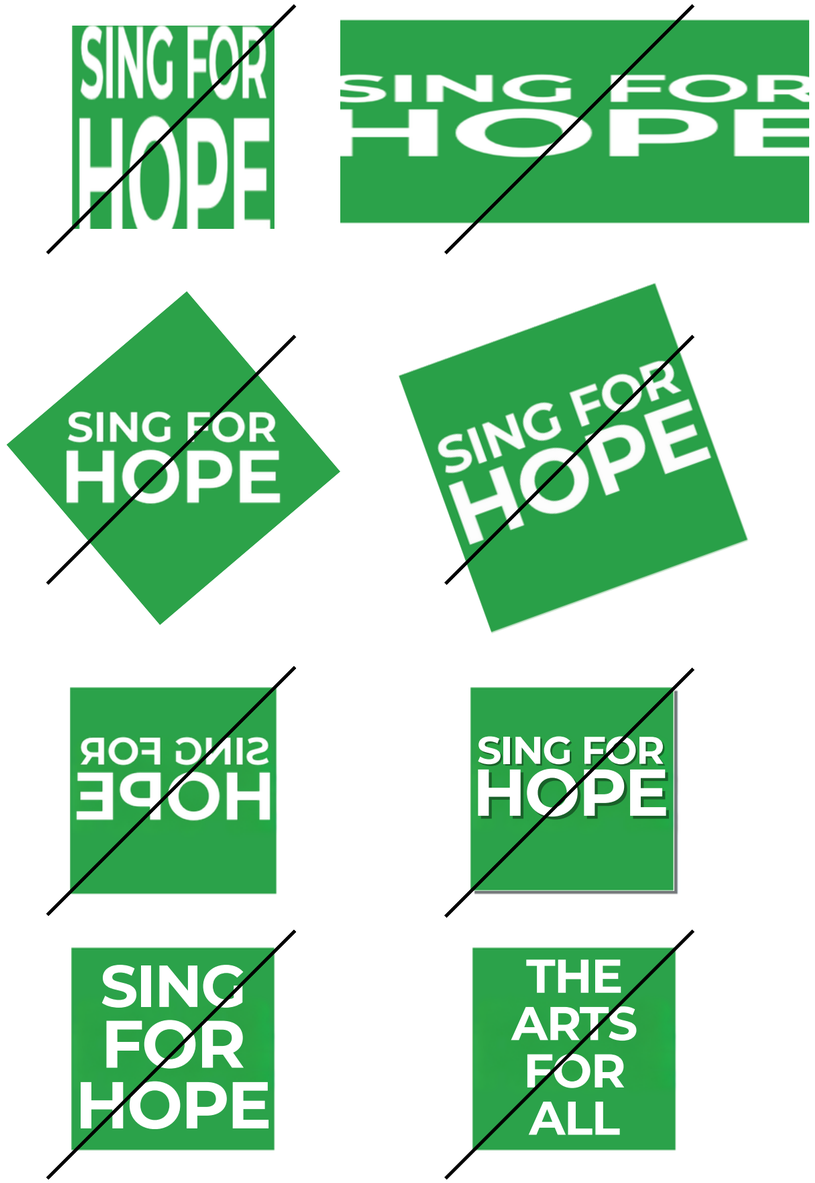
LOGO KNOCKOUT

The Logo should appear in the standard green and white colorway whenever possible. If the background color or photography makes the primary logo difficult to read, use the All White (Knockout) or Black versions.

LOGO DON'TS

Don't alter the proportions of the Sing for Hope logo:

- No squashing
- No stretching
- No skewing
- No rotating; it must always appear horizontal
- No flipping
- Do not alter the appearence
- Do not alter the position of "Sing for Hope" or any of the other copy



TYPOGRAPHY USAGE

HEADLINES

Use Montserrat Bold or ExtraBold. Headlines should be authoritative and joyful. All-caps may be used for short, punchy headlines or calls to action (e.g., "ART FOR ALL").

SUBHEADLINES

Use Montserrat Medium or SemiBold. This creates a clear hierarchy between the main title and supporting text.

Subheadlines should always be smaller than headlines; they can be the same size as, but never smaller than, body copy

40PT MONTSERRAT EXTRABOLD

36PT MONTSERRAT EXTRABOLD

30PT MONTSERRAT BOLD

24PT MONTSERRAT BOLD

24pt Montserrat SemiBold

20pt Montserrat SemiBold

16pt Montserrat Medium

14pt Montserrat Medium

12pt Montserrat Medium

BODY COPY

Use Proxima Nova Regular (or Montserrat Regular/Medium if Proxima is unavailable).

Standard Formatting: Body copy should be set flush-left, ragged-right.

Sizing: Recommended standard for print is 12pt type on 14pt leading.

Readibility and Line Length: To ensure optimal reading comfort and pacing for our audience, the width of any text column must be carefully controlled.
When appropriate, aim to set column widths so that lines average between 60 and 75 characters per line (CPL), including spaces and punctuation.
The ideal target for all body text is 66 CPL. Maintaining this length prevents eye fatigue, ensures the reader can easily track from the end of one line to the beginning of the next, and maximizes comprehension, creating an effortless reading experience for all printed materials.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci. Aenean nec lorem. In porttitor. Donec laoreet nonummy augue. Suspendisse dui purus, scelerisque at, vulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis eleifend. Ut nonummy.

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IMAGE DO'S

Sing for Hope's provided imagery can be used across all printed and digital items. Image resolutions at 72dpi are best suited for screen displays. If any of the images are to be used in printed materials, they should be 300dpi and:

- Be scaled proportionally
- Have borders or frames when overlapped
- Images can be used in grayscale
- Include photo credit Example: (Photo: Sing for Hope) for photos used externally and provided by Sing for Hope
- Always include the Artist Partner's name when featuring their specific artwork
- When featuring a piano in an image, it must be referred to as a Sing for Hope Piano (initial caps required).

Example: Sing for Hope Piano Evolve by Artist Partner Lance Johnson (Photo: Sing for Hope)

IMAGE DON'TS

Don't alter the proportions of the Sing for Hope images:

- No squashing of the image
- No stretching of the image
- No skewing of the image
- No flipping of the image vertically
- No overlapping without borders or frames
- No extreme colorization of images

ORGANIZATION NAME

Sing for Hope is our organization's name.

- Please note the capital 'S', lowercase 'f', and capital 'H'.
- In print and online, the abbreviation SFH may be used after the first instance of Sing for Hope.

TAGLINE

Sing for Hope. Creating a Better World Through the Arts.

MISSION ONE-LINER

Sing for Hope harnesses the power of the arts to create a better world.

WEBSITE

singforhope.org

COPY-AND-PASTE

For ease of use, **singforhope.org/press** contains our most recent organizational language in copy-paste format.

ORGANIZATIONAL HISTORY

A woman-led organization, Sing for Hope was founded by Juilliard sopranos Camille Zamora and Monica Yunus in response to the events of 9/11. Juilliard shares its city block with a firehouse that was a first responder that day, losing twelve of their men. That afternoon, Zamora and Yunus organized fellow students to share hope through music for the surviving firefighters and their families. In the months and years that followed, they continued to reach out across the city to share soothing music and art with communities in need, growing their ranks from dozens of artists to thousands. In 2010, as a symbol and celebration of art for all, they launched New York City's Sing for Hope Pianos, now one the country's largest annually recurring public arts projects.

Today, Sing for Hope is an international nonprofit organization dedicated to harnessing the power of the arts to create a better world. Our creative programs bring hope, healing, and connection to millions of people in schools, hospitals, care facilities, refugee camps, transit hubs, and community spaces worldwide. Sing for Hope partners with hundreds of community-based organizations, mobilizes thousands of artists in creative service, and produces artist-created Sing for Hope Pianos across the US and around the world.

BOILERPLATE VERSION 1

TO BE USED IN PRESS RELEASES

Sing for Hope harnesses the power of the arts to create a better world. Our creative programs bring hope, healing, and connection to millions of people in hospitals, schools, care facilities, and public spaces worldwide. A nonprofit organization founded in New York City in response to the events of 9/11, Sing for Hope partners with hundreds of community-based organizations, mobilizes thousands of artists in creative service, and produces artist-created Sing for Hope Pianos across the United States and around the world.

The official Cultural Partner of the World Summit of Nobel Peace Laureates, Sing for Hope champions art for all because we believe the arts have an unmatched capacity to uplift, unite, and heal. Learn more at singforhope.org.

BOILERPLATE VERSION 2 - INCLUSIVE OF DONOR INFORMATION

TO BE USED IN PRINT & PRESS RELEASES WHEN SPACE ALLOWS

Sing for Hope harnesses the power of the arts to create a better world. Our creative programs bring hope, healing, and connection to millions of people in hospitals, schools, care facilities, and public spaces worldwide. A nonprofit organization founded in New York City in response to the events of 9/11, Sing for Hope partners with hundreds of community-based organizations, mobilizes thousands of artists in creative service, and produces artist-created Sing for Hope Pianos across the United States and around the world.

The official Cultural Partner of the World Summit of Nobel Peace Laureates, Sing for Hope champions art for all because we believe the arts have an unmatched capacity to uplift, unite, and heal.

Sing for Hope's work is made possible by the Sing for Hope Founders' Circle: The International Foundation for Arts and Culture (Dr. Haruhisa Handa, Sing for Hope Global Patron), Arnhold Foundation in loving memory of Sissy and Henry Arnhold, The Thea Petschek Iervolino Foundation, The Anna-Maria & Stephen Kellen Foundation, Jacqueline Novogratz and Chris Anderson, Pershing Square Philanthropies, The Seedlings Foundation, and Ann Ziff; The National Endowment for the Arts; New York State Council on the Arts; Fosun International; and the generosity of donors like you. Learn more at singforhope.org.

FOR DIGITAL AND PRINT USE

Sing for Hope harnesses the power of the arts to create a better world. Our creative programs bring hope, healing, and connection to millions of people in hospitals, schools, care facilities, and public spaces worldwide. A nonprofit organization founded in New York City in response to the events of 9/11, Sing for Hope partners with hundreds of community-based organizations, mobilizes thousands of artists in creative service, and produces artist-created Sing for Hope Pianos across the United States and around the world.

Our programs are:

- **Sing for Hope Pianos** is a global arts program that creates artist-designed pianos, places them in public spaces for everyone to enjoy, then transports and activates them year-round in schools, hospitals, and community centers worldwide. Sing for Hope has provided more pianos for under-resourced public schools than any other organization in the world.
- Sing for Hope's **Public Health & Wellbeing** program co-creates research-based arts interventions that foster wellness and connection in partnership with hospitals, care facilities, community centers, and public spaces. Designed for systemic impact, our work supports individuals, organizations, and communities.
- Sing for Hope's **Education** program provides dynamic arts classes, workshops, and standards-based initiatives that inspire positive action and uplift youth, educators, and communities. The program is centered on our signature Global Goals Arts Curriculum, a creative-service-learning initiative that uses the arts to drive awareness and action for the United Nations Global Goals for Sustainable Development, 17 interlinked objectives adopted by the UN in 2020 to serve as "a shared blueprint for peace and prosperity for people and the planet." Our education initiatives include The Sing for Hope HandaHarmony Youth Chorus and The Sing for Hope Lab, which provides daily in-school and after-school arts classes for youth in the Bronx and Southern Westchester.
- Sing for Hope's **Cultural Diplomacy** program provides creative advocacy, leadership, and program design that drive the integration of the arts in policy, peace-building, and global convenings on social change. In addition to curating the first-ever arts panel at The Skoll World Forum for Social Entrepreneurship at Oxford University, Sing for Hope has presented cultural diplomacy programming for organizations including Aspen Ideas Festival, Harvard University, The Fletcher School at Tufts University, The Kennedy Center, and the United Nations, where SFH has partnered with UNICEF and the High-level Political Forum. Sing for Hope is the official Cultural Partner of the World Summit of Nobel Peace Laureates.
- Sing for Hope's **Creative Workforce Development** program is the engine that powers all of our programming through a sustainable, artist-centered approach to public health, creative aging, and community wellbeing. The program supports artists as creative placemakers and arts-in-health practitioners in an approach that fosters connection, safety, and belonging. In collaboration with expert trainers and researchers, Artist Partners gain the tools to co-create inclusive arts interventions across care and community settings, while deepening their own creative practice. Sing for Hope Artist Partners are vital collaborators who uplift the communities they serve and, in turn, enrich their artistry through shared moments of healing, joy, and meaning.

Sing for Hope champions art for all because we believe the arts have an unmatched capacity to uplift, unite, and heal. Learn more at singforhope.org.

PROGRAM LANGUAGE

To ensure a consistent and strong brand presence across all communications, the instruments created through the program must be referred to using the official term.

- **Primary Reference:** All pianos created by Artist Partners under the Sing for Hope program must be referred to as a Sing for Hope Piano (initial capitalization is mandatory).
- **Secondary Reference:** Once the full name has been introduced, the abbreviation SFH Piano(s) is acceptable for subsequent mentions.

This consistent naming helps reinforce our mission and brand identity, connecting every piano directly to Sing for Hope's broader impact and ensuring immediate recognition of the program.

BOILERPLATE

Sing for Hope Pianos is a global arts program that creates artist-designed pianos, places them in public spaces for everyone to enjoy, then transports and activates them year-round in schools, hospitals, and community centers worldwide. Sing for Hope has provided more pianos for under-resourced public schools than any other organization in the world.

ARTIST PARTNER ATTRIBUTION

As a core organizational value, we are committed to providing due credit to the talented individuals who contribute to our mission. Each Sing for Hope Piano is a singular work of art created by a dedicated Sing for Hope Artist Partner or collaborative team. All pianos created by Artist Partners under the Sing for Hope program must be referred to as a Sing for Hope Piano (note initial capitalization).

Whenever a photograph of a Sing for Hope Piano is used, or in any associated public promotion (including social media and press releases), include the following elements:

- The name of the SFH Artist Partner(s) who brought the piano to life.
- The official name of the piece (if applicable).

Example: Sing for Hope Piano *From NYC With Love* by Artist Partner Sally Chen

BOILERPLATE TAGLINE

Bringing the arts to everyone through our signature public art program that transforms schools, hospitals, and public spaces worldwide.

PROGRAM LANGUAGE

To ensure consistency in our organizational language, please adhere to the following guidelines when referencing this key area of our mission:

- **Ampersand Use:** Always use the ampersand (&) when writing the full title: Public Health & Wellbeing.
  - *DO:* Public Health & Wellbeing
  - *DON'T:* Public Health and Wellbeing
- **Hyphenation:** We do not use the hyphenated spelling.
  - *DO:* Public Health & Wellbeing
  - *DON'T:* Public Health & Well-being
- **Abbreviation:** Once the full term has been introduced in a paragraph (e.g., "Sing for Hope is dedicated to supporting Public Health & Wellbeing..."), it is acceptable to use the abbreviation PHWB for all subsequent mentions within that same paragraph or section.

BOILERPLATE INCLUSIVE OF INITIATIVES

Sing for Hope's **Public Health & Wellbeing** program co-creates research-based arts interventions that foster wellness and connection in partnership with hospitals, care facilities, community centers, and public spaces. Designed for systemic impact, our work supports individuals, organizations, and communities.

Our 3 primary Sing for Hope Public Health & Wellbeing initiatives are:

- Sing for Hope's **Healing Arts** initiative produces thoughtfully curated arts experiences across a range of genres and formats, designed in alignment with rigorous safety protocols for patients, staff, and caregivers in healthcare settings and older adult centers. Each activation is tailored to reflect the unique interests, cultural context, and health needs of our partner sites, ensuring relevance, resonance, and impact. Sing for Hope is the music provider for New York City Health and Hospitals, the country's largest municipal healthcare system.
- Sing for Hope's **Creative Placemaking** initiative leverages the power of the arts to foster social cohesion, public health, and wellbeing in everyday spaces. Through dynamic partnerships with major transportation hubs — including Union Station DC, Moynihan Train Hall, Newark Liberty International Airport, Port Authority Bus Terminal, and the Oculus at World Trade Center - we bring top-tier live arts experiences to thousands of people each day. Designed to infuse public life with moments of beauty and connection, the program reimagines urban transit hubs and other public spaces as platforms for cultural engagement. As one of the country's largest employers of freelance musicians, the initiative also shifts the landscape for artist employment through innovative public-private partnerships and reframes the commuter experience in urban centers.
- Sing for Hope's **Creative Crisis Response** initiative uses the creative arts to heal, soothe, and inspire individuals affected by crises. Launched in 2018 at Athens' Skaramagas Camp in partnership with El Sistema Greece, the programming has since expanded to serve communities across Europe and Africa. The initiative is grounded in the belief, championed by the International Rescue Committee, that refugees (particularly refugee youth) are aided in their readjustment and recovery process through access to creative arts and expressive play. Creative arts programming has been proven to counter the effects of prolonged stress and suffering and nurture social-emotional development.

BOILERPLATE TAGLINE

Co-creating research-based arts interventions that foster wellness and connection in hospitals, public spaces, and transit hubs.

BOILERPLATE INCLUSIVE OF INITIATIVES

Sing for Hope's **Education** program provides dynamic arts classes, workshops, and standards-based initiatives that inspire positive action and uplift youth, educators, and communities. The program is centered on our signature Global Goals Arts Curriculum, our creative-service-learning initiative that uses the arts to drive awareness and action for the United Nations Global Goals for Sustainable Development, 17 interlinked objectives adopted by the UN in 2020 to serve as "a shared blueprint for peace and prosperity for people and the planet." Our education initiatives include The Sing for Hope HandaHarmony Youth Chorus and The Sing for Hope Lab, which provides daily in-school and after-school arts classes for youth in the Bronx and Southern Westchester.

With the United Nations Global Goals as our guide, Sing for Hope Education comprises:

- **Sing for Hope Lab**: Sing for Hope's in-school classes, after-school classes, and summer camp are designed to inspire, educate, and transform students, teachers, and communities through our dynamic creative-service-learning approach. Classes are offered in a variety of disciplines and levels, reflecting the cultures and needs of our partner communities.
- **Sing for Hope HandaHarmony Youth Chorus:** The Sing for Hope HandaHarmony Youth Chorus is Sing for Hope's musical ensemble for children and youth ages 6-18 from the New York metropolitan area. This program is made possible by a transformational 10-year grant to Sing for Hope by The International Foundation for Arts and Culture (Dr. Haruhisa Handa, Sing for Hope Global Patron). HandaHarmony's flagship annual event is The United Nations High-level Political Forum on Sustainable Development, a destination event for our students and an international symbol of youth arts empowerment.
- **Sing for Hope Global Goals Arts Curriculum:** The Sing for Hope Global Goals Arts Curriculum is a first-of-its-kind digital educational platform that empowers young people to explore urgent global issues—and to pilot solutions—through music, visual art, creative writing, dance, and drama. Designed for educators of students in grades 5-12 and offered free worldwide, the curriculum is aligned with the US National Core Arts Standards (NCAS) and grounded in the 17 Global Goals for Sustainable Development, the United Nations' "shared blueprint for peace and prosperity for people and the planet." The curriculum fosters informed advocacy for a more just and resilient world, deepening students' understanding and providing educators with powerful tools to cultivate compassion, critical thinking, and creative problem-solving in the classroom. It equips students with the artistic, intellectual, and socio-emotional skills necessary to become informed global citizens and powerful advocates for positive change in their lives and communities.

BOILERPLATE TAGLINE

Empowering youth through our creative-service-learning curriculum and school programs that inspire positive action through the arts.

BOILERPLATE

Sing for Hope's **Cultural Diplomacy** program provides creative advocacy, leadership, and program design that drive the integration of the arts in policy, peace-building, and global convenings on social change. In addition to curating the first-ever arts panel at The Skoll World Forum for Social Entrepreneurship at Oxford University, Sing for Hope has presented cultural diplomacy programming for organizations including Aspen Ideas Festival, Harvard University, The Fletcher School at Tufts University, The Kennedy Center, and the United Nations, where SFH has partnered with UNICEF and the High-level Political Forum. Sing for Hope is the official Cultural Partner of the World Summit of Nobel Peace Laureates.

BOILERPLATE TAGLINE

Fostering understanding and driving global social change through creative advocacy, leadership, and arts-integrated policy.

BOILERPLATE

Sing for Hope's **Creative Workforce Development** program is the engine that powers all of our programming through a sustainable, artist-centered approach to public health, creative aging, and community wellbeing. The program supports artists as creative placemakers and arts-in-health practitioners in a person-centered approach that fosters connection, safety, and belonging. In collaboration with expert trainers and researchers, Artist Partners gain the tools to co-create inclusive arts interventions across care and community settings, while deepening their own creative practice. Sing for Hope Artist Partners are vital collaborators who uplift the communities they serve and, in turn, enrich their artistic voice through shared moments of healing, joy, and meaning.

BOILERPLATE TAGLINE

Training artists as creative placemakers and arts-in-health practitioners to uplift communities.

HANDLES & HASHTAGS

Instagram: @singforhope
Facebook: @sing4forhope

Hashtags: #SingforHope #ArtForAll #SFHPianos

SING FOR HOPE

We appreciate you reviewing and applying the standards outlined in this style guide.
Consistency in our voice and visuals strengthens the Sing for Hope brand and is a vital expression of our creative integrity. By following these guidelines, you help us speak with a clear, unified, and powerful voice, ensuring our mission resonates strongly with all audiences.
We are proud to work with partners like you who are dedicated to our shared vision.
Thank you for being a part of the Sing for Hope community and for helping us continue the journey to share “Art For All.”

CREATING A BETTER WORLD THROUGH THE ARTS