



capracare[™]
H A I T I

brand guide

2024

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a message from Jean Pierre- Louis, MPH

Welcome to *capracare*, where we're dedicated to making a difference in the lives of those we serve. I am thrilled to extend my warmest greetings to you.

At *capracare*, we believe in the power of courage, compassion, innovation, and collaboration.

Our mission is not just to provide healthcare services, but to empower communities, foster sustainable change, and inspire hope.

With *capracare*, you are ambassadors of hope, catalysts for change, and champions of justice.

Let us work together with passion, dedication, and humility to fulfill our mission and make a positive impact on the world. Thank you for joining us on this incredible journey.

Warm regards,
Jean Pierre-Louis, MPH
Executive Director
capracare
@caprajpl



about us

capracare is a Haitian-founded and Haitian-led organization dedicated to pioneering a courageous approach to support Haiti and its people. Our journey began with a focus on school and community-based education, preventative healthcare for children, and accessible mental health education and counseling.

Over time, our services have expanded to include a range of essential programs, from computer and English language skills to youth development and the recent addition of Cervical Cancer Screening and Treatment.

Nestled in the rural embrace of Fonfrède near Les Cayes, Sud, Haiti, capracare serves as a beacon of hope for approximately 20,000 residents, alongside neighboring communities burdened by hardship.

Historically, Fonfrède lacked access to significant medical facilities and preventive health services, with the nearest hospital a 45-minute car journey away.

We prioritize listening to the needs of the community and providing them with the tools and skills necessary to rebuild their community and nation.

Through our work, we aim not only to empower individuals but also to inspire our supporters with stories of resilience and hope that spur them to action.

At capracare, we believe in fostering enduring change by empowering individuals and communities with the skills to create a ripple effect, aiming to expand our impact not only throughout Haiti but also beyond.

motto

Promoting positive health change through individual acts of courage.

mission

To provide access to medical care, preventative health care, mental health services, and health and nutrition education services regardless of their ability to pay.

vision

To enhance collaboration between international organizations and capracare, fostering community development. We aim to provide communities with resources to cultivate creativity, expand knowledge, and broaden horizons beyond the communities we serve. We aspire to nurture healthy communities by optimizing program resources for the benefit of each community member, facilitating comprehensive education, and sustaining overall community health.

core values: the lineup

At capracare, our core values guide our actions and decisions every day:

1. **Courage:** We demonstrate courage in our pursuit of meaningful change and improvement, taking bold steps to overcome obstacles and make a difference.
2. **Community:** We are committed to building strong, supportive communities where everyone feels valued and included.
3. **Passion:** We are driven by a deep passion for healthcare and improving the lives of others.
4. **Empathy:** We approach every individual with empathy and understanding, recognizing their unique needs and experiences.
5. **Transparency:** We believe in open communication and transparency in all interactions, fostering trust and accountability.
6. **Leadership:** We lead by example, inspiring others through our actions, integrity, and commitment to excellence.
7. **Flexibility:** We adapt to change with flexibility, embracing new challenges and opportunities with resilience and agility.
8. **Creativity:** We encourage creative thinking and innovative solutions, constantly seeking new ways to enhance healthcare delivery.
9. **Fun:** We cultivate a positive and enjoyable environment, where laughter and joy are valued alongside hard work and dedication.

brand

At *capracare*, we're on a bold journey of empowerment, guided by the belief that sustainable change is within reach. We're not just an organization; we're a force of positivity, fueled by the unwavering spirit of Haiti.

With courage as our compass, we embark on every endeavor, knowing that each action, no matter how small, holds the power to ignite lasting transformation. We're here to be more than helpers; we're partners in progress, standing shoulder-to-shoulder with the communities we serve.

Empathy is our heartbeat, guiding every interaction and decision we make. We listen with open hearts, understanding that true change begins with understanding and compassion.

Yet, amidst our serious mission, we infuse joy into our work. We believe that positivity is contagious and that a smile can be the spark that lights up a brighter future.

Caring is at the core of everything we do. We're not just building projects; we're nurturing dreams and fostering a sense of belonging. Every action is rooted in genuine care for our community and the world we share.

We're firm believers in the potential of every individual and the collective strength of a united community.

Transparency is our promise. Just as the sun shines brightly over Haiti, so too do we shine a light on our financials and operations. We believe in honesty, integrity, and accountability because trust is the foundation of true partnership.

Welcome to *capracare*—where every action is a testament to the power of determination, empathy, and the unwavering belief in a brighter tomorrow.

logo



capracareTM
H A I T I

capracare means 'an act of courage'

Primary Colors



Congress Blue
#004683
0, 70, 131



Endeavour
#005193
0, 81, 147



Black
#000000
0, 0, 0

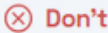


White
#FFFFFF
255, 255, 255



Do

capracare



Don't

capracare or Capracare

Times New Roman Ⓜ

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;!\$&*)

Times New Roman
Weight:
Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;!\$&*)

Times New Roman
Weight: 400
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;!\$&*)

Times New Roman
Weight: bold
Style: normal

Representation:

Blue: Health

Black: Strength

White: our charitable nature

Our logo consists of a floating "3-C" paired with the wordmark "capracare HAITI" in Times New Roman **bold**.

The word "capra" is in lowercase regular, "care" is oblique, and "HAITI" is in uppercase regular.

The logo and word mark can be arranged horizontally or vertically as needed for your design.



Don't forget to italicize "care"

CSS

```
1 font-family: "Times New Roman", sans-serif;
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social media

platforms

-  **LinkedIn** | *capracare*
-  **Twitter** | *capracare*
-  **Instagram** *@capracare*
-  **Facebook** | *capracare*
-  **YouTube** | *capracare*
-  **TikTok** *@capracare*

let's get to work!

For more, please contact capracare@capracare.org or visit capracare.org