



Changing lives, improving our community.

CEO Style Guide

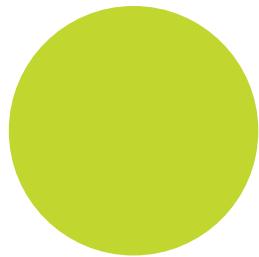
2014 Brand Redesign



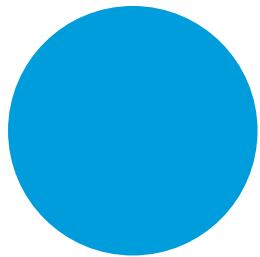
Table of Contents

Color Palette	2
Color Chart	3
Primary Logo	4
Primary Logo Placement	5
Circular Logo	6
Typography	8
Typography Usage	11
Tagline	12
Program Logo Application	13
Improper Logo Usage	14
Textures	15
Spacing and Layout	16

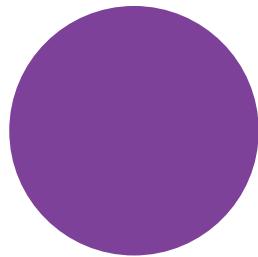
Color Palette



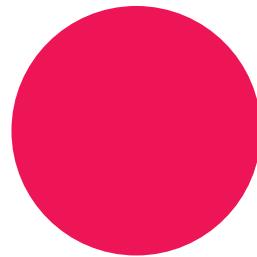
PMS 382C



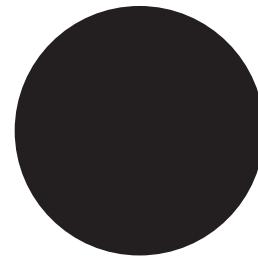
PMS 299C



PMS 2593C



PMS 1925C



PMS Process
Black C

The new CEO color palette was created from five Pantone spot colors. Because 5-spot offset printing is unlikely, CMYK values for process printing have been provided in the color chart on the next page, along with RGB color values and hexidecimal codes for Web usage.

These five colors and their screens/tints are the **only colors** that should be used in print materials and on the Web; The only exception to this rule is in the case of program logo usage, when a program logo must contain additional colors. When using program logos, choose black and white versions whenever possible.

Color Chart

	PANTONE	CMYK				RGB			HEX
	PMS 382C	29	0	100	0	193	216	47	#C1D72D
	PMS 299C	85	19	0	0	0	157	220	#009DDC
	PMS 2593C	61	89	0	0	125	65	153	#7D4199
	PMS 1925C	0	100	55	0	237	21	86	#ED1556
	PMS Process Black C	0	0	0	100	35	31	32	#000000

Primary Logo



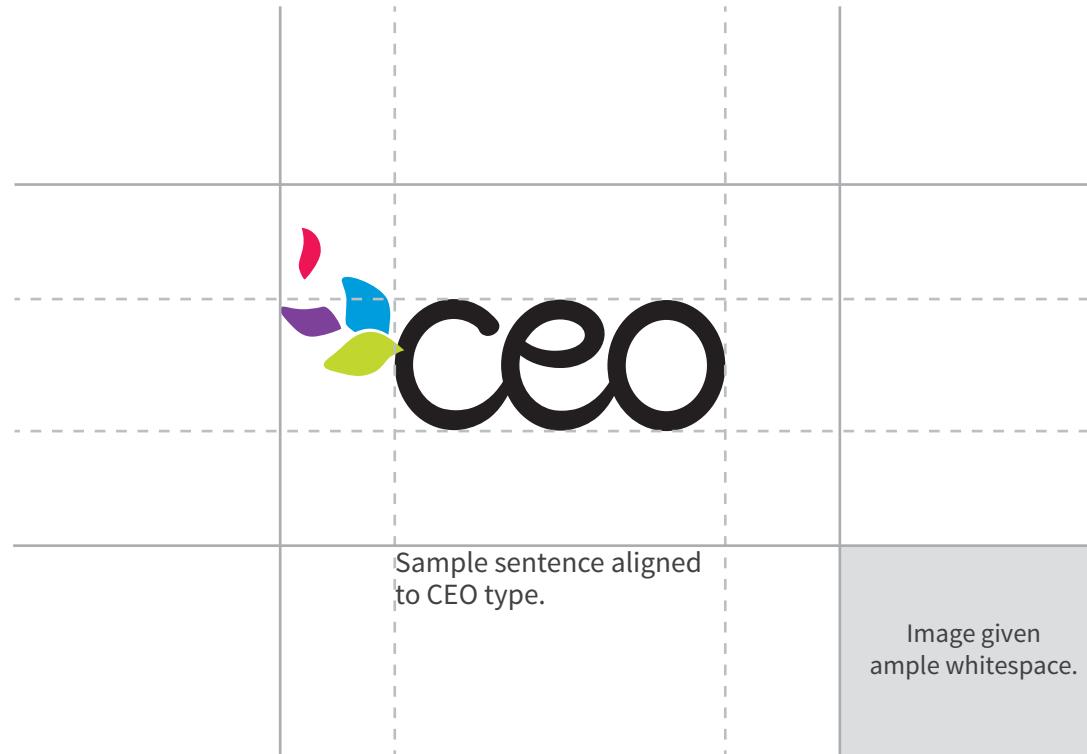
Black & White



This is the primary logo which should be used in most applications. This version of the logo should only be placed on white backgrounds. Alternate versions of this logo in solid white or with white text, designed for placement on black, are available with the logo files. A circular logo (pages 6-7) was also designed for placement on black, as well as color and photographic backgrounds.

The black and white version of the primary logo can be used in photocopy, newsprint, and other grayscale applications.

Primary Logo Placement



When using the primary logo, it is important to keep sufficient whitespace surrounding the logo. This helps it stand out and maintain visual strength within layouts — especially those that are busy and contain a large amount of content.

This guide is a loose reference for how to best align elements to the logo and distribute spacing. Notice that the grid is centered to the “CEO” typography, and not the whole logo; The color leaves should always extend *outside* of the grid.

Circular Logo



Black & White

The circular logo variations are designed to accommodate alternate layouts as well as application on colored and photographic backgrounds. There are two versions of this logo: one with a gray circular border (above), the other with only a white background (next page).

The above bordered versions of the circular logo are designed as a layout alternative to the primary logo and for placement **on white backgrounds only**.

Circular Logo Placement

Placement and spacing is more straightforward with a circle, but it is still important to leave ample whitespace; A minimum of a half inch is recommended.



Black & White

The “borderless” circular logo above is designed specifically for placement on photographs (including textures) and **any of the five CEO palette colors only**. Placement on patterned backgrounds may be appropriate if the patterns use a single color and its tints and the pattern does not detract from the logo itself.

Typography

The main typeface for CEO's new brand is **Lato**. A clean, sans-serif font family containing 10 different weights, it was designed by Łukasz Dziedzic and published under the open-source Open Font License with support from Google.

Grumpy wizards make toxic brew for the evil Queen and Jack.

Lato Hairline

Grumpy wizards make toxic brew for the evil Queen and Jack.

Lato Hairline Italic

Grumpy wizards make toxic brew for the evil Queen and Jack.

Lato Light

Grumpy wizards make toxic brew for the evil Queen and Jack.

Lato Light Italic

Grumpy wizards make toxic brew for the evil Queen and Jack.

Lato Regular

Grumpy wizards make toxic brew for the evil Queen and Jack.

Lato Italic

Grumpy wizards make toxic brew for the evil Queen and Jack.

Lato Bold

Grumpy wizards make toxic brew for the evil Queen and Jack.

Lato Bold Italic

Grumpy wizards make toxic brew for the evil Queen and Jack.

Lato Black

Grumpy wizards make toxic brew for the evil Queen and Jack.

Lato Black Italic

The secondary typeface for CEO's new brand is **Jenna Sue**. Also a free, open-source font family, Jenna Sue is a handdrawn script font with a fresh, personable character. It adds a human element to the brand and provides a strong contrast to Lato.

Jenna Sue should be used with restraint. Its main purpose is to call attention to important text; Therefore, it is ideal for main headlines and call-outs.

Grumpy wizards make toxic brew for the evil Queen and Jack.

Jenna Sue

Typography Usage

Here are some samples of suggested typography usage:

This is the most important headline.

Secondary headline text lorem ipsum.

This is a paragraph. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam ut aliquam quaerat lorem ipsum dolor sit amet volupt lorem ipsum dolor sit amet.

Another headline style, or a third level heading.

This is a paragraph. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam ut aliquam quaerat lorem ipsum dolor sit amet volupt lorem ipsum dolor sit amet sed quia non numquam eius modi tempora incidunt ut labore et dolore.

Jenna Sue, 48 pt

Lato Bold, 22 pt

Lato Regular, 12 pt, 20 pt leading

Lato Light, 18 pt

Lato Bold, 14 pt; All Caps, 60 pt kerning

CALLOUT TEXT SAMPLE

This is a callout paragraph. Neque porro quisquam est, qui dolor em ipsum quia dolor sit amet, consectetur, adipisci velit.

Lato Italic, 12 pt

Tagline

Changing lives, improving our community.



CEO's new tagline should always be written with the Jenna Sue typeface.

Additionally, several logo options including the tagline are available. Both the primary and circular logos have tagline versions in color, black and white, and solid white; Additionally, an “arcing” tagline version has been included.

The tagline logos are interchangeable and whether or not a tagline logo is used instead of the standard logo is a matter of preference.



Program Logo Application



A special “container” version of the logo has been created specifically for instances when the CEO logo must accompany a national program logo. In these instances, the program logo should be placed within the circular container and centered as best as possible.

Two versions have been created for application on white backgrounds (left) and photograph or colored backgrounds (right).

Improper Usage Reference



Primary logo on a color background



Primary logo on a photo background



Changing logo color



Changing circle color



Adding effects



Non-palette background color



Centering the *whole logo*, instead of centering the CEO type



Insufficient whitespace



Logo designed for black background on a colored background



Bordered circular logo on a color or photo background

A large variety of logos have been provided with the purpose of meeting a wide variety of application needs. For reference, here are some examples of logo usage that does not follow branding guidelines and should be avoided when possible.

Textures



Two textures have been provided along with the branding package of assets to help provide a grassroots undertone to the look and feel of the organization. The cardboard and paper texture files are intended to be used with restraint, as a counterpoint to the solid colors and photography. They should not be used as the primary background element; See sample at right.

A rectangular card with a light brown background, matching the texture shown in the left panel. In the top left corner is the white circular logo with the "ceo" text and graphic. Below the logo, the website "www.ceo-cap.org" is printed in a smaller, black, sans-serif font. In the top right corner, there is contact information for "Bonny Julien-Curry, Foster Grandparent Program Manager": "2328 Fifth Avenue, Troy, NY 12180", "Tel: (518) 272-6012 ext. 288", and "Fax: (518) 272-6020". An email address "bcurry@ceo-cap.org" is also listed. In the bottom right corner, there is a small graphic of the same three overlapping colored shapes. At the bottom of the card, a dark brown horizontal bar contains the slogan "Changing lives, improving our community." in a white, cursive font.

Spacing and Layout Guidelines



Approximately 6px of whitespace between each leaf

The leaf motif is used to add energy and lightness to layouts. There are many different variations available, but their spacing and flow are consistent:

- Only different colors are next to one another
- Some layouts include photos within the leaf shapes
- All shapes have approximately 6px of surrounding whitespace
- Leaf “points” typically flow towards each other or key content

The sample layouts to the right illustrate leaf shapes used for photo placement (bottom, left) and to point at one central focus — the logo (top, right).





Need help?

If you have any questions regarding the brand, do not hesitate
to contact the designer at raeannewright@gmail.com

