

Brand & Marketing Quick Reference

October 2026

CEO Marketing & Brand Reminders | Standards for clear, consistent, and recognizable communications

The Marketing & Communications Department is here to support CEO's programs and mission. The goal of our brand standards is not to make every flyer, post, or program look identical. It is to make sure everything we put into the community feels like it came from CEO and represents CEO and the people we serve well.

Reach out to Marketing & Comms for help with flyers, graphics, campaigns, social media, website content, printing, promotional items, signage, or new communication needs.

Marketing Requests & Support

- Please use the Marketing Request Form found on the employee intranet. Include as much information as possible in the request, including dates, RSVP info, names of events, location, fees, etc. I may reach out for clarification or more information.
- Loop Marketing & Comms in early, especially for large projects, professional printing, swag, major events or new campaigns.
- Routine materials should use approved CEO templates whenever one is available.

Sharing a scan of an existing material is always helpful as I may not have seen that item yet

Keep It CEO

- Do not use AI-generated designs.
- Use the approved templates found on the CEO intranet and other CEO-provided resources.
- Use approved CEO fonts: Bree Serif for headlines/titles and Noto Sans for body copy.
- Use the CEO logo correctly. Do not stretch, recolor, rebuild, make it too small to read, or overcrowd it. Do not let AI alter it.
- Use CEO's color palette and let one color lead rather than using every color on every piece.

Keep the Message Clear: What are you asking people to do?

- Start with one main message: What should someone notice first?
- Give people one clear next step: Apply, Call, Register, Learn More, Join, etc.
- Keep graphics simple.
    - On Facebook: Detailed information and links belong in the caption rather than on the graphic whenever possible.
    - QR codes should supplement, not replace, a direct link, phone number, or other way to access important information.
- Use plain language and make sure names, dates, times, contact information and eligibility details are accurate.
- Design for accessibility: use readable type, strong contrast, descriptive links, plain language, clear call to action (CTA), alt text/captions where appropriate.

Logo use examples

Which one is OK?



Photography: Help People Look Their Best

CEO photography should feel authentic, warm and respectful. Before taking or sharing a photo:
Do a 10-Second Photo Check:
Background • Light • Hair • Clothes • Expression • Hands • Subject • Crop • Focus • Take another

- Look for the story. If someone is receiving an award, make the achievement the focus.
- If children are playing, capture the interaction.
- If people are connecting, show the connection.
- Take several photos, digital photos are free!

Before posting, ask:

- Does this photograph tell the story?
- Does it represent the person and CEO well?

Before You Publish

Proofread! Always have someone other than the creator proofread the material before it is published or distributed.

Marketing materials, flyers, promotions, social media graphics, signage, and other public-facing materials should be shared with Marketing & Comms for review before publishing or distribution.

Always check:
Logo • Brand • Spelling • Names • Date • Time • Contact info • CTA • Accessibility • Photo quality

Please ensure children have CEO media consent completed before taking or posting/sharing any images.

Quick tips:

- When in doubt, left-align text. It is clean, readable, and works well in most layouts.
- Less is more with graphics, movement, text, and images.
- Never let AI make CEO's flyers.
- If you are unsure, send it to Marketing & Comms.

Events

- Let me know about your upcoming events and I can add them to our intranet calendar AND try to make it for photos and videos.
- If I don't make it to your event, please try to capture a few photos and I'd be happy to share them on social media.

Questions?

Call me at Ext 106 or email ksmith@ceoempowers.org

BRAND GUIDE 2026

LOGOS



COLOR PALETTE



FOR WEB RGB	0	156	219	192	215	48	234	25	86	123	65	152	53	54	58
FOR PRINT CMYK	85	19	0	0	29	0	100	0	0	100	55	0	61	89	0	0	0	0	96

TYPOGRAPHY

Bree Serif

Thin *Thin Italic*

Regular *Italic*

Bold ***Bold Italic***

USE FOR HEADLINES, TITLES, QUOTES



Noto Sans

Regular *Italic*

EXTRACONDENSED REGULAR

EXTRACONDENSED BLACK

USE FOR BODY COPY, CAPTIONS



