



Branding Guidelines

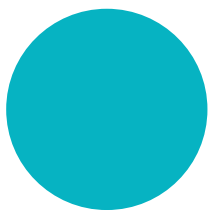
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Logos and Color



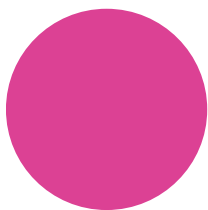
Primary Color Palette



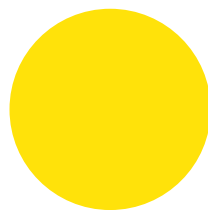
COMMUNITY
#06B3C2
CMYK: 74, 5, 24, 0
RGB: 6, 179, 194
PANTONE P 119-5 C



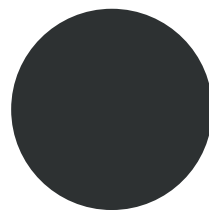
SUPPORT
#9FD61F
CMYK: 42, 0, 100, 0
RGB: 159, 214, 31
PANTONE P 157-8 C



ASSIST
#DC4194
CMYK: 8, 88, 2, 0
RGB: 220, 65, 148
PANTONE P 75-15 C

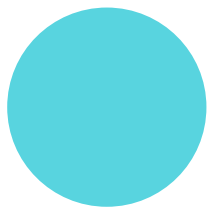


PASSION
#FFE20A
CMYK: 2, 6, 98, 0
RGB: 255, 226, 10
PANTONE P 4-8 C



RESOURCE
#2D3132
CMYK: 73, 63, 62, 60
RGB: 45, 49, 50
PANTONE P 179-15 C

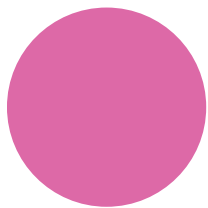
Accessibility Friendly Color Palette



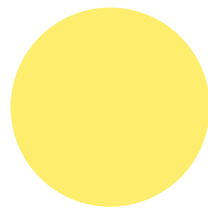
ELC Light Blue
#58D4DF
CMYK: 55, 0, 16, 0
RGB: 88, 212, 223
PANTONE P 121-5 C



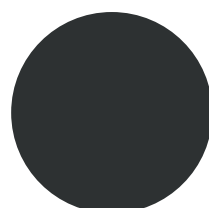
ELC Light Green
#C0E46B
CMYK: 28, 0, 73, 0
RGB: 192, 228, 107
PANTONE P 160-6 C



ELC Light Pink
#DD69A7
CMYK: 9, 73, 0, 0
RGB: 221, 105, 167
PANTONE P 80-5 C



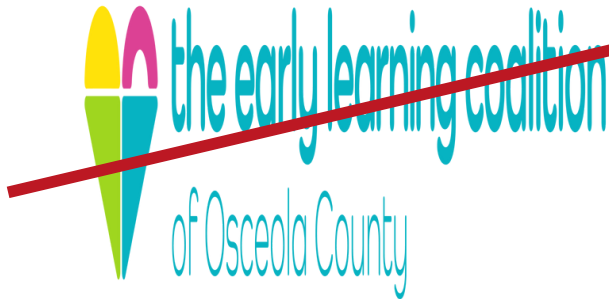
ELC Light Yellow
#FFEE6E
CMYK: 2, 2, 70, 0
RGB: 255, 238, 110
PANTONE P 4-6 C



ELC Gray
#2D3132
CMYK: 73, 63, 62, 60
RGB: 45, 49, 50
PANTONE P 179-15 C

Logo Use

- No harsh drop shadow or outer glow along with any other common effects: bevel, emboss, gradient, etc.
- No skewing, tilting, stretching, smashing or distortion.
- Be sure the logo is sized proportionally.
- Don't rearrange the branding layout or colors.
- Don't use any background color that is too similar to the logo colors.
- Solid white or black backgrounds will use the full colored logo, all other colors use the black or white logo.



Marketing and Branding Materials

Everything we do reflects the organization as a whole. It's important to remember our audience and be mindful of how we communicate, because communication is marketing!

Language and readability

All appropriate materials should be offered in both English and Spanish and all emails, flyers, and materials that reach families and providers should be at a comprehension of a 3-58th grade reading level. Levels should be dependant on the audience you are writing to. You can screen what you write through the website www.Hemingwayapp.com and that will help you reach that goal.

Also, when writing we need to remember to write with inclusivity in mind. Refrain from phrasing like “special needs child” or “homeless family”. A more inclusive way to write is “a child with special needs” or “a family/person experiencing homelessness”.

Marketing and Branding Materials Continued

These are the procedures regarding marketing materials (flyers) to be made:

- All materials made should have both English and Spanish on the same flyer if possible. Language should be clear, concise and grammatically correct.
- Materials should be made similarly to examples listed below. If adding photos, please refer to photo direction examples. (at the index of this document)
- ALL materials after approved by supervisor should be sent to Natalie Snodgrass for final brand approval.
- All materials are required to be written below a 8th grade reading level, but preferably a 5th.

Example of Marketing Materials

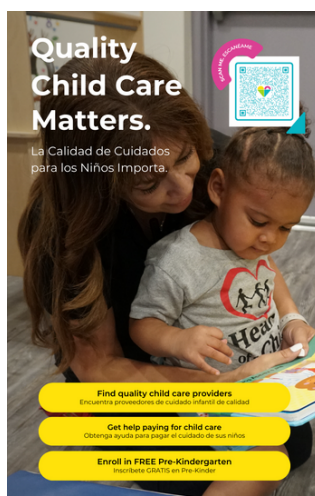
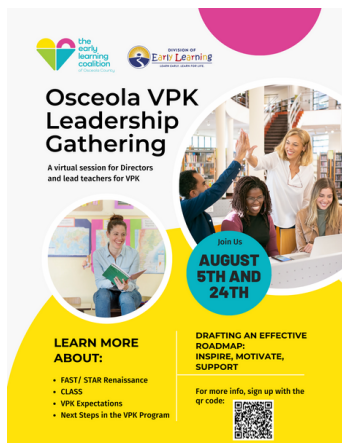


Photo Direction Examples

The images below show a variety of age groups to showcase ELC's various programs. They also depict children engaging in different types of learning activities, which keeps in line with the organizations core values.

