

# BRAND GUIDELINE

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STRONG SYSTEMS. CONNECTED COMMUNITIES.

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## Logo Identity System

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the Help Me Grow logo is the heart of our branding. Altering it any way dilutes our identity and weakens our ability to differentiate ourselves in a crowded and competitive marketplace.

### BASIC LOGO



### LOGO GREYSCALE



### LOGO REVERSED



Reversed logo should be placed on solid background or image, so long as it retains legibility.

DIMENSION AND SAFETY AREA



Safety Area Height :  $\square = e$

Logo Height :  $3e$

MINIMUM DIMENSIONS - WEB



Minimum Width : 120 px  
Minimum Height : 28 px

MINIMUM DIMENSIONS - PRINT



Minimum Width : 35 mm  
Minimum Height : 8.1 mm

## Logo Fonts

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Lisong Pro and ITC Cushing were designated as the Help Me Grow National Center typefaces.

Help Me Grow  
National Center

### PRINCIPAL LiSong Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! @ & % \$ : ; ,  
< “ { } [ ]

### SECONDARY ITC Cushing

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! @ & % \$ : ; ,  
< “ { } [ ]

## Logo Colors

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Pantone color palette were designated as the Help Me Grow National Center logo color set.

Pantone 121

R : 255

G : 216

B : 85

Pantone 298

R : 69

G : 180

B : 226

Pantone 180

R : 196

G : 59

B : 50

Pantone 340

R : 0

G : 148

B : 94

Pantone 2593

R : 135

G : 52

B : 48

100% Black

R : 0

G : 0

B : 0



## Logo Greyscale Palette

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20% Black

R : 209

G : 211

B : 212

35% Black

R : 177

G : 179

B : 182

50% Black

R : 147

G : 149

B : 152

55% Black

R : 138

G : 140

B : 142

70% Black

R : 109

G : 110

B : 113

100% Black

R : 0

G : 0

B : 0



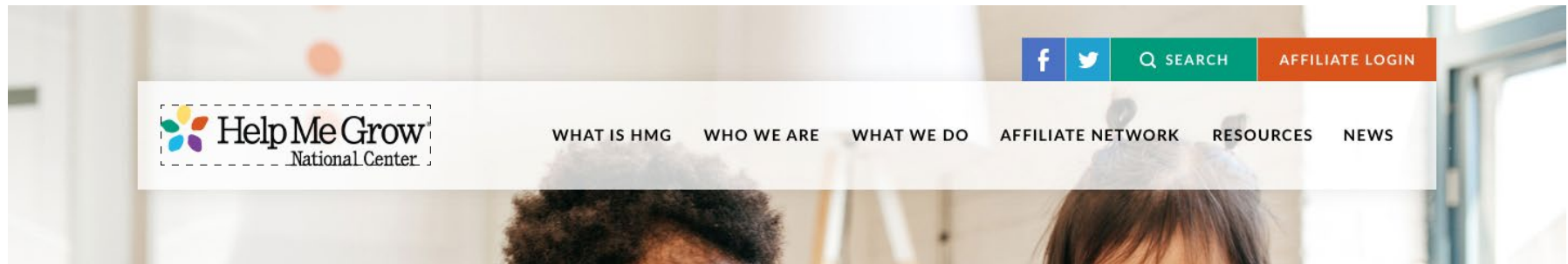
## Logo Incorrect Usage

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## Dimension and Placement - Web



LOGO DIMENSION Width : 250 px Height: 56px

LOGO PLACEMENT Top Margin : 90 px Left Margin: 140px



LOGO DIMENSION Width : 265 px Height: 62px

LOGO PLACEMENT Top Margin : 80 px Left Margin: 120px

## Dimension and Placement - Print

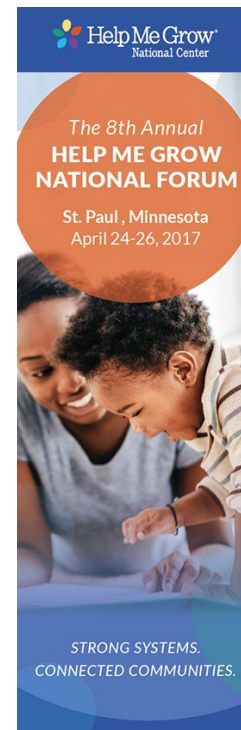


### LOGO DIMENSION

Width : 250 px Height: 56px

### LOGO PLACEMENT

Top Margin : 90 px Left Margin: 140px



### LOGO DIMENSION

Front W: 1.36in H:0.31in Back W: 1.48in H: 0.33in

### LOGO PLACEMENT

Front Top Margin : 0.08in Side Margin: 0.31in

Back Side Margin: 0.25in



## Color - Digital & Print Usage

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The color palette were designated as graphic and background color set for digital & print design usage.

C : 83 R : 0  
M : 15 G : 158  
Y : 65 B : 126  
K : 0

C : 10 R : 221  
M : 80 G : 89  
Y : 100 B : 40  
K : 0

C : 100 R : 29  
M : 85 G : 69  
Y : 15 B : 137  
K : 3

C : 75 R : 73  
M : 50 G : 120  
Y : 0 B : 188  
K : 0

C : 73 R : 37  
M : 65 G : 39  
Y : 63 B : 40  
K : 68

C : 5 R : 239  
M : 5 G : 236  
Y : 4 B : 236  
K : 0



# Font - Digital & Print Usage

Lato font family and Freight Disp Pro were designated as the digital & Print design typefaces.

## Lato

PRINCIPAL FONT

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! @ & % \$ ; : , < " { } [ ]

Light Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! @ & % \$ ; : , < " { } [ ]

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! @ & % \$ ; : , < " { } [ ]

*Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! @ & % \$ ; : , < " { } [ ]

**Semibold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! @ & % \$ ; : , < " { } [ ]

**Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! @ & % \$ ; : , < " { } [ ]

**Bold Italic**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! @ & % \$ ; : , < " { } [ ]

**Heavy**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! @ & % \$ ; : , < " { } [ ]

**Black**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! @ & % \$ ; : , < " { } [ ]

## Font - Digital & Print Usage 2

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Lato font family and Freight Disp Pro were designated as the digital & Print design typefaces.

### Freight Disp Pro

SECONDARY FONT

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890?!@&%\$:.<“{}[]