

ParentChild+

Brand Identity Guidelines

JANUARY 2019



Our name

Our name

As you've already guessed, our name has changed to ParentChild+. We've removed the space between "parent" and "child" because our program helps bring families together.

When we speak or write about our organization, we should always use our full name and **never shorten it.** Don't use spaces.

We are ParentChild+

Our full name should always be used when speaking or writing about our organization. Don't use spaces in the name.



Our logo

Logo

ParentChild+ brings joy and possibility to people's lives.

This supportive and optimistic spirit inspired our new logo – rounded letter forms and soft corners are approachable and friendly, and bright colors inspire playful energy.

The logo consists of the word "Parent" in a dark blue, rounded sans-serif font, followed by "Child" in a teal, rounded sans-serif font, and a yellow plus sign to the right.

Logo + tagline

To help build awareness around our cause and to **reinforce our role as agents of social change**, use the logo and tagline lockup, as seen here.

The logo is the same as above, but with the tagline "Equal Possibilities From The Start" in a pink, rounded sans-serif font positioned directly below it.

Logo dimensions

Clear Space

To enhance the legibility and impact of the ParentChild+ logo, **be sure to keep a reasonable distance from other trademarks**, competing text, graphic devices or images on the page.

Always allow a minimum of clear space on all sides of the logo equal to the height of the “e” as shown here.



Minimum Size

Make sure the logo is a size that is legible and retains impact. **The width of the logo should not be less than 1.5 inches whenever possible.** If the logo is placed on items such as pens, USB drives, etc., which may require a smaller logo, please make sure that our name is clear and can be easily read.



Logo color variations

Our logo is bold, friendly and welcoming. Always choose these logo variations depending on where the logo will be placed, making sure it connects with its environment.

Please note: The ParentChild+ logo should never be placed in a holding shape, but can be placed on fields of color, as shown here. It can also be placed over photography, as long as the background does not impact legibility (see page 27 for more details).



ParentChild+



ParentChild+

Logos: Black and white

For black and white logo applications, use a single color black or single color white logo file.

Please note: The ParentChild+ logo should never be placed in a holding shape, but can be placed on fields of color, as shown here. It can also be placed over photography, as long as the background does not impact legibility.



ParentChild+



ParentChild+

Logo usage: Photography

Our logo will often need to be placed on images depicting the work we do. Use the following guidance when deciding which logo version to use:

- A.** On lighter backgrounds, use the full color logo to ensure contrast and add a pop of color.
- B.** On darker images, use the knocked out (white logo) so that the full logo is legible.
- C.** For images that are placed on fields of color, choose the most appropriate logo variation so that all logo elements are legible.

For guidance on choosing appropriate imagery, refer to pages 34 - 37.



Logo usage: Co-branding

Co-branding helps illustrate our unique relationship with partners. We should advocate for the use of our logo as often as possible with our partners and funders.

These schematics serve as guidance for logo usage with partners.

- **Primary Billing:** If the ParentChild+ is well established in a certain market and is perceived as delivering the primary benefit of the partnership, the co-brand should begin with the ParentChild+ logo.
- **Secondary Billing:** If the partner organization is well established in a certain market and is perceived as delivering the primary benefit of the partnership, the co-brand should begin with their logo.

PRIMARY BILLING

Horizontal co-brand



Vertical co-Brand



SECONDARY BILLING

Horizontal co-brand



Vertical co-Brand



Incorrect logo usage

To maintain the integrity of our logo, and to ensure the consistency of our brand, it is important to use the logo as described within this document.

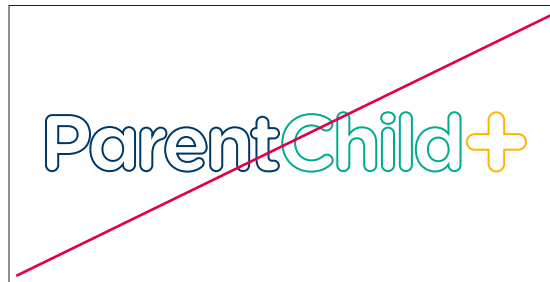
The examples shown here illustrate possible misuses the logo that should be avoided.



Do not stretch the logo.



Do not rearrange the logo.



Do not outline the logo.



Do not rotate the logo.



Do not use non-approved color variations.



Do not add a drop shadow to the logo.

Color and typography

Color palettes

Our primary color palette is both calming and welcoming, consisting of a deep blue and teal. These colors should be used most often in our communications.

Our **secondary color palette consists of a bright yellow and vibrant pink**, illustrating energy and playfulness. Use these colors in a supporting role and for a pop of color when designing—a little goes a long way!

Our tertiary palette is made up of a rich gray and can be used for type and tinted for backgrounds.

These color breakdowns should be used when designing for print (Pantone, CMYK) or screen (RGB, HEX). Make sure to use the appropriate breakdowns for coated and uncoated stocks.

	Coated stocks	Uncoated stocks
PRIMARY		
	PMS: 2955 C CMYK: 100/60/10/53 RGB: 0/56/101 HEX: 003865	PMS: 2955 U CMYK: 99/38/6/43
	PMS: 3268 C CMYK: 86/0/53/0 RGB: 0/171/142 HEX: 00ab8e	PMS: 3268 U CMYK: 60/0/41/0
SECONDARY		
	PMS: 7549 C CMYK: 0/22/100/2 RGB: 255/181/0 HEX: ffbb500	PMS: 7549 U CMYK: 0/22/100/0
	PMS: 1925 C CMYK: 0/97/50/0 RGB: 224/0/77 HEX: e0004d	PMS: 1925 U CMYK: 0/90/54/0
TERTIARY		
	PMS: 424 C CMYK: 30/20/19/56 RGB: 112/115/114 HEX: 707372	PMS: 425 U CMYK: 25/18/15/51

Typography: Primary

Montserrat is a free, open-source Google font that comes in many weights.

Montserrat Black

**Montserrat
AaBbCc123**

Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography: Microsoft applications

Arial should be used for applications and instances when Montserrat is not available or practical—such as in Microsoft applications or in emails.

Arial Black

Arial
AaBbCc123

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Thank you!

Thank you for being the plus and ensuring that children have equal possibilities from the start.

If you have any questions about these guidelines, please reach out to Courtney Inman at:

cinman@parentchildplus.org