



Logo Specifications

The vertical logo is the preferred standard of use. The alternate horizontal logo is to be used in all instances where the standard logo becomes too small or illegible due to space restrictions.

Color Codes

The color code breakdowns cover the print (CMYK), screen or digital (RGB) and Pantone color system.

• Be advised that stretching, squeezing or changing colors outside what is specified in this document is not permitted.

Standard Vertical



Horizontal



Color Palette Breakdown



PRINT C 0 M 0 Y 0 K 100
DIGITAL R 38 G 28 B 2
PMS Black



PRINT C 44 M 83 Y 0 K 0
DIGITAL R 154 G 87 B 158
PMS 513



PRINT C 69 M 7 Y 0 K 0
DIGITAL R 19 G 181 B 234
PMS 298



PRINT C 69 M 0 Y 100 K 0
DIGITAL R 84 G 185 B 72
PMS 361



PRINT C 0 M 90 Y 86 K 0
DIGITAL R 239 G 65 B 53
PMS 032



PRINT C 0 M 6 Y 95 K 0
DIGITAL R 255 G 229 B 18
PMS 108

Grey Scale

The grey scale logo is to be used on all black and white printed material such as newspapers or ads where color printing is not an option.

Solid Black

The black logo is used for single color printing options on white.

Reverse Knockout

The white knockout logo is to be used over a colored background in cases where a color logo is either not permitted or when only one color is an option.

Gray Scale



Black



Knockout



Logo Do's

These are examples of proper and improper logo use. At all times the colors of the logo should be upheld. Any option where the logo, it's colors or it's legibility are compromised is not permitted.

- *A white background is preferred.*

When the full color logo is used over a colored background that background must not exceed 25% of that colors value.

Gradient backgrounds may be used as 25% color to white.

- *A solid white logo is preferred over all solid colors.*

& Don'ts

- *The below usage is not permitted.*

DON'T place the color logo over solid color background.

DON'T place the gray scale logo over color background or images.

DON'T use the white logo over full color imagery.

DON'T replace or re-create any part of the logo.

DON'T apply shadows, glow effects, or outlines to the logo

DON'T apply any filters or textures to the logo

DON'T change the logo's colors.

Don't use the logo on busy photographs or patterns.

YES, Do this.

25% Color

Gradient
White to 25% Color



NO, Please don't.



Approved Typefaces

Logotype

To ensure consistency, readability and a professional appearance, the Helvetica font is to be used for all Children's Services Council print and digital needs.

Helvetica Rounded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Headlines & Subheads

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Copy

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Quotes & Call-Outs

Helvetica Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Stationery & Email

Letterhead (#24 Writing Text)

Margins: Top - 0.5625
Bottom - 0.25
Address/Info: 10pt

Envelope #10 (#24 Writing Text)

Margins: Top - 0.25
Left - 0.5
Address/Info: 9pt

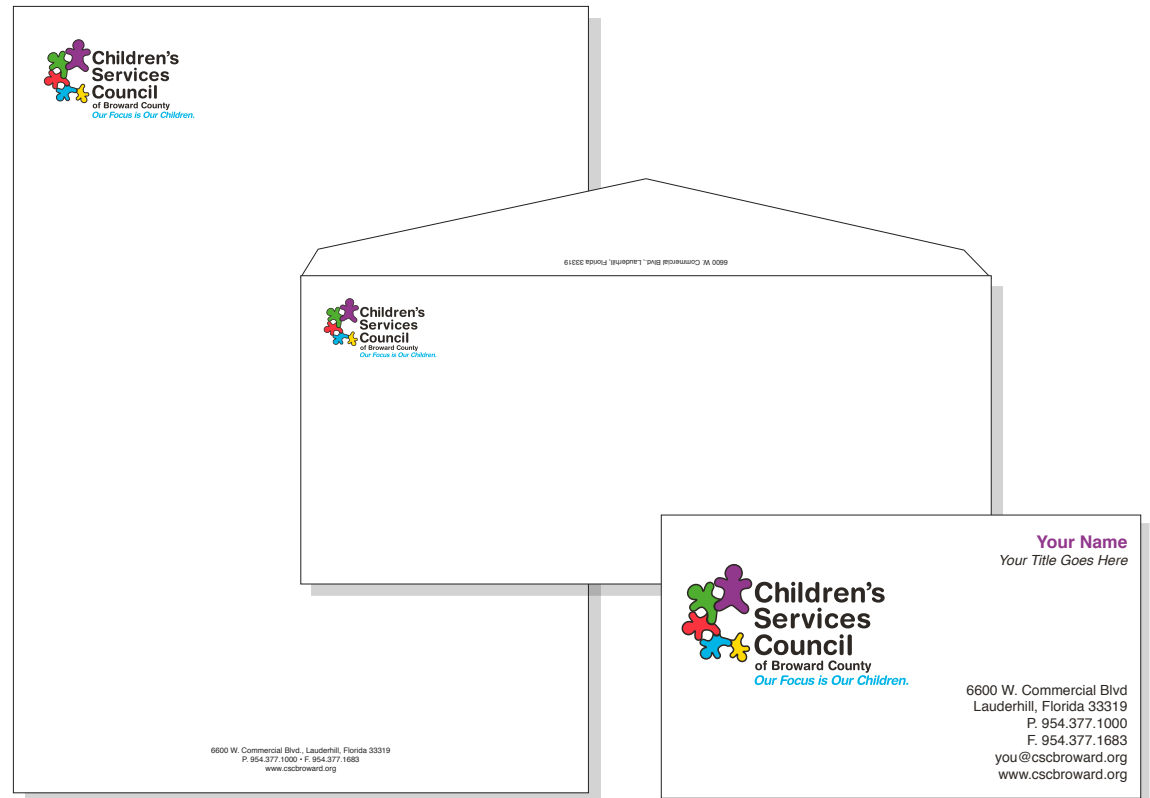
Business Cards (80lb Cover)

Logo Margins: Top - 0.25
Left - 0.5
Text Margins: 0.125

Name: 10pt Helvetica Bold
Title: 8pt Helvetica Oblique
Address: 7.5pt Helvetica Regular

Email Signature

Helvetica Bold 11pt



Your Name
Your Title
Children's Services Council of Broward County
"Our Focus is Our Children"
6600 W. Commercial Blvd
Lauderhill, FL 33319
t: (954) 377-0000 (direct)
t: (954) 000-0000 (cell)
CSC Website: www.cscbroward.org
Training Website: <http://training.cscbroward.org>
CSC Online Learning Center: <http://cscbroward.learn.com>
Like us on Facebook: www.facebook.com/cscbroward

