the Warren center

For Children with Developmental Differences

Brand Identity Guide

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Our Visual Identity System

Maintaining The Warren Center identity necessitates a set of guidelines for designing all communication pieces. The elements in this system provide the tools necessary to create consistent visual messaging in all applications, from outward-facing promotional materials and signage to internal communication. The Warren Center identity is simple and elegant. By employing the use of open, visual spacing, we are able to achieve that feel and give the audience time to process the message.

For effective brand communication, consistency is key. When followed properly, this system outlines clear guidelines to attain a consistent, visually appealing message.

About These Guidelines

This document lays out all of the core elements that make up The Warren Center identity. It should be used as a template for creating consistent visual communication, and it is intended to make the user comfortable with the brand while inspiring the creation of evolving, dynamic design. These guidelines, when used thoughtfully, will contribute immensely to the success of The Warren Center moving forward.

The Logo

The Warren Center logo is our unique signature and acts as the face of our entire organization. We sign every piece of communication with this logo, and it must always be employed exactly as it is presented here. Deviating from the approved uses outlined within this document will cause consumer confusion. Consequently, the position, size, proportions, and spatial relationships of the words may not be altered. Always use the approved artwork and never redraw or recreate the logo.

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For Children with Developmental Differences

Clear Space & Minimum Size

Clear Space

Clear space is the area surrounding the logo and must always be free of any text or graphic elements. Clear space ensures The Warren Center logo appears distinctively in any environment. It is measured by the height of the letter "n" in the name, shown in the diagram to the right. The minimum clear space must always be 1x the "n" on all sides of the logo. Whenever possible, this amount of clear space should be increased.

Clear space is equal to the height of the "n" from the logo.

Minimum Size

To ensure clarity and legibility of The Warren Center logo, a minimum reproduction size has been established. The logo may scale up as large as desired but should not be used smaller than the minimum size of 2" wide, as shown. When the logo is used without the purpose line, the minimum size can be 1.5" wide, as shown.

In certain applications, such as promotional items like pens or key chains, using the logo at the minimum size may not be possible. For these exceptional circumstances, please contact the marketing department for guidance.

2"

Minimum size

1.5"

Minimum size

Logo Variations

A. Primary Logo [preferred]

The primary logo for The Warren Center is multicolored. This logo is best used on a white, or very light-colored background. Whenever possible, please use this application.

B. Stacked Logo

Also acceptable is The Warren Center stacked logo. If the primary logo cannot be used, please use the stacked logo. Same rules for clear space and minimum size apply to the stacked logo.

C. Logos without Purpose Line

The Warren Center can also be used without the purpose line "For Children with Developmental Differences," as shown here.

A

the **Warren** center
For Children with Developmental Differences

B

the **Warren** center : For Children with Developmental Differences

C

the **Warren** center
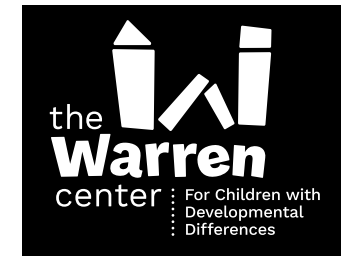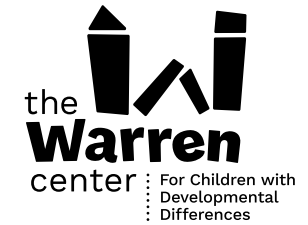

the **Warren** center

Logo Variations (cont.)

D. Reversed or Black use

It is not always possible to use the multicolored logo. The logo should always be easily readable on the background. In cases where the background becomes too dark or you need a black and white version, please employ option D, to the right, so enough contrast is achieved.

D

Icon Logo Variations

The "W" icon may be used as a stand-alone graphic. When using the icon, use the best icon that fits the situations graphically.

A. Multicolored Icon [preferred]

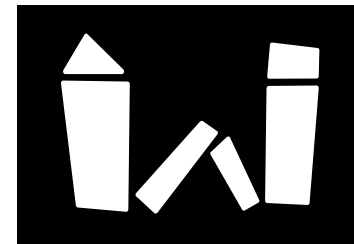**B. Black Icon**

C. Reverse White Icon

A

B

C

Incorrect Logo Usage

To preserve the integrity of The Warren Center logo, never alter the approved configurations, or deviate from the produced standards detailed in these guidelines. Below are some examples of how The Warren Center logo **SHOULD NOT** be treated.

1. Do not create new solid color variations of the logo. Use only the color versions detailed in these guidelines.

2. Do not rotate, stretch, condense, or distort the logo in any way.

3. Do not rearrange or recreate the logo. Use only the artwork provided with these guidelines.

4. Do not use an alternate color in the type logo other than the color versions detailed in these guidelines.

5. Do not separate the "W" icon of the logo. Use only the artwork provided with these guidelines.

1

the Warren center
For Children with Developmental Differences

4

the Warren center
For Children with Developmental Differences

2

the Warren center
For Children with Developmental Differences

5

the Warren center
For Children with Developmental Differences

3

the Warren center
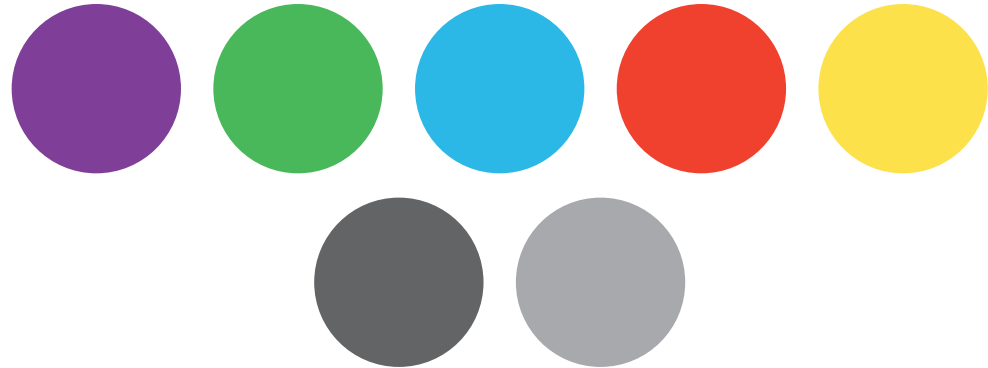For Children with Developmental Differences

Color Palette

The Warren Center's identity system makes use of a definite spectrum of colors. This allows us to communicate effectively with our audiences while maintaining a clear sense of style.

This brand palette derives from our logo and consists of a complementary range of colors. These colors should be predominant in all brand communication pieces.

To ensure consistency, always use the precise color formulas shown here. Do not use color formulas from files that have been converted automatically within software applications. While our colors are easily reproduced in four-color process printing, always use the spot color references provided as the standard for matching our colors.

		Spot	CMYK	RGB	Web/Hex
●	The Warren Center Purple	PANTONE 7662 C	60/90/0/0	127/63/152	7e3f98
●	The Warren Center Green	PANTONE 7738 C	71/0/88/0	73/184/91	49b85b
●	The Warren Center Blue	PANTONE 298 C	67/6/2/0	44/184/230	2cb8e6
●	The Warren Center Red	PANTONE 179 C	0/90/91/0	239/65/46	ef412e
●	The Warren Center Yellow	PANTONE 113 C	2/7/82/0	253/226/75	fde24b
●	The Warren Center Gray	PANTONE 10 C	0/0/0/75	99/100/102	636466
●	The Warren Center Light Gray	PANTONE 429 C	0/0/0/40	167/169/172	a7a9ac

The colors, CMYK, RGB, and hexadecimal breakdowns shown on this page have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE FORMULA GUIDE. PANTONE® is the property of Pantone, Inc.

Typography

The Warren Center's typefaces allow for a clear, consistent message. They are clean, stylish, and legible. And because they come in different weights, they are very versatile and able to perform well in any application.

1. **Work Sans Bold** should be used for all headlines and callout details, including event names, dates, and times.

2. **Work Sans Regular** should be used for all body copy and smaller description blocks. The full spectrum of weights and italics may be used to create more visual texture.

1

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Work Sans Bold — headlines & callout details

2

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Work Sans Regular — body copy