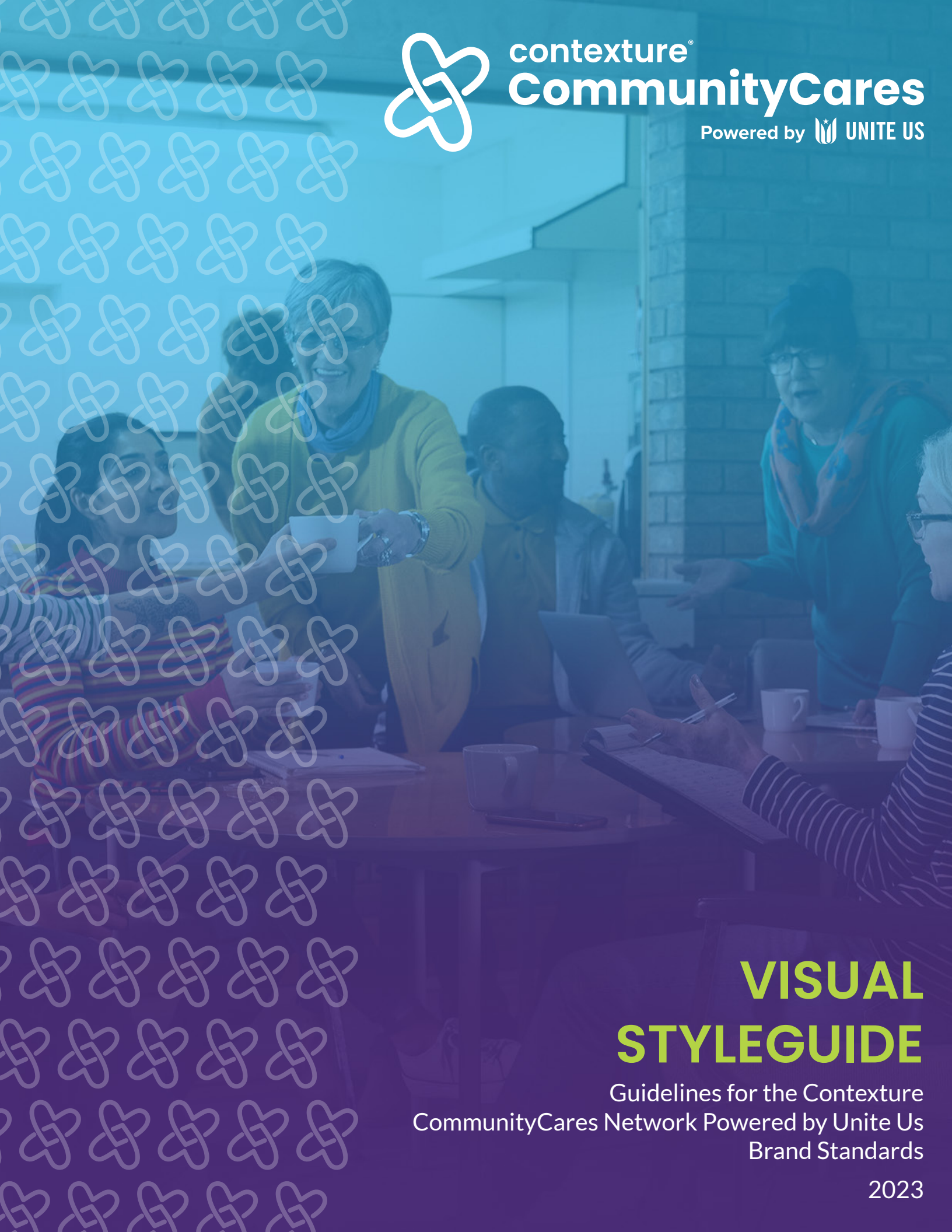




contexture®  
**CommunityCares**

Powered by  UNITE US



# VISUAL STYLEGUIDE

Guidelines for the Contexture  
CommunityCares Network Powered by Unite Us  
Brand Standards

2023

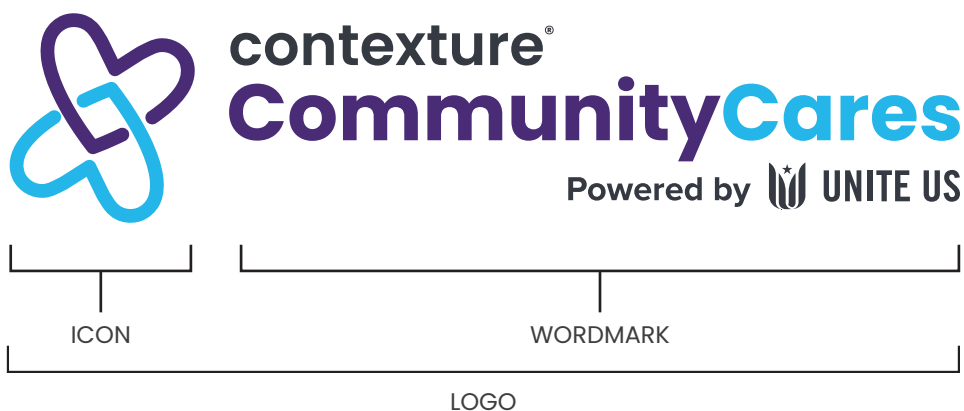
# CORPORATE LOGO

## CORPORATE LOCK-UP

Our logo contains two parts: the icon and the wordmark. The icon may be used on its own, as long as your design says, “Contexture CommunityCares Powered by Unite Us” on the piece. The corporate logo is our primary logo for CommunityCares. It includes both horizontal and stacked versions.

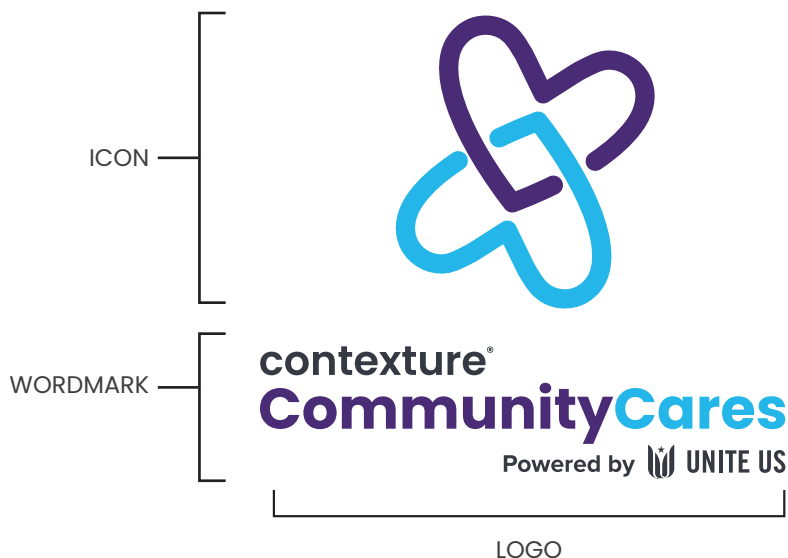
### MAIN

This is our go-to logo. Note its horizontal lockup. This version is our primary logo choice for both internal and external applications — including web, print advertising and collateral. When scaling, dimension and spacing attributes must remain proportionate.



### STACKED

When the main logo doesn’t fit your composition, use this vertical, stacked lockup. Dimension and spacing attributes must remain proportionate when scaling.



# MINIMUM SIZE & CLEAR SPACE

## MINIMUM SIZE LOCK-UP

A minimum size has been set for our logo, for both ease of recognition and successful reproduction in print and on the web. Always use the main logo version (not the stacked) in small sizes. For web applications, a minimum size of 144 pixels is preferred. A minimum size of 1.5 inches width is preferred for print.



MINIMUM SIZE  
1.5 INCH / 144 PIXELS WIDE

## CLEAR SPACE CORPORATE LOCK-UP

There should always be clear space surrounding the logo. The space between the icon and the wordmark should always stay the same.

Note: Dimension and spacing attributes must remain proportionate when scaling.



# COLOR VARIATIONS & TYPEFACES

## MAIN COLORS

Use this color combination, preferably on a white background. You may also use it on a photo containing lots of uniformly light areas so that the logo remains readable.



### ALL WHITE

Use this version when the preferred logo isn't legible — or if printing restrictions limit the ability to use a preferred logo. Use only on dark, solid areas of color from our palette or on uncomplicated photography.



### ALL BLACK

Use this version when the preferred logo isn't legible — or if printing restrictions limit the ability to use a preferred logo. Use only on light, solid areas of color from our palette or on uncomplicated photography.



### WHITE & BLUE

Use this version when the preferred logo isn't legible — or if printing restrictions limit the ability to use a preferred logo. Use only on our main purple color or on uncomplicated photography.



## DISPLAY TYPEFACES

Poppins - Bold is the primary logo typeface for CommunityCares

**CommunityCares**

Poppins - Semibold is the primary logo typeface for Contexture

**contexture**

Proxima Nova - Custom is the primary logo typeface for Powered by Unite Us

Powered by  **UNITE US**

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# CONSISTENCY & FILE FORMATS

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## LOGO CONSISTENCY

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Logo consistency allows our brand to visually speak with a clear voice. Keep the logo exactly as it is. Do not modify, alter or distort the logo in any way – no changing colors, typefaces or proportions; no outlining; no rotating; no adding drop shadows or any Photoshop filters; no adding, removing, changing or rearranging elements.

- Do not encroach on the logo's required clear space.
- Do not use the wordmark part of the logo by itself—use the entire logo (or the icon only).
- Do not create a custom logo for specific purposes. This dilutes our identity.
- Do not use a pixelated or blurry logo.
- Always use the proper file format for your needs.

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## LOGO FILE FORMATS

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### PRINT USE (vector)

**EPS logo files** are your main logo files, also called master files, and all type has been outlined. Because these files are vector-based, they are scalable to any size without losing quality. Although you may not be able to view them on your PC, these are the files that most of your vendors – and anyone creating print work on a Mac – will request. These files are used for signage, apparel and any collateral that requires high-quality commercial or digital printing.

**PDF logo files** function like an EPS file and can be viewed on any computer with Adobe Acrobat or another PDF viewer. They are saved as editable files, with accessible vector paths, mirroring EPS functionality. These files are used for commercial, digital and/or desktop printing.

### SCREEN USE (raster)

**PNG logo files** support transparency (there is no visible white box when placing the file). They are used primarily for web-based projects, but can also be used in PowerPoint and Word. Because these files are pixel-based, scaling them up will degrade quality, making the logo look blurry or pixelated. Always create a larger size using the vector file if you need to use a PNG that is larger than the existing file.

**JPG logo files** do not support transparency (there is a visible white box when placing the file). Because these files are pixel-based, scaling them up will degrade quality, making the logo look blurry or pixelated. Never convert another logo file format into a JPG. This file type is not recommended for use unless specifically requested by an external organization or vendor.

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# COLOR PALETTE

## CORE COLORS

These are the colors in the Contexture CommunityCares Network Powered by Unite Us logo and should be used to reinforce the brand.

**PANTONE**  
3535C

**CMYK**  
87.100.20.8

**RGB**  
74.42.118

**HEX**  
4A2A76

**PANTONE**  
2171C

**CMYK**  
68.8.0.0

**RGB**  
28.181.234

**HEX**  
1CB5EA

**PANTONE**  
426C

**CMYK**  
19.10.0.88

**RGB**  
25.28.31

**HEX**  
191C1F

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## SUPPORTING COLORS

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These colors compliment your core colors. They should always be used at 100% color and never in a gradient.



**PANTONE** 2299C  
**CMYK** 34.0.92.0  
**RGB** 180.216.65  
**HEX** B4D841



**PANTONE** 7740C  
**CMYK** 77.0.97.0  
**RGB** 43.179.78  
**HEX** 2BB34E



**PANTONE** 7413C  
**CMYK** 0.57.89.0  
**RGB** 255.137.49  
**HEX** FF8931



**PANTONE** 2725C  
**CMYK** 64.69.0.0  
**RGB** 104.91.199  
**HEX** 685BC7



**PANTONE** 241C  
**CMYK** 24.100.9.0  
**RGB** 174.37.115  
**HEX** AE3573



**PANTONE** 279C  
**CMYK** 68.30.0.0  
**RGB** 65.143.222  
**HEX** 418FDE

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## USING THE PALETTE

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It's important to know that the color formulas in this document have been optimized for print (CMYK) and screen (RGB and HEX) reproduction and consistency. Always refer to a Pantone Swatchbook for true color representation. Colors may also look different on the web than on printed material.

### FOR PRINT USE

PMS and CMYK color values must be used in projects destined for print (stationery, brochures, ads, invitations). PANTONE (PMS) colors are precise color matches and are sometimes referred to as spot inks or spot colors. CMYK colors are 4-color process printing inks and are used when PMS use is prohibited, such as in magazines or printing on a digital press. CMYK stands for cyan/magenta/yellow/black – the base colors used in printing.

### FOR SCREEN USE

RGB and HEX colors must be used in projects that will be displayed on a screen (PowerPoint presentations, email, newsletters, eAlerts, websites, videos). RGB stands for red/green/blue – the colors used by your monitor. HEX is based on RGB.

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FOR MORE INFORMATION  
ABOUT OUR BRAND, CONTACT  
[communitycares@contexture.org](mailto:communitycares@contexture.org)



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