# CommunityCares
a contexture® solution.

# VISUAL STYLEGUIDE

Guidelines for the CommunityCares brand standards.

2025

# 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, "CommunityCares a contexture solution" on the piece. The corporate logo is our primary logo for CommunityCares. It includes both horizontal and stacked versions.

### PRIMARY

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.
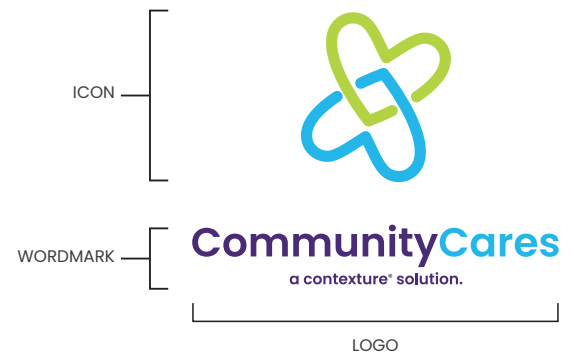


### SECONDARY

This is an alternate logo that highlights our collaboration with Unite Us, enabling us to offer CommunityCares. The logo variations include both horizontal and stacked formats, adhering to the guidelines outlined in this visual style guide.

# 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. For web applications, a minimum size of 144 pixels is preferred for the horizontal logo. A minimum size of 1.5 inches width is preferred for print.

**MINIMUM SIZE**
1.5 INCH / 144 PIXELS WIDE

**MINIMUM SIZE**
1.5 INCH / 144 PIXELS WIDE
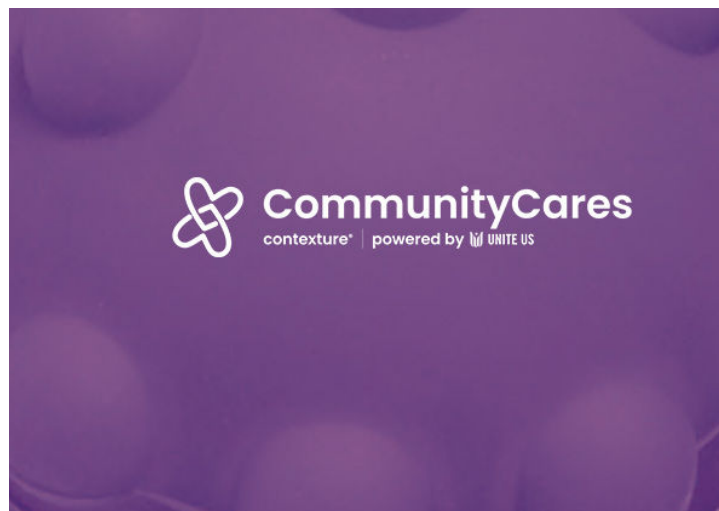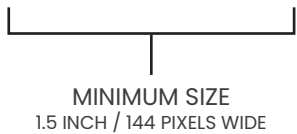
For web applications, a minimum size of 144 pixels is preferred for the stacked and abbreviated logo. A minimum size of 1.5 inches width is preferred for print.

**MINIMUM SIZE**
1.5 INCH / 144 PIXELS WIDE

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1.5 INCH / 144 PIXELS WIDE
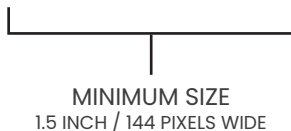
## CLEAR SPACE CORPORATE LOCK-UP

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.
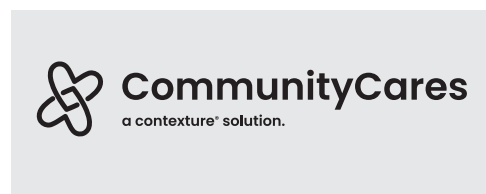
**CommunityCares**
a contexture® solution.

### 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.

**CommunityCares**
a contexture® solution.
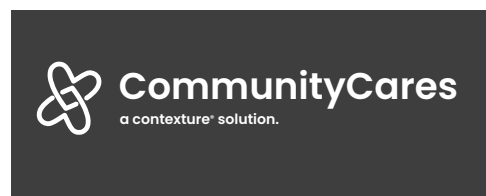
### ALL BLACK

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.

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### COLOR & 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 our main purple color or on uncomplicated photography.

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## DISPLAY TYPEFACES

Poppins - SemiBold is the primary logo typeface for

**CommunityCares**

Poppins - Semibold is the primary logo typeface for

**a contexture solution**

As part of the Secondary logo. Proxima Nova - Custom is the logo typeface for

**Powered by** ⚜ **UNITE US**

# CONSISTENCY & FILE FORMATS

## LOGO CONSISTENCY

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.

## LOGO FILE FORMATS

### 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.

# COLOR PALETTE

## CORE COLORS

These are the colors in the CommunityCares 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

# SUPPORTING COLORS

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

# USING THE PALETTE

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.

# IMAGERY

## PHOTOGRAPHY

Our photography style uses a combination of both location and studio environments to tell a story and show our personality, all while incorporating our values. It is authentic and speaks to our real-life connection to our work and purpose. It allows us to reach people in a way that words alone cannot.

Review the next few pages when selecting imagery, it could help them in aligning with our brand. Make sure there is plenty of light (indoors or outdoors), and that the lighting (natural or artificial) isn't creating heavy shadows on the subjects' faces. Keep the attention on the subject. Choose an environment that doesn't have distracting or unnecessary elements. Don't crop too tightly. Include extra space around the subject for cropping and formatting options.

In our print and digital materials, color photographs are not overly bright or vivid, appearing slightly desaturated. Black and white photographs are high-contrast, with white whites and dark darks, while still retaining detail in the mid-tones. Photos with a blue and purple gradient are the primary imagery that is used for CommunityCares. We also include options where full color images are included to create additional interest in our communications.

### STUDIO

Photography taken in our studio reduces the sense of the unknown. Sometimes this is the best way to show our collaborative process in action. Our brand includes high-contrast black and white portraiture, but studio shots may also be in color depending on the purpose.

### STOCK

Stock photography can be purchased and used sparingly with marcom approval. When selecting your stock photography, try to include four of these six qualities: represent racial, gender, age and professional diversity; properly lit and uncluttered; genuine emotion; engaging storytelling; contexture values; community connection.

### GRADIENT

Color gradients are a powerful tool in marketing to attract attention, convey specific moods, and reinforce brand identity. The color gradient for CommunityCares is unique as it applies a gradient overlay with CommunityCares blue and purple at 70% opacity over the standard color images. There is an additional purple layer covering the bottom third of the image.

# SUPPORTING ICONS

Iconography can help simplify complex ideas or translate messages quickly. From science to conceptual needs, every icon should share a similar style and structure to unify our communications and contribute to a consistent brand experience that is unique to CommunityCares. Icons should be built with a consistent line weight to unify our family of icons. Iconography is defined by outlined forms with consistent line weights and terminals. If introducing filled areas, scale filled areas to family with overall line weights. The purpose of following a primary universal line weight is to establish consistency for the brand.

In some cases, icons may appear in more than one color to add contrast and dynamism to the palette. When using more than one color, always use CommunityCares Purple and CommunityCares Blue with Black or White to reinforce our core brand colors. Using multi-color icons will immediately elevate the proprietary look and feel of our icons.

## WEBSITE

These icons are specifically developed for the website. They can be utilized outside of the website for additional consistency in communications.



## SUBJECT

These icons are specifically developed for certain subjects and key messages. They are utilized in all communications to keep the brand consistent. There are more icons than what is shown here, the marcom team is able to provide further options and the needed files upon request.
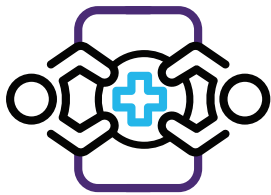
**FOR MORE INFORMATION
ABOUT OUR BRAND, CONTACT**

communitycares@contexture.org

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