BRAND GUIDELINES
12.01.14





PARENT POWERED INNOVATION

The mission of Parent Powered Innovation is to empower parents to engage with, and directly support, researchers seeking cures for diseases afflicting their children. The brand's key value is Optimism. Parent Powered Innovation's optimism, however, is not ungrounded, but rather rooted in Intelligence, Compassion, Support, and Persistence.

In addition to specs for key business communication tools, this booklet contains specifications and usage guidelines for the logo that will serve as the cornerstone of the new Parent Powered Innovation brand. The PPI logo visually represents the power of parents to affect positive change in their children's lives through the image of a ring of children (white) surrounded by a larger circle of adults (orange). The power of the parent-to-parent bond is represented by a starburst of radiating energy, which bonds children and parents together around the circle.

The circle of parents and children is contained within a hexagon. This shape represents the scientific nature of the innovation supported by the group. The warm color palette is designed to represent life, accessibility, vitality, and passion.



LOGO GUIDELINES



LOGOS - 3 Color



The logos on the top of this page are the primary or "Hero" logos for the brand. If, however, a different shape is required, you may freely use the "Alternate" logos pictured below. The logo icon may also be used by iteself.



Hero Logo

Alternate Approved Logos









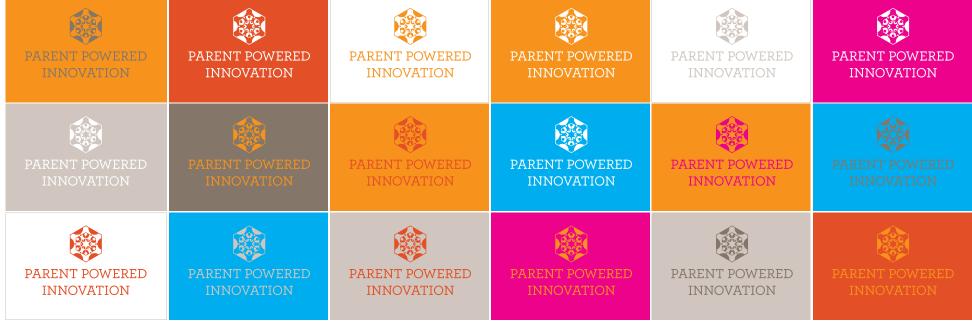


HERO LOGOS - 1 Color



The logos on this and the following two pages are the "1-color logos". They can be used interchangably with the hero and alternate logos on the "3-color logo" page, however they may only be used in the color combinations presented below.

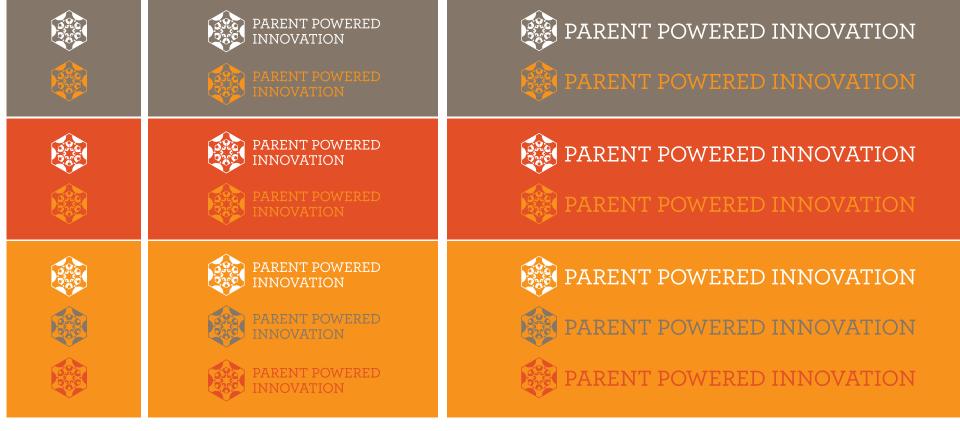






ALTERNATE LOGOS - 1 Color

The logos on this and the following page are the "1-color logos". They can be used interchangably with the hero and alternate logos on the "3-color logo" page, however they may only be used in the color combinations presented below.











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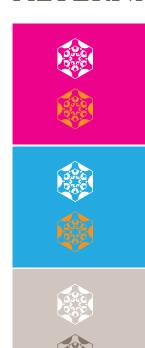


PARENT POWERED INNOVATION



ALTERNATE LOGOS - 1 Color

The logos on this and the previous two pages are the "1-color logos". They can be used interchangably with the hero and alternate logos on the "3-color logo" page, however they may only be used in the color combinations presented below.







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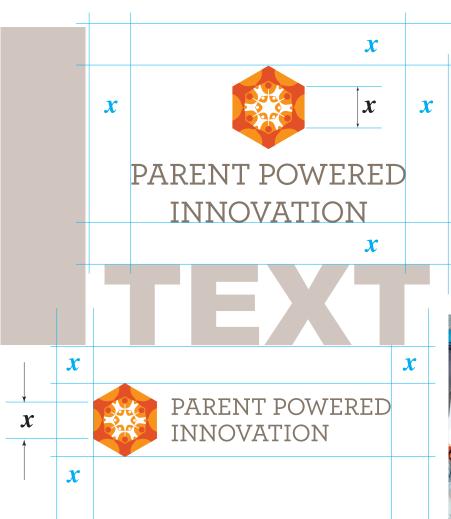
PARENT POWERED INNOVATION



PARENT POWERED INNOVATION

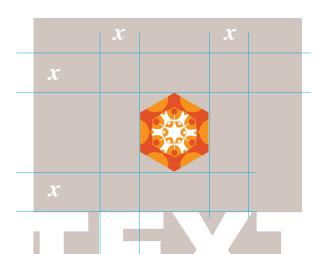


LOGO SAFE AREA



In order to safeguard the legibility of the PPI logo, no element, including graphic shapes, photographs, display type, or body copy text shall encroach closer than the length of one side of the Hexagon containing the logo icon (x) as pictured in the diagrams on this page. Approved color background shapes must extend beyond the safe area.

As the size of the logo changes, so does the safe area around it.



 $\begin{array}{c|c} x \\ x \\ \hline \end{array}$

PARENT POWERED INNOVATION

Logos may be placed over photographs, providing that the single continuous image extends beyond the safe area around the logo.



LOGOS - DO NOT!

The logo is the cornerstone of your brand. In order for it to be recognized and to be useful in helping the public distinguish you from your competitors, it must be consistently used. This page features some examples of things you definitely DO NOT WANT TO DO. It is, by no means, exhaustive, but represents some of the most common violations of logo standards.



DO NOT - have a graphic color break or photographic break under the logo. Do not allow a portion of the logo to disappear because of such a break as the type does above.

DO NOT - fill logo shapes with photographic elements or any color other than those specified in the guidelines.

DO NOT - Outline any logo elements.







DO NOT - Change the shapes that comprise the logo or distort it in any

DO NOT - Place the logo or logo icon into another shape.

DO NOT - Crop the logo or the logo icon in any way.





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DO NOT - Outline or stroke the logo icon or the logo type in any way.

DO NOT - Change the logo type font

DO NOT - Change the logo type size relative to the icon.



PARENT POWERED INNOVATION





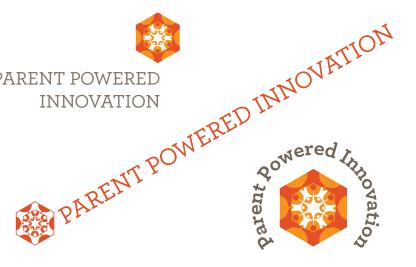
DO NOT - Change the position of the logo type relative to the icon. A good "Rule of Thumb": WHEN IN DOUBT - DON'T DO IT!



PARENT POWERED INNOVATION



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FONT GUIDELINES



FONTS

In order to maintain consistency across all expressions of the Parent Powered Innovation brand we recommend limiting fonts to the following. Display fonts can be used for headlines and call outs, while body fonts are designed for use in paragraphs. We recommend setting body copy "flush left/rag right" whenever possible, to make copy more legible.

DISPLAY and HEADLINE TEXT

ARCHER LIGHT

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrs tuvwxyz 1234567890

ARIAL REGULAR
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz 1234567890

ARCHER BOOK

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrs tuvwxyz 1234567890

ARIAL REGULAR ITALIC

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrs

tuvwxyz 1234567890

ARCHER BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz 1234567890

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz 1234567890

BODY COPY

ARIAL NARROW

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.



COLOR GUIDELINES

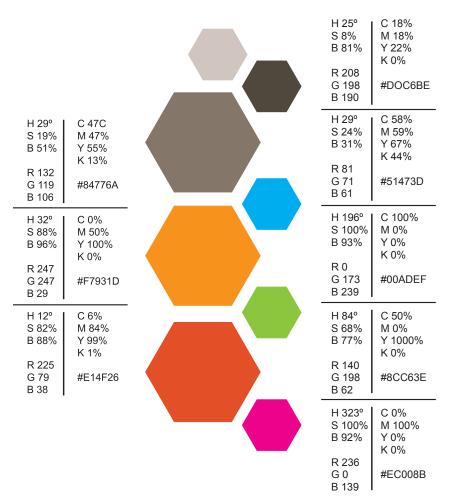


COLORS

BRAND COLOR SPECIFICATIONS FOR LOGOS AND BACKGROUNDS

PRIMARY COLORS

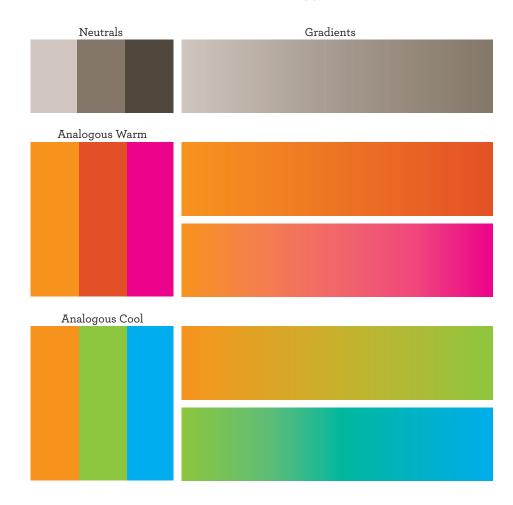
SECONDARY COLORS





The color palette for Parent Powered Innovation evokes the vibrant colors of springtime, and is designed to convey well-being and optimism. While it covers the full spectrum of hues, we recommend using Analogous colors, colors adjacent to one another on the color wheel, for individual compositions. Neutral warm greys are also included and can be paired with either.

In addition to the flat colors shown, we recommend the following gradients between the specified colors.





STATIONARY GUIDELINES



STATIONARY

The PPI letterhead template has been designed for use in Microsoft Word. It features an active text box on Page One, and a wider margin text area on second and later pages. It has a text box on the right margin on page one with contact information. This can be altered as PPI's mailing address changes. There is a footer that appears on pages 2 and beyond. It includes a page number and document name which can be altered by opening up the "Header and Footer" dialog box in the MS Word "Format" tab.

PPI Letterhead Template.docx PPI Letterhead Template.docx (second sheet) Top Margin PARENT POWERED PARENT POWERED INNOVATION INNOVATION P2+ Right Margin - 1.25' Page 1 Text Box - 5" Left Margin - 1.25" Left Margin - 1.25' Lorem ipsum dolor sit amet, sit propriae dissentias concludaturque ei, pro ei December 1, 2014 delectus persecuti omittantur. Similique philosophia ex vel, alia purto epicuri sea Jeffery Boortz id. Semper docendi efficiendi vix ei, sed velit senserit consetetur cu. lisque Zipcode p.404.543.32.72 239 West Benson Street equidem ex nec. scaevola eleifend dissentiet at his, labitur theophrastus usu ea. Decatur, GA 30030 Aperiri fabulas dissentiunt eam cu. An nonumes habemus mediocrem cum. Ei sit ludus partem imperdiet, te usu primis explicari similique. Dear Mr. Boortz Page One Letter - Text Box Address Text Box Ne nec melius suscipiantur, elit natum suscipit ea ius. His ex feugait voluptatum Lorem ipsum dolor sit amet, sit propriae dissentias concludaturque scriptorem, vis eirmod nostrum honestatis ad, te ius dicant iracundia. Viris ei, pro ei delectus persecuti omittantur. Similique philosophia ex vel, munere blandit no his, sale dolore cum cu. Quis saepe sensibus eos ea. Nec eu alia purto epicuri sea id. Semper docendi efficiendi vix ei, sed velit eius erant perfecto, audiam feugiat facilisi mea no, sea et harum altera fabellas. senserit consetetur cu. lisque equidem ex nec, scaevola eleifend In accumsan delectus mediocrem vel. dissentiet at his, labitur theophrastus usu ea. Aperiri fabulas dissentiunt eam cu. An nonumes habemus mediocrem cum. Ei sit Mea facilisi sententiae ex. Te vix dicat sanctus intellegat, sit utamur indoctum ludus partem imperdiet, te usu primis explicari similique. salutandi ea, ad eros paulo quaerendum per. In eam rebum dicit democritum, quo an impedit repudiare intellegebat. Eam quas labitur efficiendi ut, nec quas Ne nec melius suscipiantur, elit natum suscipit ea ius. His ex feugait vituperata no. Putant possim aliquid vel ut. voluptatum scriptorem, vis eirmod nostrum honestatis ad, te ius dicant iracundia. Viris munere blandit no his, sale dolore cum cu. Purto adolescens duo ne, pro paulo vidisse adipiscing ex. Stet facilis eu qui, ei Quis saepe sensibus eos ea. Nec eu eius erant perfecto, audiam impetus placerat torquatos eam, cu has quidam deseruisse. An graeco pertinax feugiat facilisi mea no, sea et harum altera fabellas. In accumsan eam. Duo nemore possim ex, an nostro copiosae nec, ut iudico periculis vis. Ea delectus mediocrem vel. usu quod labore mediocrem. Mea facilisi sententiae ex. Te vix dicat sanctus intellegat, sit utamur indoctum salutandi ea, ad eros paulo quaerendum per. In eam Sincerely, rebum dicit democritum, quo an impedit repudiare intellegebat. Eam quas labitur efficiendi ut, nec quas vituperata no. Putant possim aliquid vel ut. Purto adolescens duo ne, pro paulo vidisse adipiscing ex. Stet facilis eu qui, ei impetus placerat torquatos eam, cu has quidam deseruisse. An graeco pertinax eam. Duo nemore possim ex, an Daniel Fischer nostro copiosae nec, ut iudico periculis vis. Ea usu quod labore Founder and President mediocrem. dfischer@parentpoweredinnovation.org Lorem ipsum dolor sit amet, sit propriae dissentias concludaturque ei, pro ei delectus persecuti omittantur. Similique philosophia ex vel, alia purto epicuri sea id. Semper docendi efficiendi vix ei, sed velit senserit consetetur cu. P2+ Footer TYPE THE DOCUMENT TITLE **Bottom Margir** .875"



ENVELOPE

The PPI Envelope is designed to be printed on a color laser printer. Use the template PPI_No10_Envelope_Template.doxc to insert the mailing address and PPI's return address.

PPI_No10_Envelope_Template.docx



Street Address City, State, Zipcode

[Recipient Name]

[Company Name]

[Address Line 1]

[Address Line 2]

[Address Line 3]

[Address Line 4]



BUSINESS CARD GUIDELINES



BUSINESS CARDS

The PPI Business Card is formatted horizontally as shown below. There is a version with a full address and one without. Use the one without until PPI has a permanent address. Use the templates included in the PPI_Businesscards folder to create new cards. We recommend using Vistaprint Ultra Thick Business Cards.

PPI_Business_Card_Template_Front.pdf

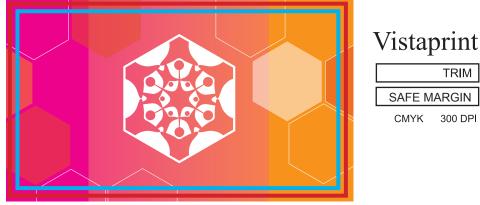


PPI_Business_Card_Template_Address_Front.pdf





PPI_Business_Card_Back.pdf

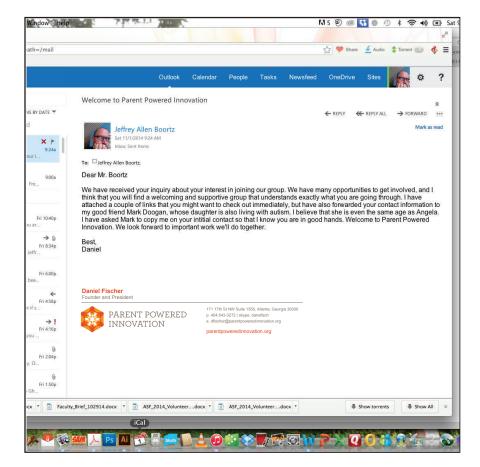




EMAIL GUIDELINES



EMAIL



To create a picture signature, open the PPI_Email_Logo_Template.psd in photoshop. Type over each layer to create employee specific signature. Save a copy as a .png file. Import into your email program.

PPI_Email_Logo_Template.psd



To create a text only signature, open the PPI_Email_Text_Template.doxc in microsoft WORD. Type over each layer to create employee specific signature. Cut the whole paragraph of text and paste into the signature dialog box on your email program.

PPI_Email_Text_Template.docx





POWERPOINT GUIDELINES



POWERPOINT

PPI_Overview.pptx

PPLOverview.pptx

PPLOverview.pptx

Q Search in Presentation

Q Search in Presentation

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Research Master University Title State Show Review

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Included in this brand package is a template for creating powerpoint presentations. The Overview presentation is formatted. If new slides are needed you can duplicate an existing slide, or use one of the master slide elements under the "new slide" dialog box.







worldwide suffer from rare diseases**











This set of brand guidelines were developed for Parent Powered Innovation by Jeff Boortz Creative. If you have any questions about its approved usage, please contact:

Jeff Boortz jeff@jeffboortzcreative.com p. 484-431-8361

