

# BRAND GUIDELINES

12.01.14



PARENT POWERED  
INNOVATION



# PARENT POWERED INNOVATION

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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

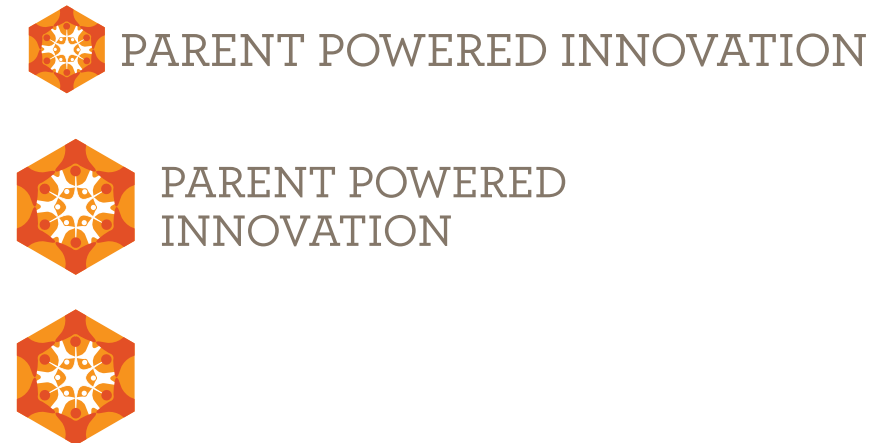
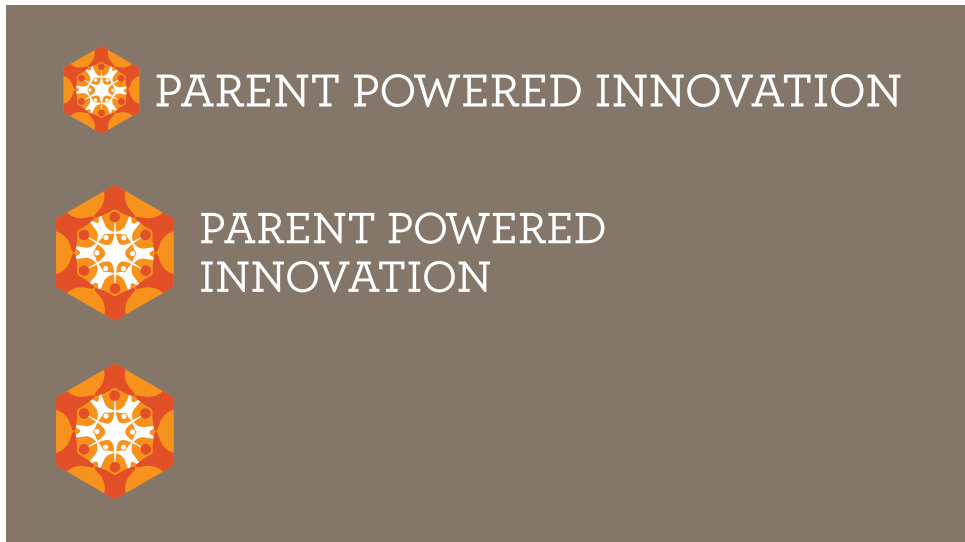


# LOGOS - 3 Color

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 itself.

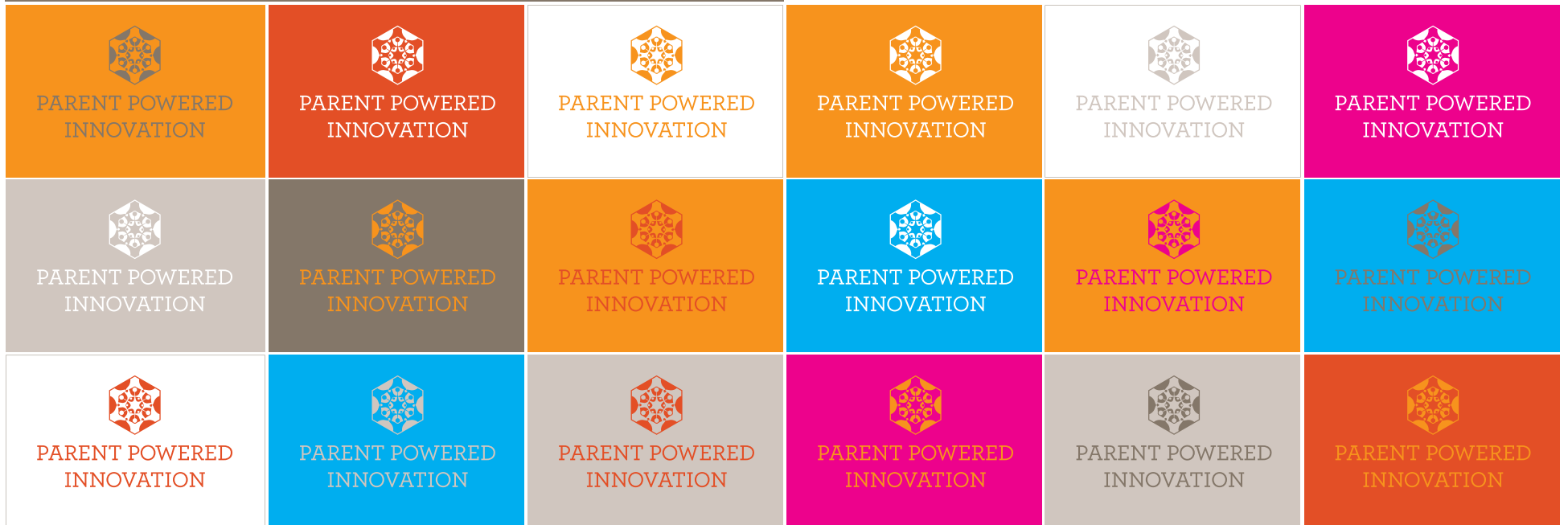
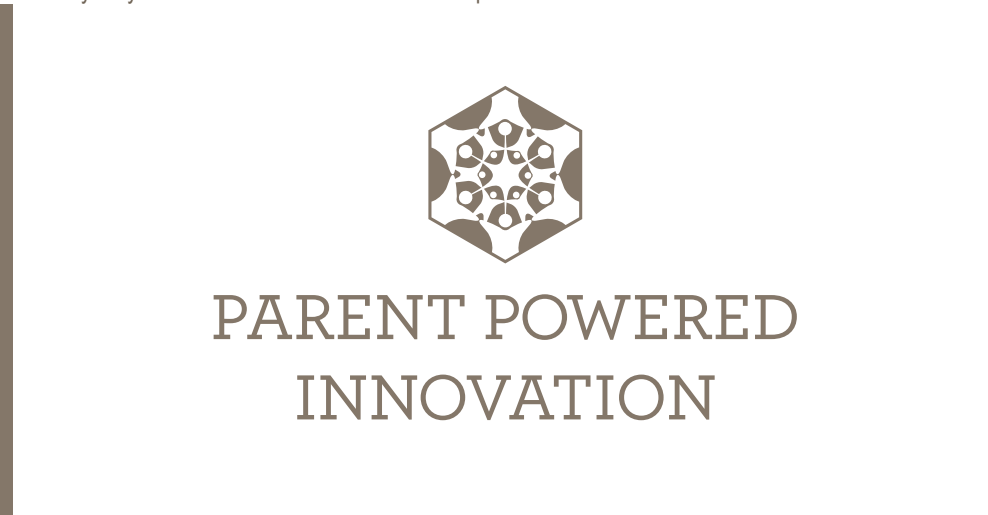
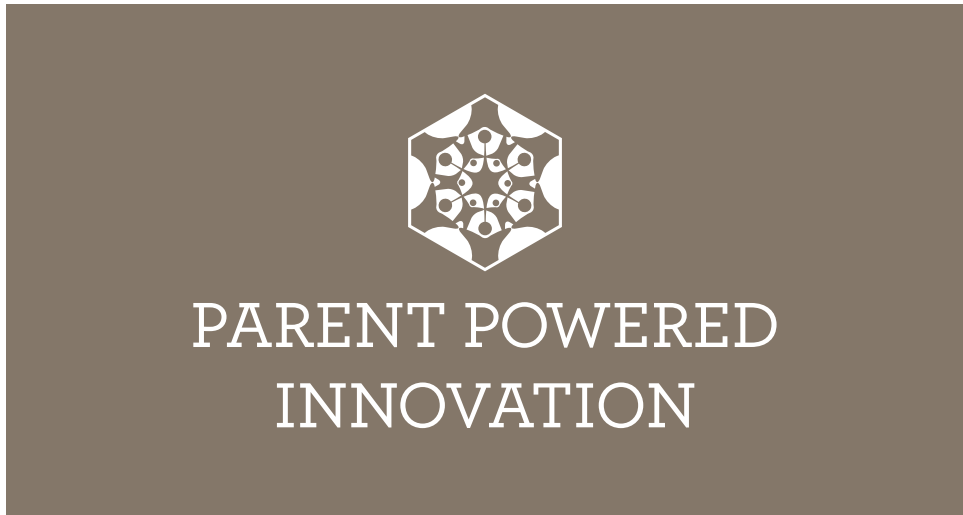


Alternate Approved Logos
























# HERO LOGOS - 1 Color

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

 	 PARENT POWERED INNOVATION  PARENT POWERED INNOVATION	 PARENT POWERED INNOVATION  PARENT POWERED INNOVATION
 	 PARENT POWERED INNOVATION  PARENT POWERED INNOVATION	 PARENT POWERED INNOVATION  PARENT POWERED INNOVATION
  	 PARENT POWERED INNOVATION  PARENT POWERED INNOVATION  PARENT POWERED INNOVATION	 PARENT POWERED INNOVATION  PARENT POWERED INNOVATION  PARENT POWERED INNOVATION



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# ALTERNATE LOGOS - 1 Color

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

	 <p>PARENT POWERED INNOVATION</p> <p>PARENT POWERED INNOVATION</p>	 <p>PARENT POWERED INNOVATION</p> <p>PARENT POWERED INNOVATION</p>
	 <p>PARENT POWERED INNOVATION</p> <p>PARENT POWERED INNOVATION</p>	 <p>PARENT POWERED INNOVATION</p> <p>PARENT POWERED INNOVATION</p>
	 <p>PARENT POWERED INNOVATION</p> <p>PARENT POWERED INNOVATION</p> <p>PARENT POWERED INNOVATION</p>	 <p>PARENT POWERED INNOVATION</p> <p>PARENT POWERED INNOVATION</p> <p>PARENT POWERED INNOVATION</p>



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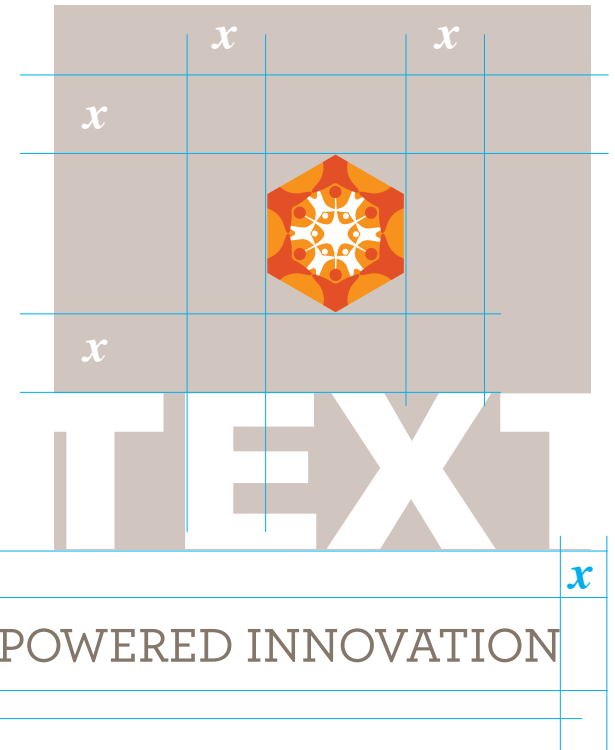
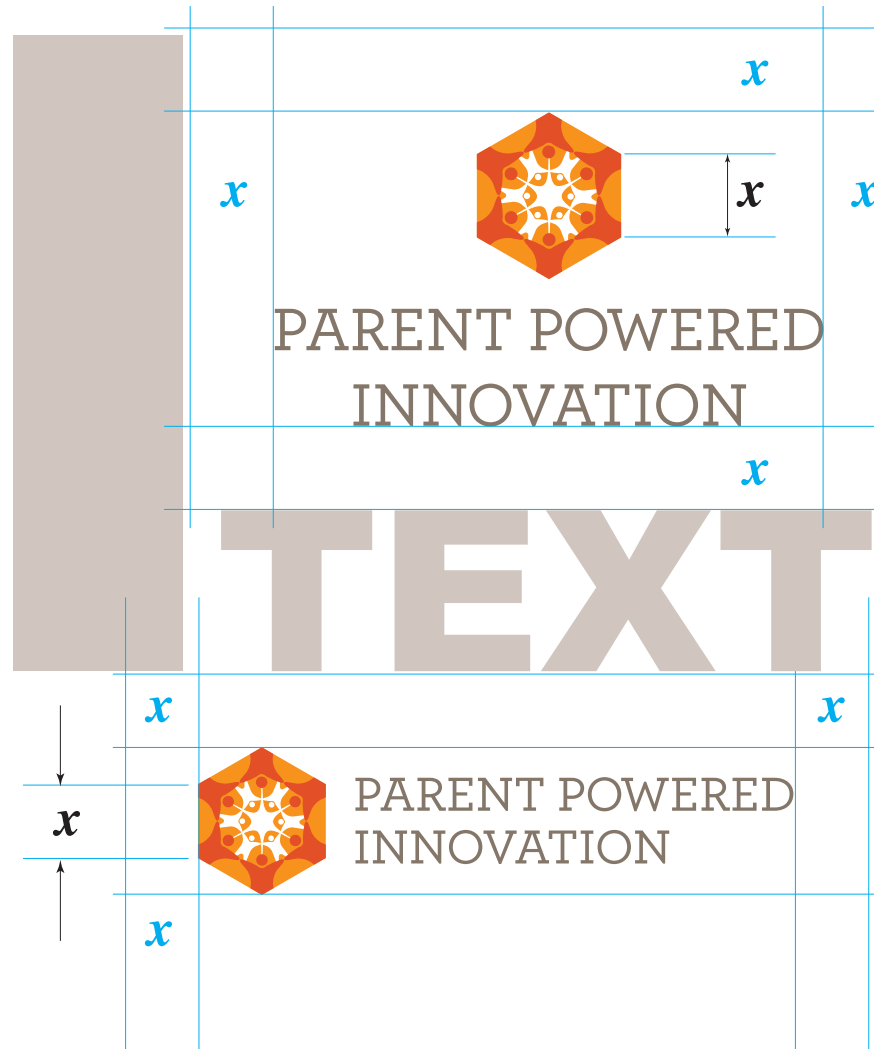


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# LOGO SAFE AREA

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.



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





# LOGOS - DO NOT!

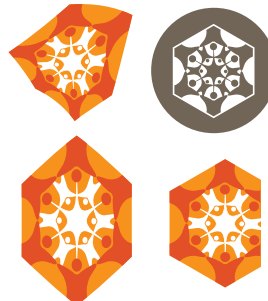
The logo is the cornerstone of your brand. In order for it to be recognized and to be useful in helping the public distinguish you from your competitors, it must be consistently used. This page features some examples of things you definitely DO NOT WANT TO DO. It is, by no means, exhaustive, but represents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



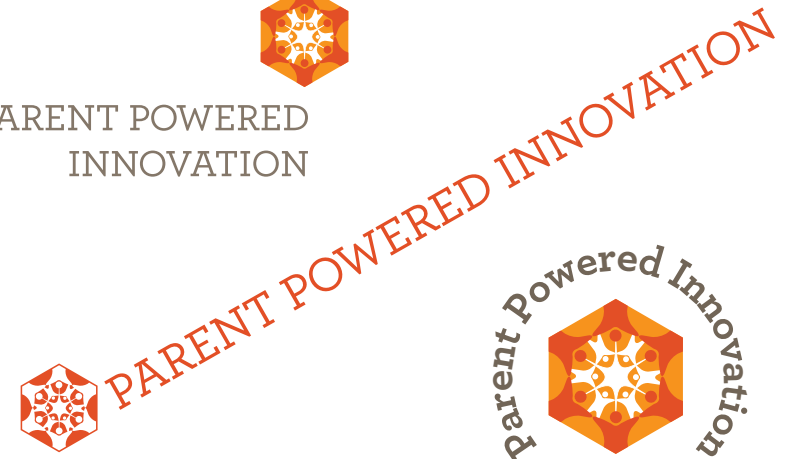
- DO NOT** - Change the shapes that comprise the logo or distort it in any manner.
- DO NOT** - Place the logo or logo icon into another shape.
- DO NOT** - Crop the logo or the logo icon in any way.



- 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.



- 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!**



# 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

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### ARCHER LIGHT

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrs  
tuvwxyz 1234567890

### ARCHER BOOK

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrs  
tuvwxyz 1234567890

### ARCHER BOLD

**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopqrs**  
**tuvwxyz 1234567890**

### ARIAL REGULAR

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrs  
tuvwxyz 1234567890

### ARIAL REGULAR ITALIC

*ABCDEFGHIJKLMN*  
*OPQRSTUVWXYZ*  
*abcdefghijklmnopqrs*  
*tuvwxyz 1234567890*

### ARCHER BLACK

**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopqrs**  
**tuvwxyz 1234567890**

## BODY COPY

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### ARIAL NARROW

The quick brown fox jumped  
over the lazy dog.

### ARIAL NARROW ITALIC

*The quick brown fox jumped  
over the lazy dog.*

### ARIAL NARROW BOLD

**The quick brown fox jumped  
over the lazy dog.**



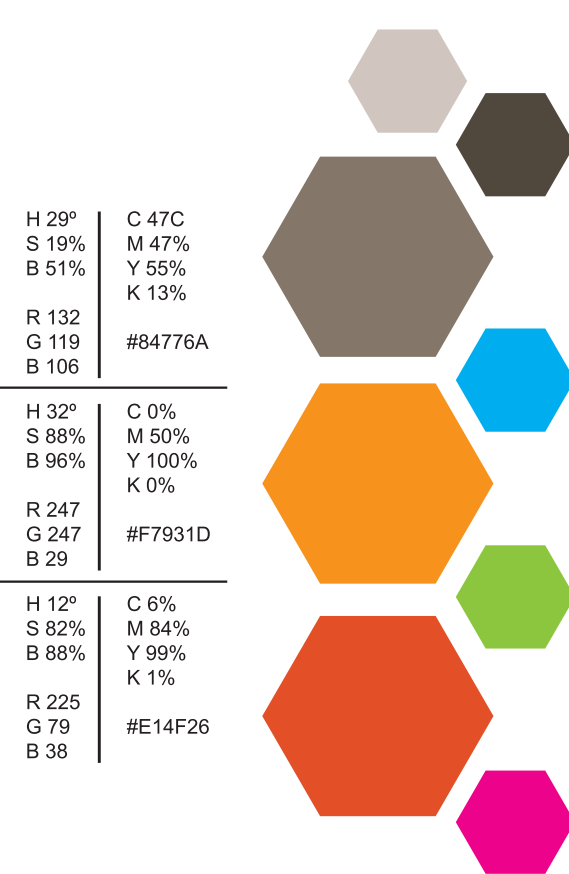
# COLOR GUIDELINES



# COLORS

## BRAND COLOR SPECIFICATIONS FOR LOGOS AND BACKGROUNDS

### PRIMARY COLORS



H 29° | C 47C  
S 19% | M 47%  
B 51% | Y 55%  
K 13%  
R 132  
G 119 | #84776A  
B 106

H 32° | C 0%  
S 88% | M 50%  
B 96% | Y 100%  
K 0%  
R 247  
G 247 | #F7931D  
B 29

H 12° | C 6%  
S 82% | M 84%  
B 88% | Y 99%  
K 1%  
R 225  
G 79 | #E14F26  
B 38

### SECONDARY COLORS

H 25° | C 18%  
S 8% | M 18%  
B 81% | Y 22%  
K 0%  
R 208  
G 198 | #DOC6BE  
B 190

H 29° | C 58%  
S 24% | M 59%  
B 31% | Y 67%  
K 44%  
R 81  
G 71 | #51473D  
B 61

H 196° | C 100%  
S 100% | M 0%  
B 93% | Y 0%  
K 0%  
R 0  
G 173 | #00ADEF  
B 239

H 84° | C 50%  
S 68% | M 0%  
B 77% | Y 100%  
K 0%  
R 140  
G 198 | #8CC63E  
B 62

H 323° | C 0%  
S 100% | M 100%  
B 92% | Y 0%  
K 0%  
R 236  
G 0 | #EC008B  
B 139



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.



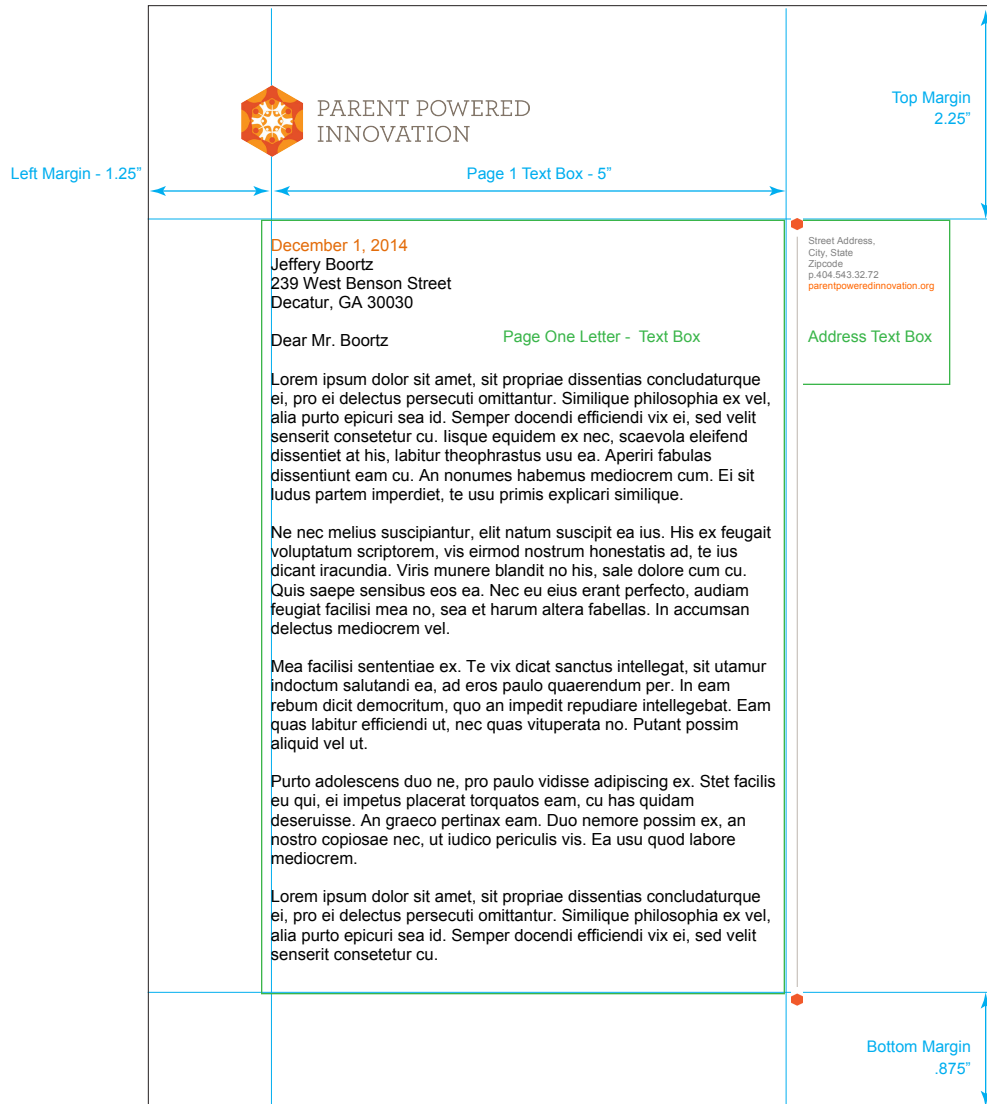
# STATIONARY GUIDELINES



# 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)



# ENVELOPE

The PPI Envelope is designed to be printed on a color laser printer. Use the template PPI\_No10\_Envelope\_Template.docx to insert the mailing address and PPI's return address.

PPI\_No10\_Envelope\_Template.docx



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Street Address  
City, State, Zipcode



**[Recipient Name]**

[Company Name]

[Address Line 1]

[Address Line 2]

[Address Line 3]

[Address Line 4]



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# BUSINESS CARD GUIDELINES



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# 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.

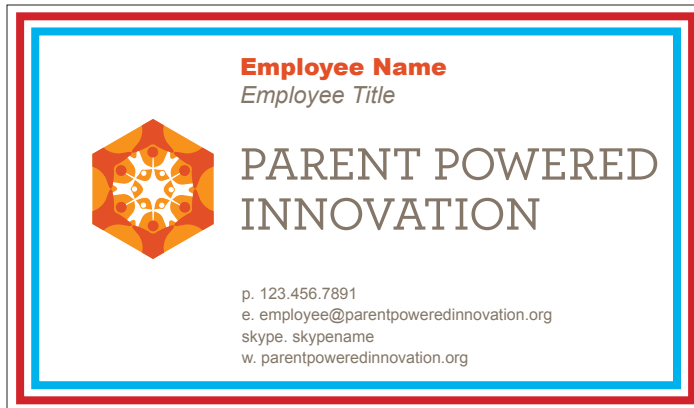
PPI\_Business\_Card\_Template\_Front.pdf



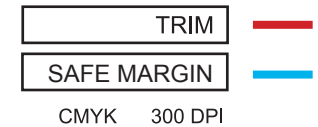
PPI\_Business\_Card\_Template\_Address\_Front.pdf



PPI\_Business\_Card\_Back.pdf



Vistaprint



# 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

## Employee Name

Employee Name



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Street Address, City, State Zipcode  
p. 123.456.7891 | skype: skypeaddress  
e. employee@parentpoweredinnovation.org

[parentpoweredinnovation.org](http://parentpoweredinnovation.org)

To create a text only signature, open the PPI\_Email\_Text\_Template.docx 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

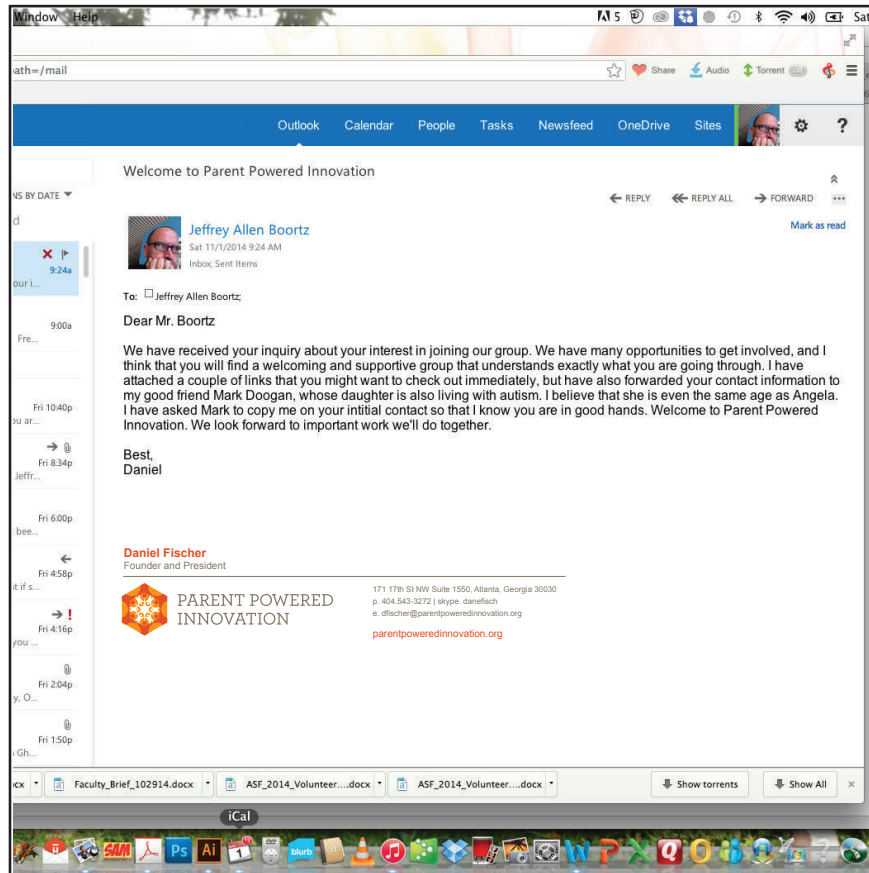
## Employee Name

Employee Title

## Parent Powered Innovation

Street Address, City, State Zipcode  
p. 123.456.7891 | skype: skypeaddress  
e. employee@parentpoweredinnovation.org

[parentpoweredinnovation.org](http://parentpoweredinnovation.org)



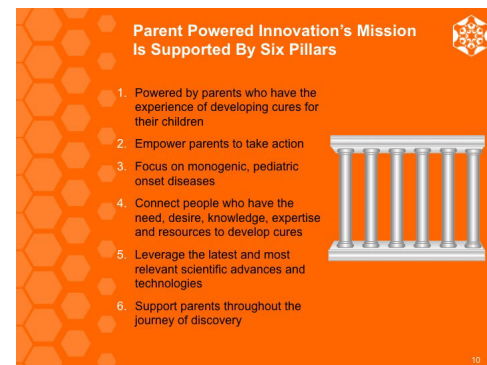
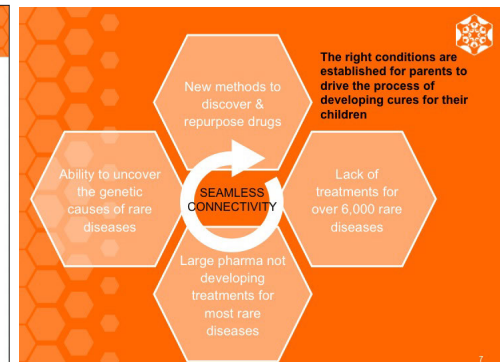
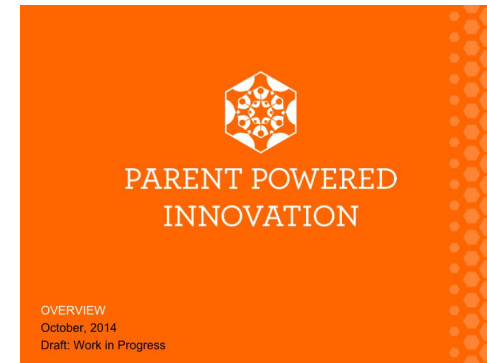
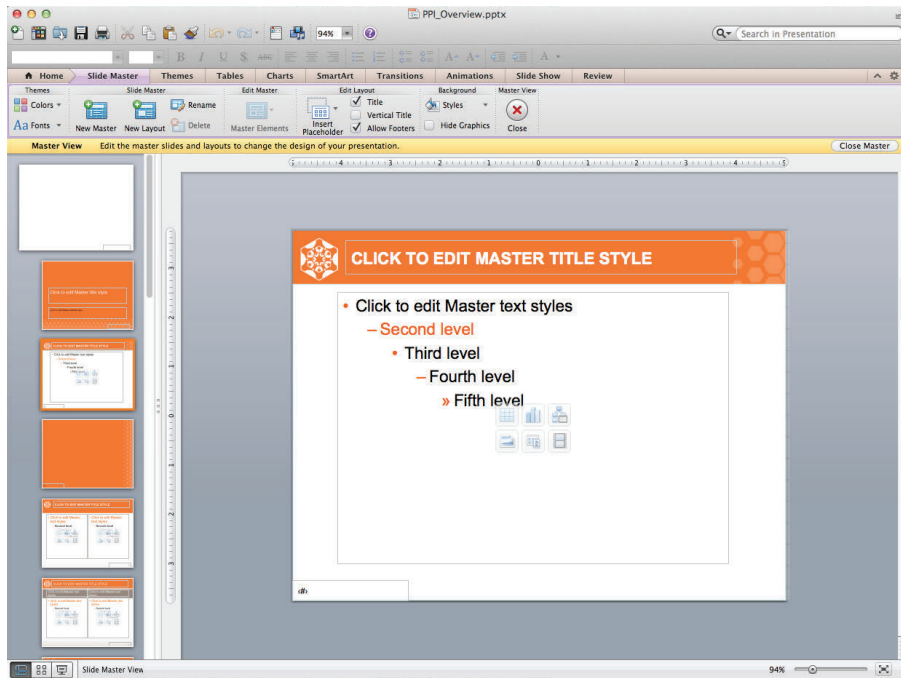
# POWERPOINT GUIDELINES



# POWERPOINT

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.

PPI\_Overview.pptx





# PARENT POWERED INNOVATION

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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:

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



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