

(insert logo here)

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**GRAPHIC STANDARDS & STYLE GUIDE**

Produced February 2010

# Introduction

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## Purpose & Benefits

- Guidelines for identity system
- Avoid audience confusion
- Increase recognition; clear consistent communication is key to audience absorbing message
- Establish consistency as a reflection of brand; build trust and audience expectancy
- Create strong of visual presence
- Strength of system depends on consistent implementation

## Identity Overview

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Logo (mark & logotype)

Color

Typography

Other graphic elements (if used)

## Signature (Logo)

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- About the logo
- Expresses identity to the world
- Importance of placement and construction for maintaining the integrity of its expression
- Importance of adherence to principles that govern usage (as outlined here)

## Margin and Size Requirements

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### Letterhead Margin

- Body copy
- Standard margins
- Include visual of letterhead
- placement on page

### Minimum & Maximum Logo size

- Ensure legibility
- Footnote usage (sponsor or return address)
- General usage
- General placement

## Minimum Logo margin

- What this means
- Allows it to breathe and stages the logo and enhances supporting elements
- Use with address or tagline

## Acceptable Logo Configurations

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### Preferred

Associated graphic elements

Logotype usage (if applicable)

## Unacceptable Logo Usage

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- Distortion
- Type replacement
- Rotation
- Using partial elements
- Wallpaper
- Reversal

## Color Logo Configurations

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Color

Black & White

Over color or Images

## Color Palette

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Use of colors: spot color codes

- Coated vs. Uncoated

Color palette

- pantone swatches for print
- RGB or Hex codes for e-communications

## Typography

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Type Families

Calibri

## Garamond

### Correspondence

- Contracts
- Handouts
- Forms
- Spreadsheets
- Powerpoints
- Business papers

### Rules of Thumb

- Body copy font size
- Headlines font size
- Two-point difference between varying styles
- Limit variation of type sizes or will be visually confusing
- How to use bold, italics, etc. (rule of thumb not to use more than two typefaces per document, and these variations are generally read as separate typefaces)
- All caps
- Small caps
- Bold face
- Drop shadows and glyphs

## Key Messaging

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Mission

Tagline

Positioning Statement

Talking Points

- Who, what, where, when, how

Values

Words not to use

- Jargon
- Acronyms

Tone

- Key qualities
- Use of evaluative language
- Active vs. passive

## Standard Wording Issues

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Appearance of Business Name

- Acronym

## Address Information

- include phone

## Email Signature

## Mailing Designation

- Indicia
- Mailing Service Line: Change Service Requested
- 8 pt.; the U.S. Post Office requires that these two pieces of information not appear in type smaller than 8 pt.

## Grammar and Style

- Include style sheet
- Bullets
- Style guide of choice
- Spacing
- Capitalization of headlines (articles, conjunctions, prepositions)

## Use of Photos & Images

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### General

- How they are used
- Images from member organizations of constituents
- Images from trainings

### Logo File formats

- Use with word
- Use with web
- Use with CS

### Images for print

- tiff or jpeg size
- Photographs or illustrations –scanned at 300 dpi
- Black and white line art scanned at 66 dpi

### Images for the web

- jpeg size
- resolution

### Copyrights, etc.

- Creative commons

- Photo Right forms

## Design Samples

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Stationary  
Annual Report  
e-Newsletter  
Catalog

## Print Considerations

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Inhouse vs. Print Shop  
Offset vs. digital  
Sustainability  
Other