

Last Updated:

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ALIGN

BRAND GUIDELINES



CONTENTS

03	Intro
06	Logo
12	Color
15	Typography
19	Graphics

Last Updated:

March 25, 2019

^{S/}01 INTRO

INTRO BRAND GUIDELINES

This document outlines the standards and guidelines of the Align brand identity. Consistent use of these guidelines is important to ensure a strong brand presence across all communications and interactions. These guidelines will help all team members to accurately represent the brand in its best light.

INTRO THE ALIGN CAMPAIGN

ALIGN is a comprehensive and actionable awareness campaign to support recommendation #3 from the Changing Campus Culture report. The ALIGN campaign provides an opportunity to acknowledge the collective effort being made through the Changing Campus Culture initiative to end sexual violence at colleges and universities across Ohio. By having clear, consistent messages statewide that communicate a shared sense of responsibility and respect, we seek to provide students, staff, faculty, families, and alumni with a common call to action.

Last Updated:

March 25, 2019

\$/02 LOGO

Last Updated:

March 25, 2019

LOGO LOCKUPS

Lockups

a. Main: The main logo should be used on all print and digital collateral whenever possible.

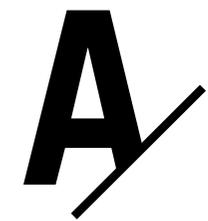
b. Favicon: Short for favorite icon, the favicon is an abbreviated version of the main logo. It should only be used on the website as a tab icon and on social media as profile image if necessary.

a.



ALIGN

b.



A

LOGO USAGE

Clear Space

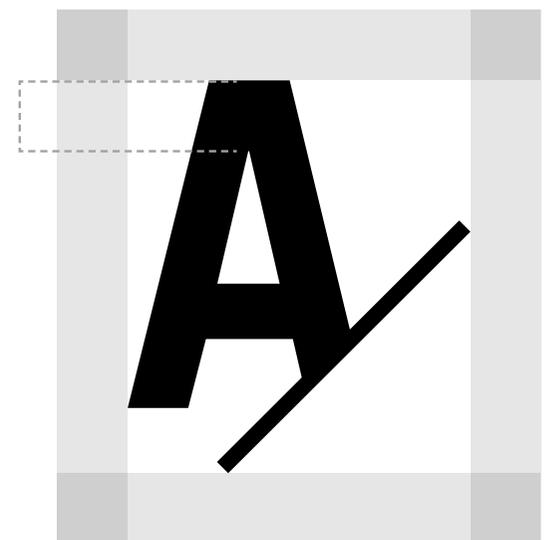
a. Main: To ensure legibility, the logo must stand out and not be cluttered with competing elements. Please allow minimum clear space shown.

b. Favicon: To ensure legibility, the favicon must stand out and not be cluttered with competing elements. Please allow minimum clear space shown.

a.



b.



LOGO USAGE

Acceptable Color Application

a. Main: The logo may be used in black.

b. Other Align Brand Colors: The logo may be used in brand colors shown in palette (p. 12).

c. White: The logo can white on any background color shown in palette (p.12).

a.



b.



c.



Cautionary Color Application

d. Non-Brand Colors: Should be avoided; only acceptable when being used in a partnership with another band or as a child-brand of some sort. Should be approved by branding specialist before implementing.

e. Non-Brand Neutrals: May be applied when logo is being used in a group of other brands' logos in order to establish visual unity, for example, when an organization is listing sponsors or partnerships.

d.



e.



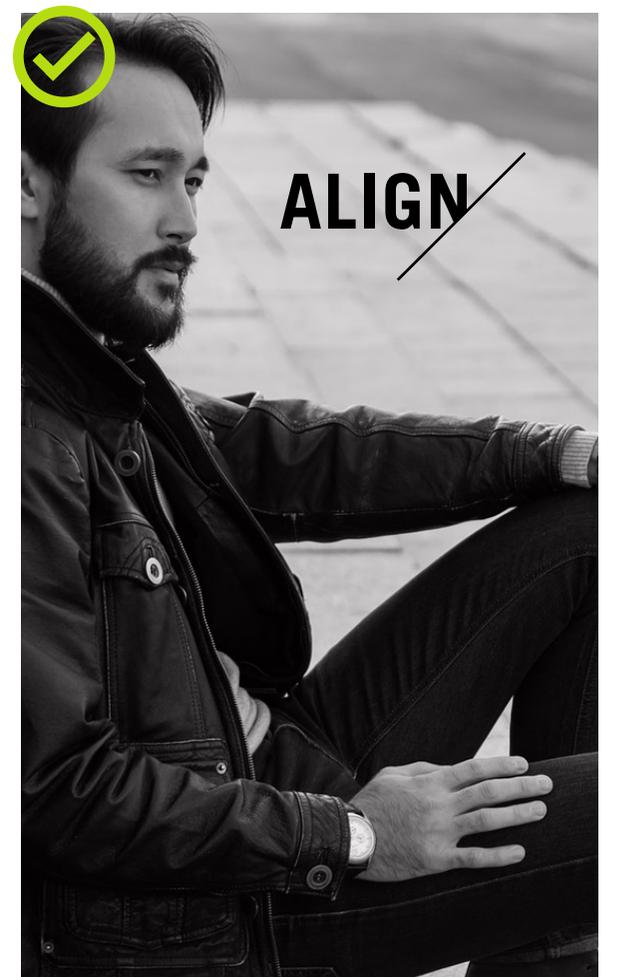
Last Updated:

March 25, 2019

LOGO USAGE

Color Application on Backgrounds

Be sure that the color selected for the logo provides adequate contrast and legibility.



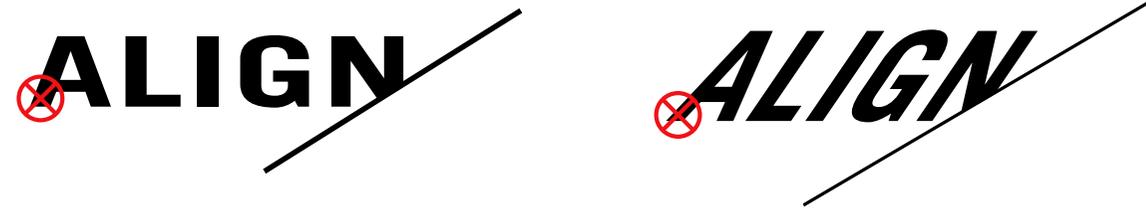
Last Updated:

March 25, 2019

LOGO USAGE

Other “Don’ts”

Stretching, Skewing When scaling the logo for different uses, make sure the scale is kept proportionate. Any skewing or stretching to fit a logo somewhere is prohibited. Do not turn the logo vertically. The logo must be kept at a horizontal axis.



Outlining Outlining the logo is prohibited.



Effects Any and all logo effects are prohibited.



Last Updated:

March 25, 2019

S/03 COLOR

Last Updated:

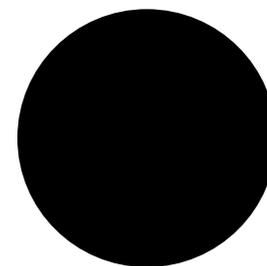
March 25, 2019

COLOR PALETTE

Palette Details

The Align color palette should always be used in a monochromatic way. The blue hues may be used in a combination with each other and with the neutrals; the yellow tone can be used in the same way, but the blues and yellow are never to be used in combination with each other.

When customizing the brand to reflect a specific institution, choose one color only from the company's brand standards to apply; ie: Ohio State PMS 200 Red. If an institution uses more than one color, choose the main color from the palette to keep it monochromatic.

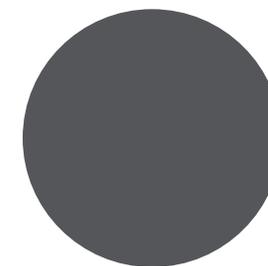


Pantone Process Black

CMYK: 0/0/0/100

RGB: 0/0/0

WEB/HEX: 000000

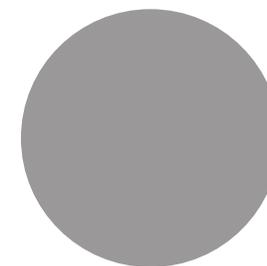


Pantone Cool Gray 11 C

CMYK: 65/57/52/29

RGB: 85/86/90

WEB/HEX: 55565a



Pantone Cool Gray 7 C

CMYK: 42/35/35/1

RGB: 154/153/153

WEB/HEX: 9a9999

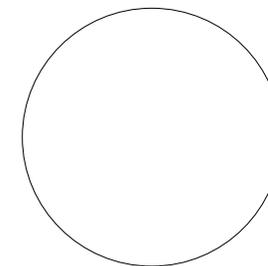


6% Process Black

CMYK: 4/3/3/0

RGB: 240/240/240

WEB/HEX: f0f0f0

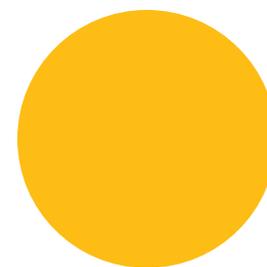


White

CMYK: 0/0/0/0

RGB: 255/255/255

WEB/HEX: ffffff

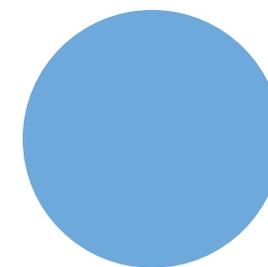


Pantone Yellow 123 C

CMYK: 0/27/99/0

RGB: 255/190/14

WEB/HEX: ffbe0e

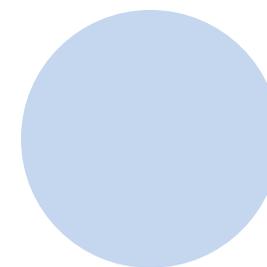


Pantone Blue 248 C

CMYK: 55/22/0/0

RGB: 110/169/219

WEB/HEX: 6ea9db



Pantone Blue 2707 C

CMYK: 21/9/0/0

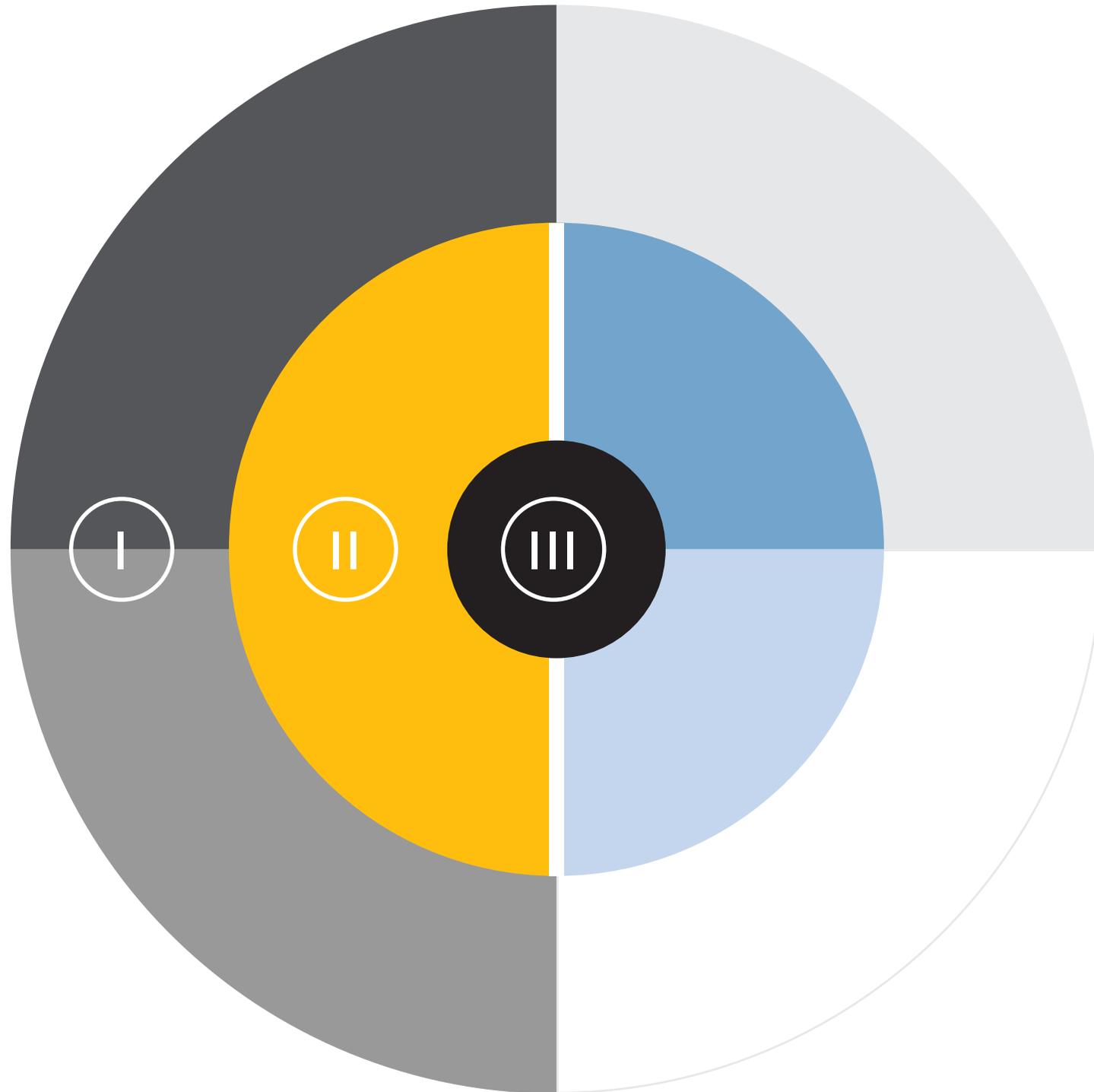
RGB: 196/215/239

WEB/HEX: c4d7ef

COLOR USAGE

Usage Hierarchy

Blacks and neutrals should be used as main colors. All other colors or a specific institutions colors should be used as accent colors.



Last Updated:

March 25, 2019

^{S/}04 TYPOGRAPHY

Last Updated:

March 25, 2019

TYPOGRAPHY FONT PALETTE

Din Mittelschrift

All-caps
Tracking: 80-100

Mainly used for headings and display type.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&*()

Din Engschrift

All-caps
Tracking: 20-50

Mainly used as an alternative for headings when needed.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&*()

Last Updated:

March 25, 2019

TYPOGRAPHY FONT PALETTE

Univers

Sentence case & Title Case
Tracking: 0-30

Light & Bold weights

Mainly used for body copy and captions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#% ^&* ()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#% ^&* ()

Bodoni Bold Italic

Mainly used for decorative type and large numbers and stats.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#% ^&* ()

TYPOGRAPHY USAGE

Usage Hierarchy

The Align font palette should always be used lowercase or caps as indicated and with tracking and leading suggested on pgs. 15 and 16. Any typeface within the Align font palette can be used for headline or body copy if a clear hierarchy is created by adjusting size and mixing weights as shown. No typefaces outside of the palette permitted.

11% SEXUAL VIOLENCE ON CAMPUS AFFECTS OVER
11% OF THE OVERALL STUDENT POPULATION.
 seventy three percent of **LGBTQ** college students
 experience some sort of sexual violence on campus.
**MOST COLLEGE STUDENTS AGREE THAT THEY CAN DO SOMETHING ABOUT
 SEXUAL VIOLENCE ON CAMPUS YET THEY DO NOT GET INVOLVED.**
**1 IN 5 FEMALES EXPERIENCE 1 IN 5
 CAMPUS SEXUAL VIOLENCE.**
*80% OF SEXUAL VIOLENCE IS COMMITTED BY SOMEONE THE VICTIM
 KNOWS, SUCH AS AN ACQUAINTANCE, A FRIEND OR A PEER. ——— 80%*

Last Updated:

March 25, 2019

\$/05

GRAPHICS

GRAPHICS ELEMENTS

Solid Shapes and Lines

- Triangle
- Solid lines
- Non-solid lines
- Half circles
- Silhouettes



Last Updated:

March 25, 2019

GRAPHICS USAGE

Usage Hierarchy

The Align graphic elements should be used in the size and position shown.

The only acceptable customization is color.

