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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.
**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.

![Alignment Logo](image-url)
**Logos**

**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.
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 be white on any background color shown in palette (p. 12).

d. **Non-Brand Colors:** Should be avoided; only acceptable when being used in a partnership with another brand 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.
LOGO
USAGE

Color Application on Backgrounds
Be sure that the color selected for the logo provides adequate contrast and legibility.
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.
$03 COLOR
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

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 Cool Gray 7 C
CMYK: 42/35/35/1
RGB: 154/153/153
WEB/HEX: 9a9999

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.
04 TYPOGRAPHY
**TYPOGRAPHY**

**FONT PALETTE**

**Din Mittelschrift**
- All-caps
- Tracking: 80-100
- Mainly used for headings and display type.

ABCDEF GHJKLM NOPQRSTUVWXYZ
0123456789!@#$%^&*()

**Din Engschrift**
- All-caps
- Tracking: 20-50
- Mainly used as an alternative for headings when needed.

ABCDEF GHJKLM NOPQRSTUVWXYZ
0123456789!@#$%^&*()
TYPOGRAPHY

FONT PALETTE

Univers
Sentence case & Title Case
Tracking: 0-30
Light & Bold weights
Mainly used for body copy and captions.

Bodoni Bold Italic
Mainly used for decorative type and large numbers and stats.

ABCDEFGHijklmnopqrstuvwxyz
0123456789!@#$%^&*()
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 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 CAMPUS SEXUAL VIOLENCE.

80% OF SEXUAL VIOLENCE IS COMMITED BY SOMEONE THE VICTIM KNOWS, SUCH AS AN ACQUAINTANCE, A FRIEND OR A PEER.
05 GRAPHICS
GRAPHICS ELEMENTS

Solid Shapes and Lines
- Triangle
- Solid lines
- Non-solid lines
- Half circles
- Silhouettes
**GRAPHICS USAGE**

**Usage Hierarchy**

The Align graphic elements should be used in the size and position shown. The only acceptable customization is color.