

## SaintA LOGO

### ► PRIMARY/FULL DRESS LOGO



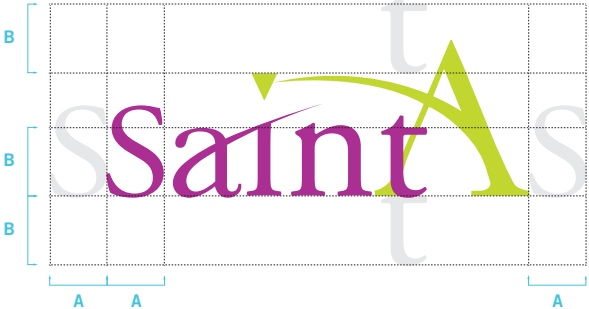
**IMPORTANT NOTE:** Due to monitor/printer calibration, the logo you are viewing may not always represent true brand colors. For more accurate color information, contact the design coordinator/brand manager.

### ► SECONDARY LOGOS (BLACK OR WHITE)



### ► LOGO CLEAR AREA:\*

Minimum required empty space around logo



A: Equals the width of the letter "S" and the recommended margin for space around the sides of the logo

B: Equals the X-height of the letter "t" and is used to determine space above and below the logo

\*The design coordinator/brand manager will provide logos with the clear space built into the files, **just ask!**

### ► LOGO SIZE/DIMENSIONS

- » Minimum required width: 1.5"
- » Scaling: must be done proportionally to avoid distortion

### ► BUILDING A BRAND

Over time, consistent use of the logo and color palette will establish our brand as strong, reliable and easily recognizable by those who come in contact with our work, whether it be through a printed brochure, an ad or our website. Building a strong brand takes time, dedication and consistency, and we can't do it without everyone's efforts. Thank you for your assistance in making SaintA as strong of a brand to the outside world as you make it every day internally with your dedication to your work, clients and colleagues.

### ► LOGO USAGE

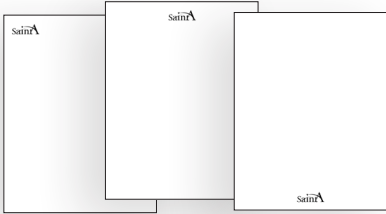
Whenever possible, use the primary/full dress SaintA logo. When two- or full-color options aren't possible, the logo may be used in black or white. Use **ONLY** logos provided by the design coordinator/brand manager. **DO NOT** try to recreate black or reversed-out white versions yourself, since those are different stylistically than the full dress version.

The SaintA logo should always be used in such a way as to preserve the identity and integrity of the brand. Since it's impossible to represent all the possible incorrect usages, common design sense should be used when utilizing the logo. Among other things:

- » Do **NOT** place the logo on an angle
- » Do **NOT** change the color of the logo
- » Do **NOT** rearrange the logo elements
- » Do **NOT** re-proportion individual logo elements
- » Do **NOT** place the logo on a color/background that makes it difficult to read
- » Do **NOT** borrow the logo from the website or a document for use in another location

### ► LOGO USAGE ON FORMS

Form templates are provided with the logo in one of three locations (as pictured.) They were provided to all CPOs for departmental use, and can be requested from the design coordinator/brand manager as needed.



### ► LOGO USAGE ON PROMOTIONAL ITEMS

There are a few simple steps to follow to ensure great promotional items that meet your needs and maintain a strong SaintA brand.

1. Department selects item, provides design coordinator/brand manager with imprint dimensions and color options
2. Design coordinator/brand manager selects acceptable item color (based on palette on reverse) and provides department with dimension-specific graphics
3. Department places order
4. Department provides design coordinator/brand manager with proof for review before items go into production
5. After design coordinator/brand manager's approval, department approves item with vendor for production

Departments are responsible for product selection, ordering, storage and distribution of items. The design coordinator/brand manager's responsibility is to maintain uniformity within the SaintA brand, and to minimize incorrect coloration, stretching or warping of the logo, or illegible text on finished products.

# SaintA NAME

## ► SaintA

SaintA should always be written with a capital S and a capital A, to aid in legibility and pronunciation. This is also true when referring to our website, SaintA.org.

## ► ADDRESSES + PHONE NUMBERS

To aid in consistency across all agency documents, we request that addresses and phone numbers be formatted as follows:

- » Addresses should be formatted with abbreviations for directions and street types, per the postal service's preferred standards: **8901 W. Capitol Dr., Milwaukee, WI 53222-1798**
- » Phone numbers should be formatted as **414.XXX.XXXX**

# SaintA TYPEFACE

## ► TRADE GOTHIC

Trade Gothic - Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz123456789

Trade Gothic - Condensed  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz123456789

Trade Gothic - Bold  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz123456789

Trade Gothic is the brand typeface. It is clean and straightforward, with just enough personality to make it unique. It's a multiple master face, meaning it has endless versatility and variations available for the design coordinator/brand manager to work with.

The primary brand face is Trade Gothic Regular. This font has been made available to staff who need it for writing letters, producing PowerPoints and creating forms. The consistent use of a typeface when communicating with others helps build an identity. Ideally, items will become recognizable in the minds of readers as a branded communication from SaintA based solely on the look of the typeface. (This document is set in Trade Gothic Condensed No.18, with other weights used for emphasis as needed.) If you feel you would benefit from having Trade Gothic Regular, please contact the design coordinator/brand manager for further information.

## ► ARIAL: OUR SECONDARY FONT CHOICE

It may be necessary to share forms and presentations with computers that do not have Trade Gothic. To reduce formatting and compatibility issues, Arial has been selected as an almost universal font choice for these situations.

# SaintA COLOR PALETTE\*

## ► SaintA COLOR FAMILIES

The SaintA color palette is made up of three subgroups that create a hierarchy for all agency materials to aid in presenting a unified brand.

### ► PRIMARY COLORS



PANTONE 248  
 CMYK 40/100/0/2  
 HEX 9F218B  
 RGB 159/33/139



PANTONE 382  
 CMYK 29/0/100/0  
 HEX C1D82F  
 RGB 193/216/47

Our primary color palette is purple and green, as represented in our logo. (Sometimes referred to as berry and lime.) Please consult the design coordinator/brand manager for the correct color formulas for your needs, as they vary per application.

### ► SECONDARY COLORS



PANTONE 7544  
 CMYK 10/1/0/40  
 HEX 95A0A9  
 RGB 149/160/169



PANTONE 7407  
 CMYK 0/22/85/11  
 HEX E5B53A  
 RGB 229/181/58

Secondary colors of gray and light orange compliment the primary colors and expand our most used palette to provide options that work as the color family that's the basis for our brand platform, allowing a feeling of consistency across various types of communication vehicles.

### ► ALTERNATE COLORS



PANTONE 311  
 CMYK 63/0/12/0  
 HEX 41C4DC  
 RGB 65/196/220



PANTONE 272  
 CMYK 58/48/0/0  
 HEX 7581BF  
 RGB 117/129/191

### Orange Foster Care



PANTONE 158  
 CMYK 0/56/96/0  
 HEX E87722  
 RGB 232/119/34

Alternate colors, blue, periwinkle and foster care orange round out the color palette and help us distinguish sub brands within the overall brand guidelines. (Foster care orange is designated for foster/adoptive recruitment/retention uses *only*.) All the colors in our palette combine to build a cohesive color family for our publications, website and other marketing needs.

It may sometimes be the case, particularly with promotional items and limitations of printed advertising, that these colors are not available. In such instances, the design coordinator/brand manager will select black, white or another option, as is appropriate for the graphics that need to be created and the medium in which they will be reproduced.

\* Colors viewed on screen and printed on internal copiers may be inaccurate. Any printed document will fade/change over time. This document can not be used as an exact color profile, for exact matching/reference please contact the design coordinator/brand manager.