

# Quick Reference Logo Style Guide

## PURPOSE

The purpose of this document is to be a resource for SHIELDS for Families employees, partners, and vendors on the proper use of our logo.

## SHIELDS for Families LOGO

Our organizations logo is the single-most visible representation of our identity. Consistent and proper usage of the logo helps create strong brand awareness and a better understanding of our value proposition to clients. In the spring of 2009 we refreshed the logo to help us better communicate our mission.

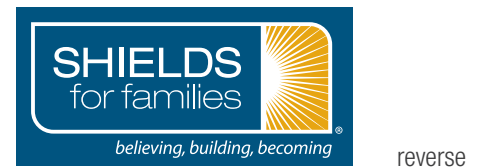
The refreshed logo features our company name, SHIELDS for Families, more prominently by making the letters one color knocked-out on a solid background. We've also added a "mark" to the right side of the logo representing a sun burst. This sun burst communicates "positive horizons", which reinforce our long standing mission and tag line; believing, building, becoming.

If you should have other logo requirements not mentioned in this document, please contact marketing communications.

\*primary logo selection (2 colors)



\*secondary options



## COLOR PALETTE

The SHIELDS colors - blue and gold - have been brought back from the original logo created more than 20 years ago. The gold we selected for this version will maintain its brightness more consistently in print.

Please follow these guidelines if you are ever creating something with the logo on it, and when in doubt, contact the marketing communications team.



pms: 302  
rgb: 0,85,129  
cmk: 100,25,0,50  
html: 005581



pms: 131  
rgb: 231,166,20  
cmk: 0,32,100,9  
html: E7A614

## MINIMUM SIZE REQUIREMENTS

To ensure the logo's integrity, clarity, and impact, the logo should never be reproduced smaller than 1.25" wide.



## CLEAR SPACE

Clear space is defined to maintain the SHIELDS logo. Do not allow any distracting graphic elements, such as copy, photography, or background patterns to occupy the clear space.

A minimum clear space equal to the height of the check-box in the logo, must remain around the logo at all times. This rule applies regardless of the size of the logo. There is no maximum clear space allowance.



## Quick Reference Logo Style Guide (cont.)

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**Do not** use the old SHIELDS logo.



**Do not** separate the logotype and graphic element.



**Do not** change the font in logotype in any way.



**Do not** detach the tag line from the logo in any way.



**Do not** re-position the logo elements other than what is already determined.



**Do not** place other symbols or images within the logo clear space area.



**Do not** use color other than the accepted colors.



**Do not** place the logo on a pattern or background that interferes with its legibility.

