



Our Logo Usage Guide

Chambliss Center For Children

IN AN EFFORT TO MAINTAIN A CONSISTENT, PROFESSIONAL PRESENCE THROUGHOUT ALL OF OUR BRAND COMMUNICATIONS, WE HAVE DEVELOPED THIS USEFUL REFERENCE GUIDE FOR EASE OF SELECTING AND APPLYING OUR ORGANIZATION'S LOGO. 💜 AS YOU WILL DISCOVER, WE UTILIZE MULTIPLE FORMATS AND COMPOSITIONS OF OUR PRIMARY LOGO, WITH VARIOUS APPLICATIONS FALLING WITHIN A SUBSET CATEGORY. 💚 AS A MEMBER OF OUR TEAM OR A TRUSTED PARTNER IN OUR ENDEAVORS, IT IS IMPERATIVE THAT YOU ADHERE TO THE SIMPLE RULES OUTLINED ON THE FOLLOWING PAGES. 🧡 IF EVER IN DOUBT, PLEASE NOTE THE CONTACT INFORMATION ON THE LAST PAGE, AND ALWAYS FEEL FREE TO REACH OUT TO US.

THANK YOU FOR BEING A PART OF CHAMBLISS CENTER FOR CHILDREN.



Our logo contains three components: The *icon*, comprised of a tree with colorful leaves represented by hearts; the *signature*; and the *tagline*.

When presented in its full-color application, our logo is vibrant and colorful, communicating a sense of warmth, youth, love, safety, diversity and community. This is reflective of what the organization represents.

We utilize two primary logos for branding applications.

Our *Horizontal* format logo presents the signature on a single line, positioned to the right of the icon. Our tagline is centered beneath the signature.

Our *Stacked* format logo presents the signature in a three-line setting, positioned to the right of the icon, with no tagline placement.

Utilizing two formats of the logo offers more flexibility when the logo is being placed in a particular setting.

In addition to our primary logos, we sometimes will utilize the icon in a setting all by itself, primarily in the application of specialty items. Use of the icon by itself should be dictated by the marketing contact representative listed at the end of this guide.

Every version of our logo has been created in multiple user formats, both vector and bitmapped, full color as well as Black and White. A thorough listing is included on the last page of this guide.

COLOR LOGOS



THE HORIZONTAL LOGO



THE STACKED LOGO

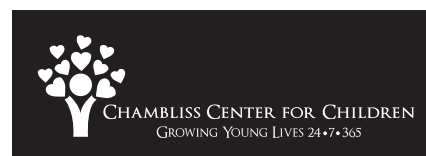


THE ICON

BLACK LOGOS



WHITE LOGOS



For best results in any given setting, our logo should be provided some breathing room. This will enable it to be noticed in an aesthetically manner.

Shown here are the suggested minimum safe zones, determined by the diameter of the center green circle of the tree icon.

Ultimately, when placing the logo in a setting with competing elements, a good sense of surrounding space should be applied by the end user. All internally- and externally-produced literature should be approved by the contact listed on the last page of this guide.



Our *Residential Services* logo is used for our Residential Program only.

Our *Red Bank* logo is used only in conjunction with the Red Bank location.

Our *Thrift Store* logo is used only in conjunction with our thrift store communications.



THE RESIDENTIAL SERVICES LOGO



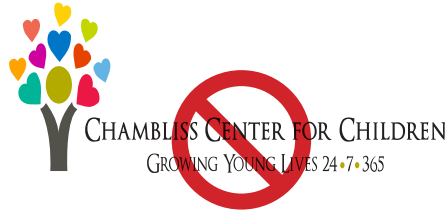
THE RED BANK LOGO



THE THRIFT STORE LOGO

NONE OF OUR LOGOS SHOULD EVER BE MODIFIED FROM THEIR GIVEN COMPOSITIONS OR COLORS.

It is imperative that the logos are not stretched, compressed, rotated or modified in any way. Nor should the specified colors ever be modified. If ever in question, please consult your marketing contact listed at the end of this guide.

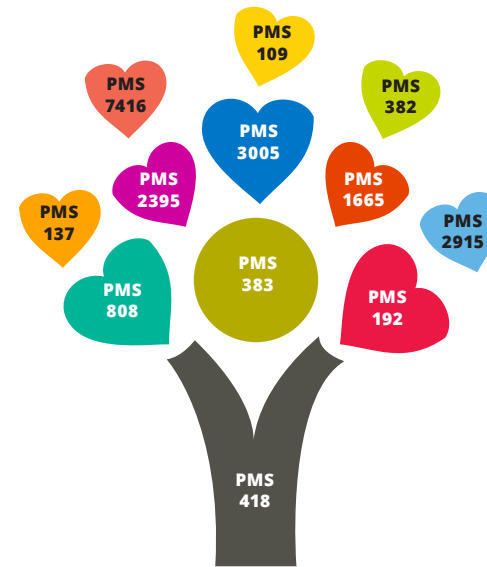


Our color palette is one which consists in its entirety within our logo. So, although rare, in addition to black, we have a 12-color logo. However, we should never spec a job using 12 Pantone colors, as it would be a very expensive logo to print in match/spot (Pantone) colors. Instead, using the match colors assigned to the logo, we have both CMYK and RGB color values built in.

CMYK files should be used for reproductions in color advertising, brochures, business cards, etc. Basically, anything printed in 4-color process or printed on a digital press should utilize the CMYK logo.

RGB logos should be used for any internal online documents, web applications and television applications.

The spot color logo can be used when providing to a source who may be printing with applied cut vinyl, in which case they can use the pantone colors as reference when matching vinyl colors. Vinyl applications are typically used in large format banners and/or signs.



PMS 109	PMS 382	PMS 2915	PMS 192	PMS 418	PMS 808
CMYK	RGB	CMYK	RGB	CMYK	RGB
C 0 M 16 Y 100 K 0	R 255 G 209 B 0	C 29 M 2 Y 100 K 0	R 196 G 214 B 0	C 57 M 14 Y 0 K 0	R 97 G 180 B 228
C 0 M 100 Y 70 K 0	R 236 G 0 B 68	C 62 M 54 Y 64 K 36	R 82 G 83 B 73	C 86 M 0 Y 55 K 0	R 0 G 181 B 151

PMS 137	PMS 7416	PMS 3005	PMS 1665	PMS 383	PMS 2395
CMYK	RGB	CMYK	RGB	CMYK	RGB
C 0 M 42 Y 100 K 0	R 255 G 164 B 0	C 3 M 74 Y 70 K 0	R 235 G 104 B 82	C 100 M 46 Y 2 K 0	R 0 G 117 B 201
C 6 M 87 Y 100 K 1	R 226 G 67 B 1	C 38 M 20 Y 100 K 1	R 170 G 173 B 0	C 21 M 97 Y 0 K 0	R 208 G 0 B 158

Please Note: Very few printers have a twelve color press, therefore it is more economically sound to print the full color logo as 4-color process, (CMYK). If we print on various substrates, such as craft paper versus solid bleach sulfate, the process colors may look very different. Any print on substrates other than clay coat or solid bleach white will require a draw down to see how the color blends. (For example, if we ever print bags for our thrift stores, our logo will change colors dramatically on a brown bag unless we alter the mix to match the color for the absorption.)

Regardless of external applications, it's always wise to consult your service provider for guidance when needed.

SPOT AND PROCESS COLOR VALUES

All logos exist within the Marketing department in the following formats:

VECTOR:

.AI, .eps and .pdf

Scaleable vector logos are available as:
CMYK, RGB, SPOT COLOR, BLACK and WHITE.

BITMAP:

.JPEG and .PNG

JPEG logos are available as:
RGB and BLACK

PNG logos are available as:
RGB, BLACK and WHITE with transparent background.

To request logos or brand fonts, please contact:

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