

Early Learning Coalition

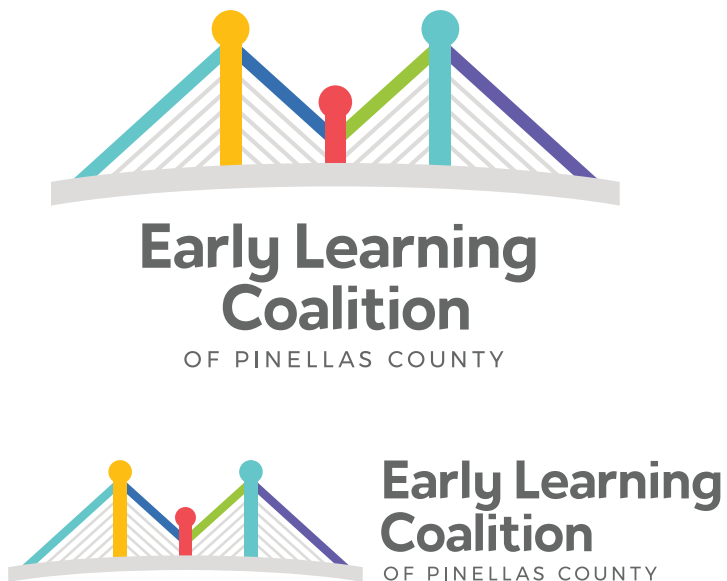
OF PINELLAS COUNTY

Brand Guidelines

Logo Usage

There is a vertical and horizontal version of the ELC logo. Either may be used as the primary logo, it is dependent on which works best in the given graphic layout situation. The logo should only be used on a white background when on a flat graphic area. It may also be used over photography, however the photo will need a quiet area light and neutral enough for the logo to be legible. If legibility is an issue another image should be chosen.

The logo should NOT be used on a dark or colored background as the icon itself is very colorful and legibility could be an issue. We also want the brand to feel light, bright, clean and friendly.



Color Palette

The ELC color palette is also light, bright, clean and friendly. Using a balance of neutral and bright colors we are able to achieve this.



HEX 656666
RGB 101, 102, 102
CMYK 60, 51, 50, 20
PMS 445



HEX dddcdb
RGB 221, 220, 219
CMYK 12, 9, 10, 0
PMS 441



HEX ef4c54
RGB 239, 76, 81
CMYK 0, 85, 63, 0
PMS 192



HEX 64c6c8
RGB 100, 198, 200
CMYK 56, 0, 23, 0
PMS 319



HEX 645ca7
RGB 100, 92, 167
CMYK 70, 71, 0, 0
PMS 2665



HEX fdbd12
RGB 253, 189, 18
CMYK 0, 27, 98, 0
PMS 1225



HEX 9bc53c
RGB 155, 197, 60
CMYK 44, 0, 100, 0
PMS 2292



HEX 356fb0
RGB 53, 111, 176
CMYK 82, 55, 4, 0
PMS 2144

Typography

Below is our brand font that should always be used in marketing materials, whether print or digital.

Raleway


ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Raleway is the brand font, it has a variety of weights that can be used to help created a graphic hierarchy.
Raleway is a free font that can be downloaded at fonts.google.com.

Graphic Style

Below are some examples of how are brand assets can come to life.

LETTERHEAD



To Whom it May Concern:

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(727) 548-1439 • 2536 Countryside Blvd, Suite 500, Clearwater, FL 33763 • elcpinellas.net

FLYER



Save The Date!
2019

Tuesday, Jan 22nd
St. Petersburg

Thursday, Feb 7th
Clearwater

Friday, Mar 22nd
Tarpon Springs

Tuesday, Apr 23rd
St. Petersburg

Wednesday, May 8th
Clearwater

Friday, June 7th
Tarpon Springs



Early Learning Coalition
OF PINELLAS COUNTY

Early Childhood Developmental Screenings

Free • Ages 4 mths to 5 yrs • Baseline • School Readiness • Parental Concerns

Trained professionals and therapists will screen your child and provide resources and recommendations. Screenings are only available to Pinellas County children and include:

- Vision
- Hearing
- Cognition
- Motor
- Speech
- Language
- Social / Emotional
- Behavioral

Call for an Appointment: (727) 545-7536



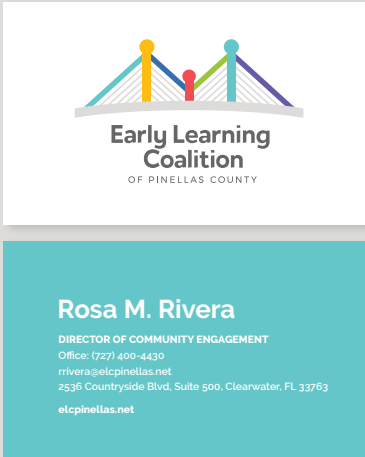
ID BADGE



Early Learning Coalition
OF PINELLAS COUNTY

Lorrie Auger
Inclusion Specialist

BUSINESS CARD



Early Learning Coalition
OF PINELLAS COUNTY

Rosa M. Rivera
DIRECTOR OF COMMUNITY ENGAGEMENT

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Photography Style

When choosing photography, whether stock or working with a photographer - our style should feel light, fresh and optimistic. Natural light is a preference. We want to ensure a modern, approachable feeling. Also, we want to make sure to include a diverse range of children, parents and teachers. Color photography should be the lead, but can also be complimented with some black & white imagery.

