

BRAND IDENTITY STANDARDS GUIDELINE CHECKLIST

PURPOSE

Brand standards are rules to give structure and consistency to many visual and verbal activities happening concurrently and over time. It's like the pattern in the weave of a shirt, without order the appearance would be a messy but with consistent application of the pattern, harmony is achieved to create the whole.

Brand identity standards when followed provide:

- **Consistency** – Creates a rhythm to your visual that helps recognition of your brand.
- **Focus** – A point of reference to guide all stakeholders involved in its application
- **Status** – Professional Expertise Stability

BRAND VALUES

Brand values is a statement that defines what you stand for and care about.

OPRF Values

Diversity | Trust | Safe | Imagination | Leadership | Critical Thinking | Excellence | Academic | Social

- We believe all students are capable of high levels of academic and social success.
- We embrace our diversity and believe race, income, gender, and learning differences should not predict success.
- We believe trusting, collaborative relationships and strong communication establish a safe and respectful school community.
- We believe an excellent educational environment cultivates curiosity, imagination, character, leadership, critical thinking, and communication skills.
- We believe in allocating resources in equitable, transparent, and purposeful ways.
- We believe in adult learning and leadership that supports equity and excellence for all students.
- We believe in providing academic and social supports for all students.

BRAND IDENTITY STANDARDS GUIDELINE CHECKLIST

LOGO

Formats: Vertical and Horizontal

Color Standards:

- **B&W**
- **Process Color** (CMYK)
- **Pantone Color** (PMS)

Secondary logos like Alternate versions of logos, Event Logos, Services or Mascots

COLOR FORMAT	VERTICAL	FORMAT	HORIZONTAL	FORMAT
B&W	✓	□ AI □ EPS □ JPG □ PNG	✓	□ AI □ EPS □ JPG □ PNG
PROCESS (CMYK)	✓	□ AI □ EPS □ JPG □ PNG	✓	□ AI □ EPS □ JPG □ PNG
PANTONE (CMYK)	✓	□ AI □ EPS □ JPG □ PNG	✓	□ AI □ EPS □ JPG □ PNG
REVERSED	✓	□ AI □ EPS □ JPG □ PNG	✓	□ AI □ EPS □ JPG □ PNG
REVERSED COLOR	✓	□ AI □ EPS □ JPG □ PNG	✓	□ AI □ EPS □ JPG □ PNG

File Naming: The names of files is critical. Use names that are descriptive and logical.

Poor File Name Ex.: "Logo.eps" Good File Name Ex.: "OPRF Academic Logo B&W.eps"

Logo Variations

PRIMARY LOGOS



PRIMARY LOGOS



BRAND IDENTITY STANDARDS GUIDELINE CHECKLIST

LOGO - USAGE

Spacing: Defines specific minimum amount of spacing or padding around logo.

Sizing: Defines specific minimum size logo may be reproduced.

Logo Violations: Defines common misuses of a logo.

Corporate Logo Usage

Size and space of basic elements

There is always a clear space around the Naperville Area Humane Society logo. This is important to ensure it's clear, immediately recognizable and consistent.

Exclusion zone

The height of the character 'X' determines the minimum clear space you need to leave around the logotype. In the example below, 'X' is equivalent to the letter height of the words "Naperville Area Humane Society" in the logo.



$$X = \frac{1}{N} \text{ (height of N)}$$

Sizing

The Corporate logo should not be used any smaller than 1.5" wide. Any smaller and the logo is unreadable. The logo should always be centered on a page but it could be centered top, centered center or centered bottom. It MUST have the same amount of space on each side. (see trifold brochure below)



Unacceptable Corporate Logo Usage

The Corporate logo may not be stretched, skewed or otherwise distorted in any way. Doing so destroys the integrity of the logo and introduces inconsistency in the way the brand was represented.

Stretched:



Skewed:



Rearranged:



Example:
Logo Placement
Standard unless
document
does not allow.

Logo
Here

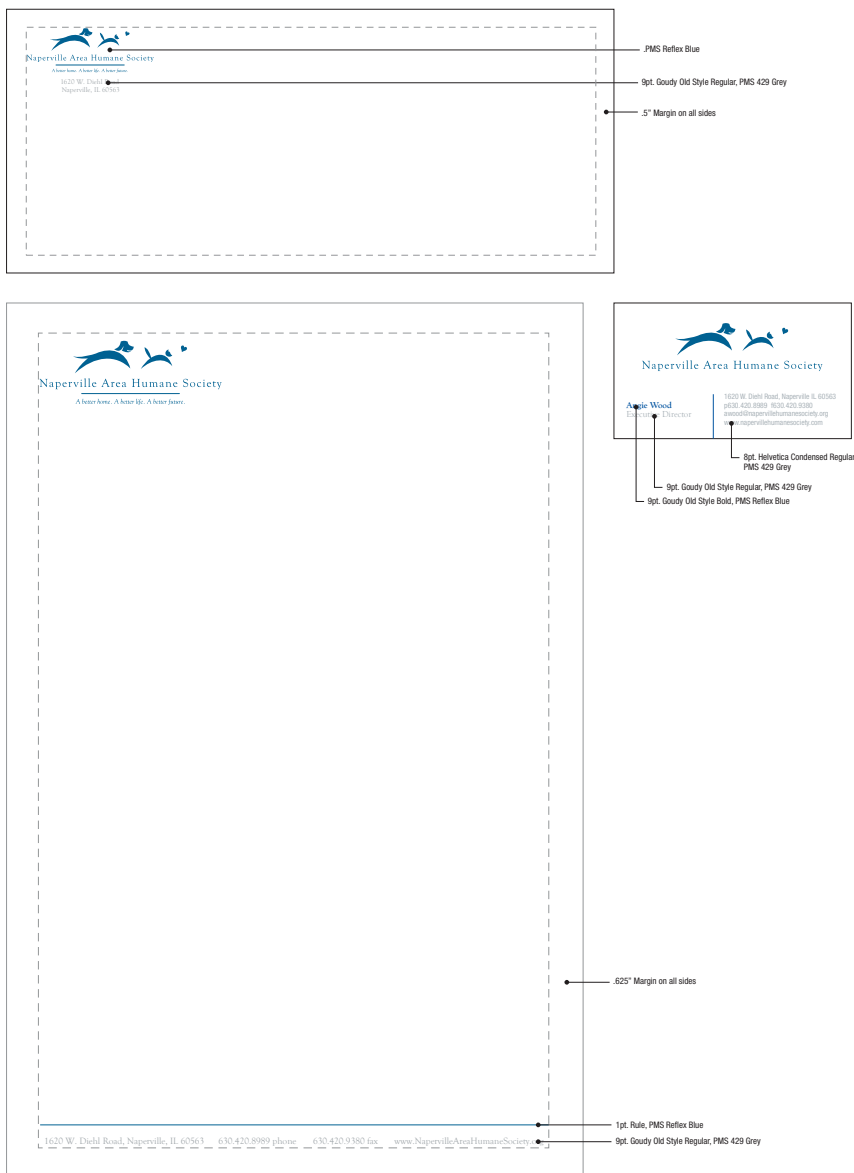
BRAND IDENTITY STANDARDS GUIDELINE CHECKLIST

LOGO - USAGE (CONTINUED)

Stationary: Defines layout specifications and file production guidelines.

- Typically includes: Business Card, Letterhead and #10 Envelope design and master files for replication.

Stationary Standards



BRAND IDENTITY STANDARDS GUIDELINE CHECKLIST

TYPOGRAPHY

When establishing a brand identity standards typography system, keep these criteria in mind.

- **Flexibility** – Rules are created to establish order, no boredom. Select fonts that work together well to satisfy all the other criteria listed below that allow for solving many challenges in your design while
- **Availability** – Choosing fonts that are not easily available for both Apple and PC computers may create challenges for meeting brand standards.
- **Consistency** – One of the fundamental purposes of brands standards. Consistency promotes recognition.
- **Visual Appeal** – People are attracted to beautiful things, dress the brand for success.
- **Hierarchy** – Typography, if used well, can create a visual order to help a message be received efficiently.

Display fonts: Fonts 16 pt and larger. These are typically headlines, titles and subheads.

Text/Body fonts: Paragraphs of copy that tell your story. Must be easy to read when conveying complex concepts.

Alternate fonts: Serve to standout visually within your typography design.

Typography

The Naper Settlement fonts have been carefully selected to represent the brand as established, historical, fun, inviting and family-friendly. Do not use other fonts as this would steer away from the intended brand. These fonts are available for download from the Marketing Communications Department.

Clarendon

Clarendon is a serif typeface that represents the history of Naper Settlement. It should only be used as a display font in headlines, subheads, sidebars, pull-quotes and call-to-actions. It should not be used as small body copy for an entire document because of its large, elaborate characters which would make it difficult to read. See the print collateral section of this guide for examples on how it's used with other fonts.

Clarendon LT Std Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Clarendon LT Std Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Clarendon LT Std Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Aller

Aller is a sans serif typeface that represents the fun and inviting aspect of Naper Settlement. It can be used as a display font and a body font. (layouts generally use Aller as a body font) See the print collateral section of this guide for examples on how it's used with other fonts.

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Styling details

The following details highlight the select areas of the website that allow for custom content. The headers and styles are set and locked in the system.

Section Title
Crimson Roman 33 pt.

H1 Subhead
Crimson Semibold 32 pt.

H2 Subhead
Open Sans Semibold 20 pt.

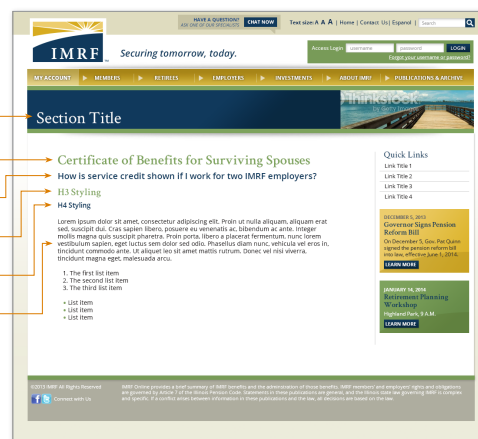
H3 Subhead
Crimson Semibold 20 pt.

H4 Subhead
Open Sans Semibold 16 pt.

Body Copy
Open Sans Regular 14/17 pt.

Web Styling and Heirarchy

The IMRF CMS templates are designed to allow only the following type styling related to the branding. These restrictions allow for consistency and cohesiveness throughout the site as well as ease of adding content without straying from the brand.



BRAND IDENTITY STANDARDS GUIDELINE CHECKLIST

COLOR

Primary Color Palette – These are typically 1-3 colors most closely associated with the logo.

Secondary Color Palette – This set of colors expand upon the primary color palette and provide greater flexibility when creating marketing vehicles like print brochures and sell sheets or digital media like websites and PowerPoint Presentations.

When building a brand color palette keep in mind the brand values established at the beginning of this process and document. The colors chosen should reflect these values. Some color theory fundamentals should be considered as well.

Color Tone, Value and Saturation

Color families: Monochromatic, Analogous, Complimentary and Triad





style guidelines

Color Palettes

Consistent use of the Naper Settlement brand colors is critical to building brand consistency and awareness. Our color palette consists of primary and secondary colors that were developed to work together.




The Primary Color Palette

The primary color palette is comprised of 4 colors – a warm gray which conveys comfort, trust and stability; a reddish-orange that symbolizes happiness, creativity and stimulation; a teal which portrays confidence and intelligence; and a lime green which is associated with growth, harmony and safety. Together, these colors all represent Naper Settlement's brand message. The primary colors should be used the most often on materials for consistency, but can be paired with the secondary colors.

Warm Gray 11	PMS 1675	PMS 5483	PMS 384
			
50% tint	50% tint	50% tint	50% tint
CMYK 26, 36, 38, 68	CMYK 5, 83, 100, 27	CMYK 65, 11, 25, 27	CMYK 26, 4, 99, 35
RGB 110, 98, 89	RGB 169, 67, 30	RGB 79, 134, 142	RGB 148, 147, 0
Web #666666	Web #993333	Web #669999	Web #999900

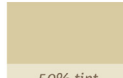
Secondary Color Palette

The secondary color palette consists of 6 complementary colors to the primary color palette. These colors should be used in conjunction with primary colors on collateral and digital media. There are no set colors for certain communications or events. Each color should be used evenly throughout the mix of print collateral and digital media.

PMS 7447	PMS 548	PMS 505
		
50% tint	50% tint	50% tint
CMYK 77, 85, 6, 18	CMYK 65, 11, 25, 27	CMYK 26, 4, 99, 35
RGB 93, 71, 119	RGB 79, 134, 142	RGB 148, 147, 0
Web #663366	Web #669999	Web #999900

Accent Color

The accent color palette consists of a warm cream color. This color is typically used in the background and as an accent color. See the identity and print collateral sections of this guide for examples of

PMS 4545

50% tint
CMYK

BRAND IDENTITY STANDARDS GUIDELINE CHECKLIST

PHOTOGRAPHY

A picture is worth a 1000 words and can tell great stories. However, there is a science behind the process of good photography. Establishing a list of criteria or a theme can be very useful in creating a cohesive approach to your overall photo system. For example, Image 1 below show a set of photographs that all have a POV (Point of View) perspective as a common theme. Image 2 has a theme of freedom and comfort. Image 3 shows individual from a variety of races, genders, ages, careers and industries with and underlaying theme of being happy.

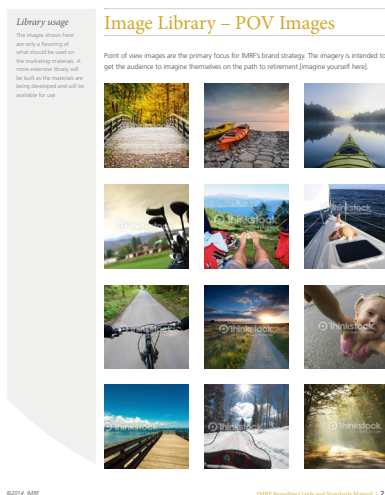


Image 1

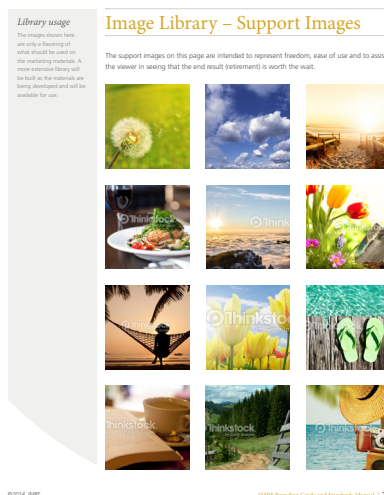


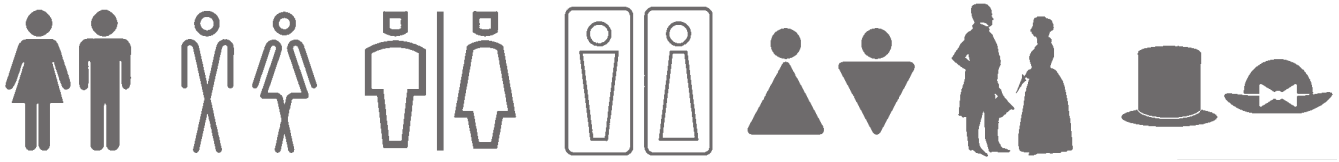
Image 2



Image 2

BRAND IDENTITY STANDARDS GUIDELINE CHECKLIST**ICONOGRAPHY**

Icons are a way of conveying a concept place or thing in a visual form. The selected style should be cohesive and compliments the overall brand. The samples below show how a common symbol for restrooms can have a unique style.



Example of a common design style applied to a series of industry icons.

RESOURCE LIBRARY

Create and maintain an easy to access and well organized library of brand assets. Keeping all assets in one easy to locate and use location will foster adaption of the brand by all stakeholders. Include all items listed in this overview.

File Naming: The names of files is critical. Use names that are descriptive and logical.

Poor File Name Ex.: "Logo.eps" Good File Name Ex.: "OPRF Academic Logo B&W.eps"

BRAND IDENTITY STANDARDS MARKETING VEHICLES CHECKLIST

Marketing

DIRECT MARKETING / ADS

- ☐ Banner/Sign
- ☐ Bench/Shelter/Mass Transit
(also Taxi, Plane, Elevator, etc...)
- ☐ Billboard
- ☐ Business/Trade Publication
- ☐ Door Hanger
- ☐ Flyer
- ☐ Magazine
- ☐ Mall/Airport/Station
- ☐ Newspaper
- ☐ Newspaper Insert
- ☐ Point of Purchase
- ☐ Poster
- ☐ Trade Show Exhibit
- ☐ Advertising Campaign
- ☐ Sky Writing

DIRECT MAIL

- ☐ Catalog
- ☐ Flyer
- ☐ Brochure
- ☐ Political
- ☐ Direct Mail Campaign

Publications

ANNUAL REPORT

- ☐ Association
- ☐ Corporation
- ☐ Educational Institution
- ☐ Government
- ☐ Medical
- ☐ Non-Profit
- ☐ Utility

BROCHURE

- ☐ Business to Business
- ☐ Business to Consumer
- ☐ Capabilities
- ☐ Catalog
- ☐ Company Overview
- ☐ Consumer Awareness
- ☐ Educational
- ☐ Fund Raising
- ☐ Handbook
- ☐ Informational
- ☐ Pamphlet
- ☐ Public Relations
- ☐ Recruitment
- ☐ Sales Promotion
- ☐ Special Events
- ☐ Viewbook

EMPLOYEE PUBLICATION

- ☐ Annual Meeting
- ☐ Benefits
- ☐ Benefits Campaign
- ☐ Internal Communication
- ☐ Internal Magazine
- ☐ Internal Newsletter
- ☐ Manual/Training
- ☐ Special Edition

MAGAZINE

- ☐ Association
- ☐ Consumer
- ☐ Corporate
- ☐ Educational Institution
- ☐ Government
- ☐ Industry
- ☐ Internal
- ☐ Non-Profit
- ☐ Special Edition

EXTERNAL NEWSLETTER

- ☐ Association
- ☐ Corporate
- ☐ Educational Institution
- ☐ Government
- ☐ Industry
- ☐ Non-Profit

Marketing/Promotion

MATERIALS

- ☐ Book
- ☐ Calendar
- ☐ Christmas Card
- ☐ Invitation
- ☐ Mouse Pad
- ☐ Poster
- ☐ Presentation Jacket
- ☐ Postcard
- ☐ T-Shirt
- ☐ Specialty Item

MARKETING/PROMOTION CAMPAIGN

- ☐ Corporate Branding
- ☐ Internal Benefits/HR Materials
- ☐ Product Launch
- ☐ Promotion/Marketing Materials
- ☐ Self Promotion
- ☐ Special Event
- ☐ Postcards
- ☐ Other Communications/
Public Relations

Communications/Public Relations

- ☐ Communication Plan
- ☐ Corporate Social Responsibility
- ☐ External Communication Program
- ☐ Internal Communication Program
- ☐ Research/Study
- ☐ Social Media Campaign

MEDIA KIT

- ☐ Marketing/Promotion
- ☐ Product Launch
- ☐ Service Launch
- ☐ Special Event

MEDIA RELATIONS/PUBLICITY

- ☐ Magazine Placement
- ☐ Newspaper Placement
- ☐ Radio Placement
- ☐ Television Placement
- ☐ Publicity Campaign

BRAND IDENTITY STANDARDS **MARKETING VEHICLES CHECKLIST**

Creativity

DESIGN

- ☐ Annual Report
- ☐ Annual Report Cover
- ☐ Annual Report Interior
- ☐ Brochure
- ☐ Brochure Cover
- ☐ Brochure Interior
- ☐ Business Card
- ☐ Holiday Card
- ☐ Cartoon
- ☐ Electronic Communication
- ☐ Illustration/Graphic Design
- ☐ Invitation
- ☐ Letterhead
- ☐ Logo
- ☐ Magazine
- ☐ Magazine Cover
- ☐ Magazine Interior
- ☐ Media Kit
- ☐ Newsletter
- ☐ Newsletter Cover
- ☐ Newsletter Interior
- ☐ Packaging
- ☐ Post Card
- ☐ Poster
- ☐ Program Guide
- ☐ T-Shirt
- ☐ Web Site
- ☐ Web Site Home Page
- ☐ Web Site Interior

PHOTOGRAPHY

- ☐ Advertising
- ☐ Annual Report
- ☐ Brochure
- ☐ Calendar
- ☐ Magazine
- ☐ Newsletter
- ☐ People/Portrait
- ☐ Product

WRITING

- ☐ Ad Copy
- ☐ Advertorial
- ☐ Annual Report
- ☐ Brochure
- ☐ Column
- ☐ Communication Plan
- ☐ Editorial
- ☐ Electronic Communication
- ☐ Feature Article
- ☐ Magazine
- ☐ Media Kit
- ☐ News Article
- ☐ Newsletter
- ☐ News Release
- ☐ Product Catalog
- ☐ Radio Script
- ☐ Technical
- ☐ Speech
- ☐ Video Script
- ☐ Web Copy
- ☐ White Paper

Electronic, Social, & Interactive Media

- ☐ Web Site Overall
- ☐ Web Site Home Page
- ☐ Web Animation
- ☐ Web Interactive Capabilities
- ☐ Web Multi-Media Games, Contests, Presentations
- ☐ Web Based Training
- ☐ Web Video
- ☐ Intranet
- ☐ Microsite
- ☐ E-Commerce/Storefront
- ☐ Blog
- ☐ Podcast
- ☐ E-Blast
- ☐ E-mail Campaign
- ☐ E-Newsletter
- ☐ E-Zine
- ☐ E-Annual Report
- ☐ Social Media Site
- ☐ CD/DVD Based Multi-Media
- ☐ Web Based Multi-Media
- ☐ Viral Marketing

DVD/CD-ROM

- ☐ Interactive Presentation

RADIO

- ☐ PSA
- ☐ PSA Campaign
- ☐ Single Spot
- ☐ Campaign

TELEVISION

- ☐ PSA
- ☐ PSA Campaign
- ☐ Single Spot
- ☐ Campaign

VIDEO/FILM

- ☐ Corporate Image
- ☐ Documentary
- ☐ Educational
- ☐ Educational Institution
- ☐ Fund Raiser
- ☐ Government
- ☐ Instructional
- ☐ Internal Communication
- ☐ Marketing (Product)
- ☐ Marketing (Service)
- ☐ Medical
- ☐ Meeting Open/Close
- ☐ Non-Profit
- ☐ Powerpoint Presentation
- ☐ Recruitment
- ☐ Religious
- ☐ Self-Promotion
- ☐ Special Event
- ☐ Training
- ☐ Videos For Sale
- ☐ Video News Release
- ☐ TV Program (Broadcast)
- ☐ TV Program (Cable)