



# BRANDBOOK

LOGO USE & IDENTITY APPLICATION | DECEMBER 2022





# **Brand & Identity Guidelines**

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## **OUR TAGLINE**

RECREATION FOR ALL AGES

## **OUR MISSION**

The mission of the Golden Oaks Community Center is to provide activities, services, and programs for all in our community. We believe in creating positive experiences by providing fun recreational programs that fulfill the needs of the community and healthy living.

## **OUR COMMUNITY IS**

Active, Vibrant, Generational, Engaging, and Causal.

# YOUR BRAND COLOR PALETTE:

## PRIMARY COLORS



**CMYK:** 16—30—97—1  
**RGB:** 216—173—44  
**HEX #:** D8AD2C  
**PANTONE:** 7752 C



**CMYK:** 20—66—76—5  
**RGB:** 193—107—74  
**HEX #:** C16B4A  
**PANTONE:** 7618 C

## TINTS:



80%



80%



60%



60%



40%



40%



20%



20%

## SECONDARY COLORS



**CMYK:** 85—40—33—5  
**RGB:** 28—122—145  
**HEX #:** 1C7A91  
**PANTONE:** 2222 C



**CMYK:** 64—1—50—0  
**RGB:** 87—191—156  
**HEX #:** 57BF9C  
**PANTONE:** 7472 C



**CMYK:** 38—0—22—0  
**RGB:** 156—215—206  
**HEX #:** 9CD7CE  
**PANTONE:** 565 C



80%



80%



80%



60%



60%



60%



40%



40%



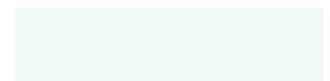
40%



20%



20%



20%

# Logo Identity

## PRIMARY LOGO

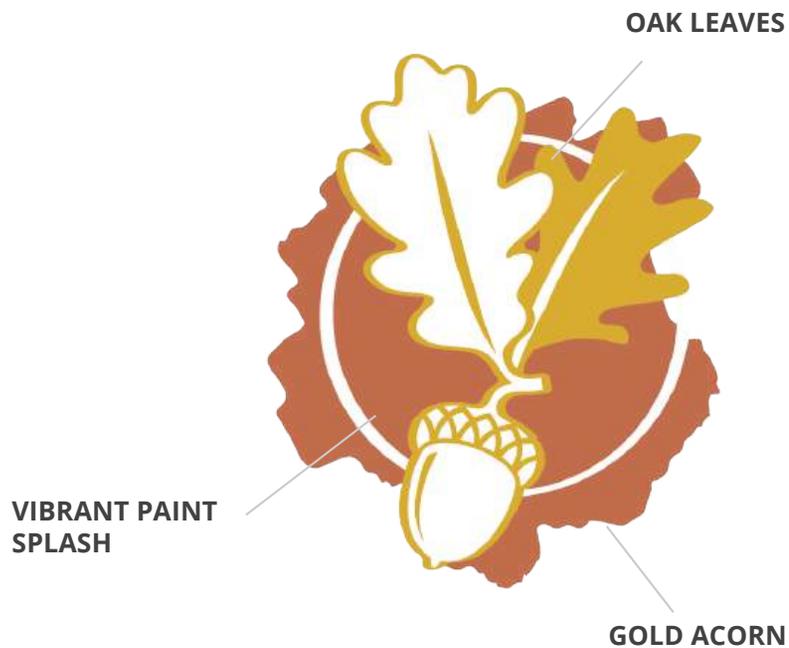


## ALTERNATE LOGO



To ensure integrity and visibility, all logos should be kept clear of competing text, images, and graphics and must be surrounded on all sides by adequate clear space as displayed (above).  
Approximately the size of the "a" in "Oak".

## LOGO SYMBOLISM



The logo focuses on a painterly design, an artistic rendition of oak leaves in gold to represent the name of center and golden years.



Golden Oak Community Center's location has a wooded acreage that is part of the grounds. In our community we are widely recognized by our park like setting.

# USAGE OF PRIMARY AND ALTERNATE LOGOS

To establish and maintain the strength of the Primary Logo, correct and consistent use must be followed. Incorrect use will compromise the integrity of our communications. To ensure accurate and consistent reproduction of the

Primary Logo, always use the approved digital artwork, which is available in a variety of formats. Do not attempt to redraw or recreate the Primary Logo in any manner.

## COLOR VARIATIONS



## LOGO



## LOGO ICON



## LOGO TEXT ONLY



## UNACCEPTABLE LOGO USAGE

- The logos should never appear in nonstandard colors.
- The wordmark must not appear in lower case.
- Do not use unapproved fonts in the wordmark or tagline.
- Do not change the proportion of the wordmark.
- The logo should not be stretched or squeezed.
- Do not rearrange elements of the design.
- Do not position the logo on an angle.
- Don't use logo on colors not part of your brand identity.



⊗ DON'T STRETCH



⊗ DON'T USE UNAPPROVED FONTS WITH ICON



⊗ DON'T USE LOGO ON NON-BRAND IDENTITY COLORS



⊗ DON'T ALTER COLOR OF LOGO



⊗ DON'T ALTER LAYOUT OF LOGO



⊗ DON'T ALTER TEXT

# Typography

## Golden Oak

Used for center name only

Aa

Fall In Love

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

## EXAMPLE HEADER

Used for subheaders and emphasizing text

Aa

## Montserrat 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

Paragraph text

Used for body copy and large areas of text

Aa

## Montserrat 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

**SECONDARY TYPEFACE** Used for newsletter publication.

### OPEN SANS

Used for section headers  
Bold | 20pt

### OPEN SANS

Used for subheaders  
Extra Bold | 12pt

### Open Sans

Used for body copy  
Regular | 10pt



# Brand Materials

## LETTERHEAD



Month DD, YYYY

Mr. John Doe  
555 Main Street  
Anytown, WI 55555

Dear John,

Ulla verum, sa aut endant.  
As aci tem aliquibus, sus seque prati consequia nonsequibus que debisquosam, sim ab inci cone culparu ndiscia quamus, volorro molum quo mos eatempor sequam explabo. Ti doluptam unt volecea plabo. Explis volo opta et dest ommolupid eum volor

Pient lia voloruapt acerbis eicite autet desciae con poreicitatur solupti quasper ferspid ucides dero voluptate vides acia nobit volor sincti quia nulparum, untor reria iscilli quianto tatumqu untionseni dunde dusam quis nonsendestio illictempo sunt am accatur, ut ad essitati nis molo beris sequiae roviti re natur?

Nam, ut pratusa nditatur ad ut quatatessi dendentem velit perum aut qui consed modit volores dolupitam et quatem dolor aut pa aborum sunit autectora exeres ent quidunt ex eos pra estinum ipient volumquis mo deribus daerro. Quamet mi, cui vercimo lupitem alitatem volorum quibusam, quiberum qui doloreh eni cienis et, consed quis aut atest, none sediorum landamus.

Duciderum quunturitem aut omnim sed ut lam es acis as nihictemped pratusa nditatur ad ut quatatessi dendentem velit perum aut qui conse dolupitam et quatem dolor aut pa aborum sunit autectora exeres ent pra estinum ipient volumquis mo deribus daerro quat quamet mi, cum vercimo lupitem alitatem volorum quibusam, quiberum qui doloreh eni cienis et, consed quis aut atest, none sediorum landamus, corrum ad m vides acia nobit volor que.

Sincerely,

Madeline Johnson, Director

123 MAIN STREET, ANYTOWN, WI 55555 | 555-555-5555 | CENTERURL.ORG

## BUSINESS CARD



**NAME SURNAME**  
Title Designation

555-555-5555  
name.surname@centerurl.org  
123 Main Street  
Anytown, WI 55555

**CENTERURL.ORG**



## ENVELOPE



123 MAIN STREET, ANYTOWN, WI 55555

MR. JOHN DOE  
555 MAIN STREET  
ANYTOWN, WI 55555



# NEWSLETTER COVER



# Golden Oak

COMMUNITY CENTER

MONTH YYYY NEWSLETTER



### GET IN TOUCH!

**ADDRESS**  
123 Main Street  
Anytown, WI 55555

**PHONE**  
555-555-5555  
555-555-5556 (f)

**WEBSITE**  
centerURL.org

### OUR MISSION

As aci tem aliquibus, sus seque prati consequia que debisquosam, sim abinci cone culparu ndiscia quamus, volorro molum mos.

### UPCOMING EVENTS

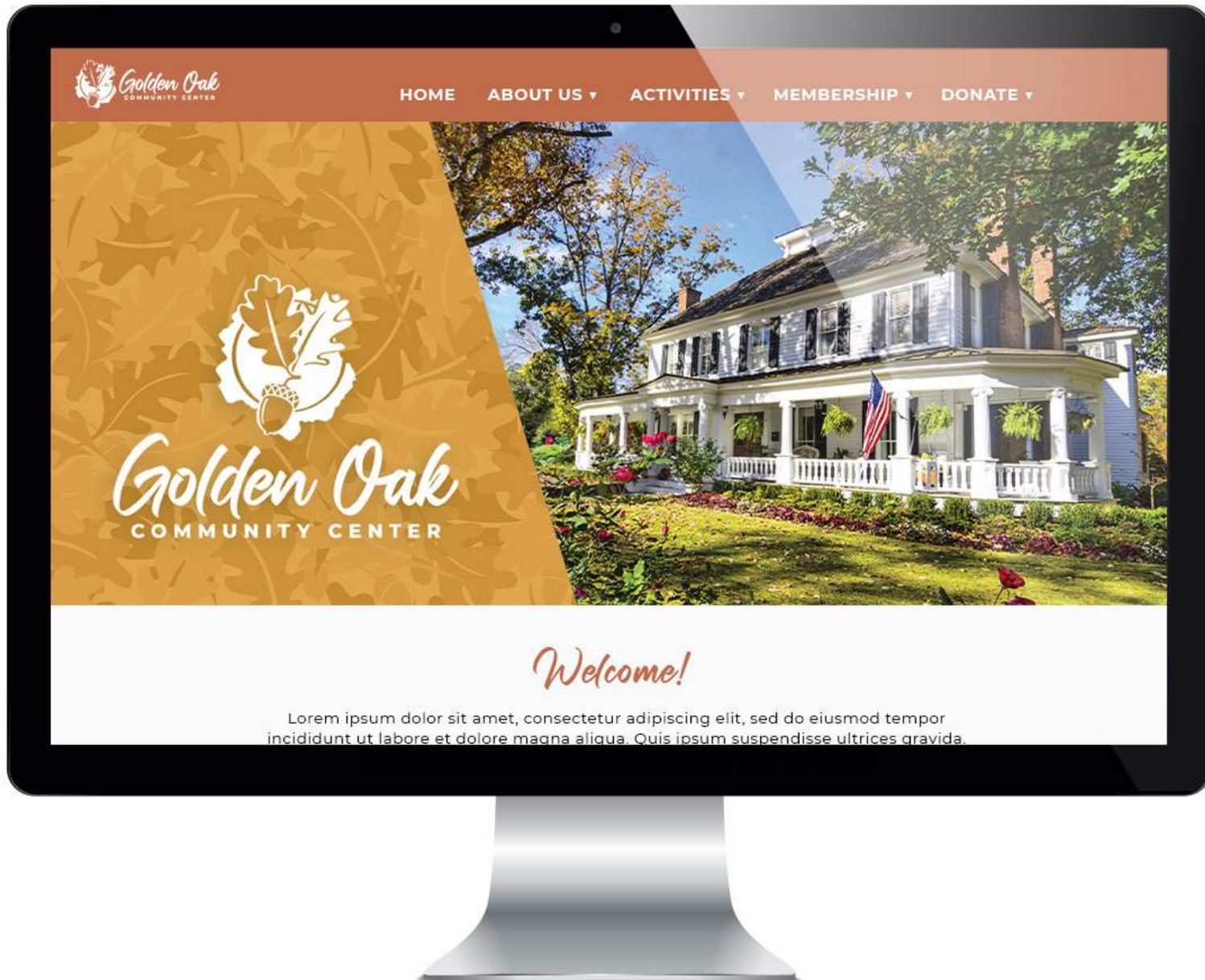
**HEADER**  
Event Description lorem ipsum non illid veras id non spectre morbi.

**HEADER**  
Event Description lorem ipsum.

**HEADER**  
Event Description lorem ipsum.

**HEADER**  
Event Description lorem ipsum non illid veras id non spectre morbi.

## WEBSITE BANNER



## SOCIAL MEDIA BANNER AND ICON



Social Media  
Icon



Social Media Banner

## Contact Information

2875 S. James Dr.  
New Berlin, WI 53151  
e: [creativeservices@4lpi.com](mailto:creativeservices@4lpi.com)  
[www.4lpi.com](http://www.4lpi.com)

