Absolute HCBS
AN INCLUSIVE COMMUNITY FOR ALL

Brand Identity
Guidelines 2023

09-2023

OUR MISSION:

Empowering and equipping people of all abilities through strong community partnerships, advocacy, and education.

Absolute HCBS
AN INCLUSIVE COMMUNITY FOR ALL

BRAND IDENTITY GUIDE

PLEASE REVIEW THIS IMPORTANT DOCUMENT.
Used properly, the guidelines found within it will help maintain graphic and message continuity, protect our investment in our branding, and help us strengthen our efforts to serve our clients.

WHAT DOES IT ACCOMPLISH?
This guide is not meant to be the only way to use the logo and branding, it is not comprehensive enough to cover all possibilities. Proprietary logos, approved typefaces, the visuals we choose and the words we use — every part of our brand is an important part of our whole brand. That's why it's extremely important that we use each one consistently. Following the basic guidelines and rules in this style guide will help us keep a clear and consistent visual message.

NEED APPROVED FONTS, LOGOS, GRAPHIC ELEMENTS, OR ADDITIONAL INFORMATION?

Community Relations Director
p: hello@absolutehcbs.com,
e: 602-419-0069

LOGO

These are the main formats for logos in all brand communications. It's important to maintain consistency to help viewers easily identify the Absolute HCBS brand. It is essential that the logo is always applied with thought to how it will affect the brand. Approved versions of the logo are available by contacting the Community Relations Director - hello@absolutehcbs.com, 602-419-0069

1.

(Horizontal) Used is most cases where there is sufficient space to have the logo appear on one line. Tagline should be included unless it would become too small.

2.

(Vertical) If logo space is too narrow, the icon may be positioned over the the text. The icon is approx. 20% larger in this case to fill the space better.

MINIMUM SIZES: Logo may be used without tagline if required size leaves tagline text unreadable.

Print: 2.25" width
(web: 200px)

Print: 1.75" width
(web: 200px)

Print: 1" width
(web: 100px)

Print: 1" width
(web: 100px)

LOGO

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Competing graphic elements such as text or photography may divert attention from the logo.

This area is measured using the height of the capital A in the logo, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space.

LOGO

When using the logo on dark backgrounds or over photos, logo should be reversed to a solid white. Logo may also be simplified to one color when using embroidery, screen printing, or other purposes. In both cases, solid purple is preferred.

Other branded colors are also acceptable as backgrounds. Thought should be given as to what color background they are being used over.

LOGO

Avoid mixing branded colors with those not specified. If branded colors are unavailable, solid black is preferred. Also, avoid using the logo reversed over photos or illustrations, or used as a mask for photos. Some exceptions may be approved, (conact the Community Relations Director - hello@absolutehcbs.com, 602-419-0069) however, the changes listed in "Never Allowed" are always unacceptable.

SEEK APPROVAL FOR THE FOLLOWING:*

Mixed colors

Unbranded colors

Over photos

*Mixed Colors/Unbranded Colors can be approved in special circumstances. Contact the Community Relations Director for approval.

NEVER ALLOWED:

Changing Orientation

Changing scale

Changing typeface

Changing layout

LOGO

When using the logo over photographs, is recommended to reverse the logo to white and place it in a properly spaced rectangle containing the branded purple color. In horizontal layouts, logo should generally be placed in the upper left side. Taller formats may require the vertical format logo, where it should be centered.

Recommended:
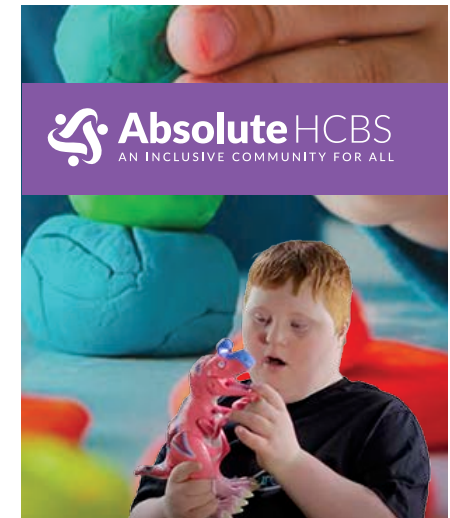
TYPEFACES

Keeping the color usage consistent when using typography is important for maintaining a consistent brand. Seek approval from Community Relations Director when going outside the color guide recommendations.

ACCEPTABLE HEADLINE COLORS:

HEADLINE   PRIMARY, used in most cases

HEADLINE   BLACK, when color is not available

HEADLINE   ORANGE, for emphasis, especially when text is used over dark background

AVOID THE FOLLOWING:

HEADLINE   *HEADLINE*

HEADLINE   HEADLINE

HEADLINE   **HEADLINE**

PREFERRED TYPOGRAHIC COLOR COMBINATIONS:

Dark Background

HEADLINE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

Dark Background (headline emphasis)

HEADLINE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

Light Background

HEADLINE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

White Background

HEADLINE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

TYPEFACES

Consistent use of typography helps to make the brand identity strong and cohesive across all usages. The typeface Lato was selected because it is a is a websafe font with flexibility built in — there are a range of styles within the font family. It is available to download free from Google fonts. (https://fonts.google.com/specimen/Lato)

LATO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%^&*)
0123456789

(Black) Headlines, paragraph heads

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%^&*)
0123456789

(Regular) Body text, paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%^&*)
0123456789

(Light) Photo captions, subheads

If Lato is not available, Verdana is commonly available

VERDANA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%^&*)
0123456789

Text sizes for general print usage:

HEADLINE

Lato Bold, 16 point

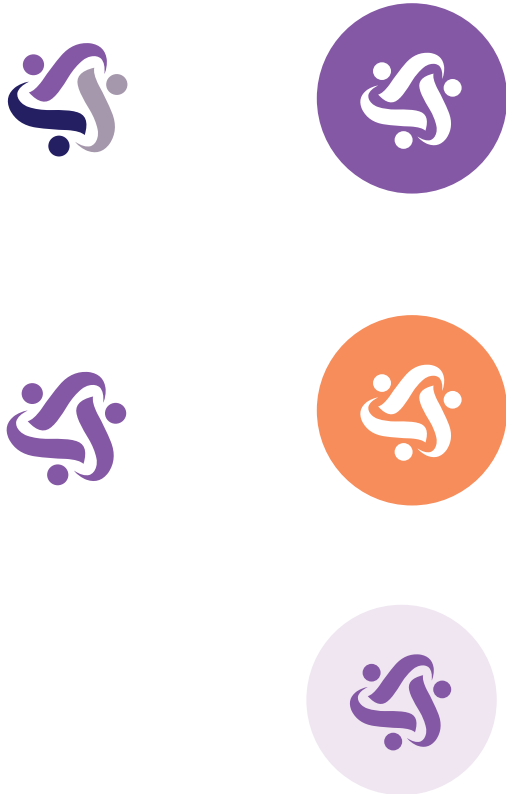Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam

Lato Regular, 12 point (10 point minimum)

ICONS
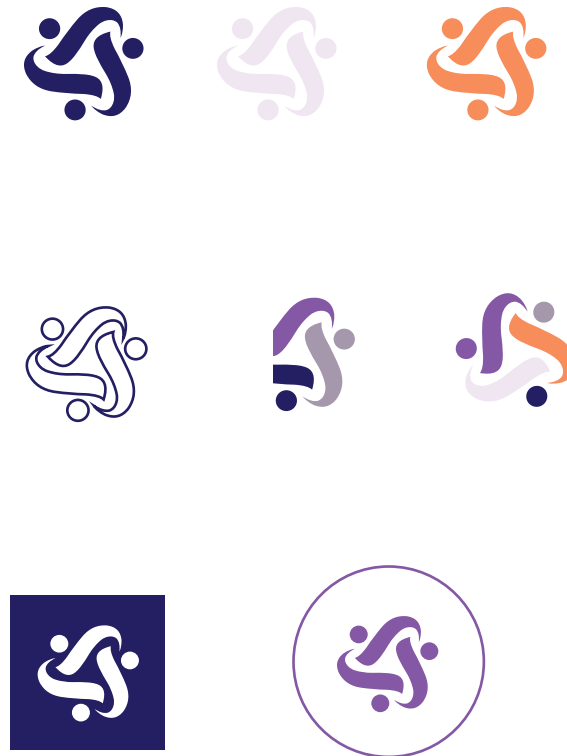
The logo icon may be displayed by itself in a recognizable way to support branding. However, it is recommended that it most often be used together with the logotype.

Recommended:

Never Allowed:

ICONS

Icons representing each of the main areas of focus in Absolute HCBS have been chosen to visually inform the viewer. They should always be reversed out in circles, and may be presented with or without the corresponding title. But, they should not be used without some kind of explanatory text. Purple is preferred, but tertiary colors are acceptable. Icons should not be rotated, cropped, or used within squares or other shapes.

HABILITATION   **RESPITE**   **ATTENDANT CARE**

PRIMARY

HABILITATION   **RESPITE**   **ATTENDANT CARE**

TERTIARY

Icons may be used without background if necessary, but it is preferred to be within a colored circle.

HABILITATION   **RESPITE**   **ATTENDANT CARE**
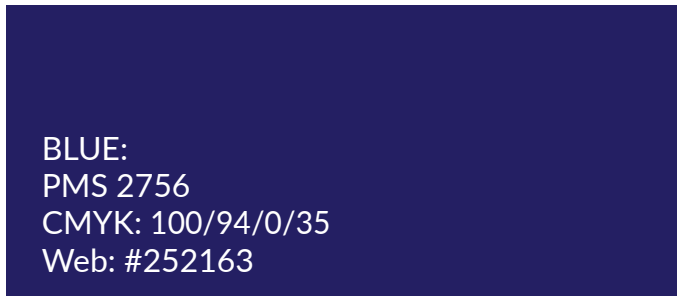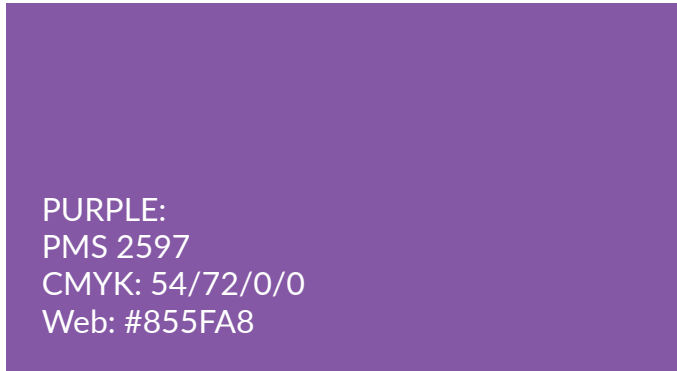
HABILITATION   **RESPITE**   **ATTENDANT CARE**

COLORS

Our color palette has three sets: primary, secondary, and tertiary, The primary color is the main, default color for headlines, backgrounds and logo elements, but use supporting colors to complement and enhance the primary color. Black and white are also allowed to be used in combination with these colors.

PURPLE:
PMS 2597
CMYK: 54/72/0/0
Web: #855FA8

BLUE:
PMS 2756
CMYK: 100/94/0/35
Web: #252163

ORANGE:
PMS 164
CMYK: 0/57/68/0
Web: #F6895B

GREY:
PMS 5215
CMYK: 33/39/18/0
Web: #AE9AB0

LIGHT PURPLE:
CMYK: 5/9/0/0
Web: #8459A5

PRIMARY

Used most often as a solid color for logo, elements, backgrounds, etc.

SECONDARY

Used to support the primary color, help it stand out and create variety.

TERTIARY

Used less frequently as a background color or to break up primary and secondary color usages. While Orange is acceptable as a headline color for text, Light Purple hould not be used as a font color, but is acceptable as a background for the icons.