Oregon
Child Development
Coalition

Cultivating our children's future

BRAND GUIDELINES

How to use this guide

Oregon Child Development Coalition has established a versatile visual identity system to represent the organization in all methods of communication and branded materials.

The following pages provide an overview of OCDC's logo usage, color system, and typography—applicable for both print and web. This guide should be used as a basis to inform styles for all newly created brand materials, always adhering to the systems outlined in the following pages to maintain maximum brand recognition and readability. When in doubt, refer back to this guide.
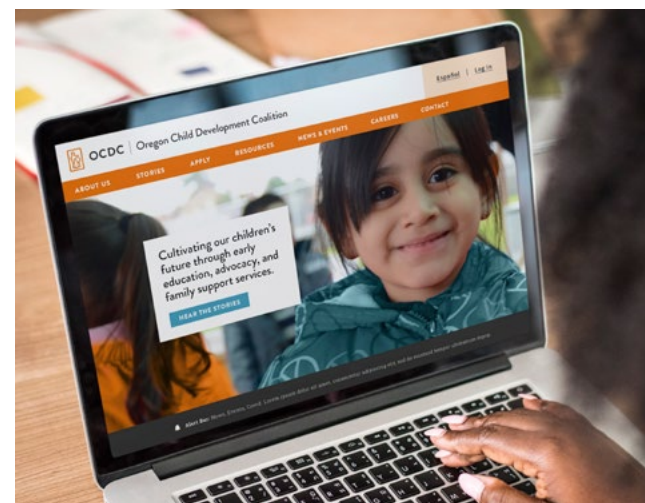
Contents

Logo Family

OCDC's Logo Family

Correct usage of the logo is essential in establishing brand recognition and maintaining readability.

There are multiple versions of the OCDC logo available for use. The logo you choose will depend on factors such as location, size, and which audience will be viewing the specific materials.

Your Primary Logos

These two versions of OCDC's logo are considered your primary logos, and should be used whenever possible. Additional variations have been provided on the following pages, when use of these primary logos is not possible due to composition, printing, or size limitations.

Primary Logo 1

Primary Logo 2

Use your best judgment when selecting from these two primary logos by considering your audience. Many families, partner organizations, and staff members are familiar with OCDC's abbreviation, and will benefit from seeing **Primary Logo 2**. In cases where the audience is less familiar with your work, choose the tagline version of **Primary Logo 1** to add additional context that supports the mission of your organization.

Primary Logo 1: Stacked with Tagline

Full color versions of your primary logo should be used whenever possible. The black version may be used for instances of grayscale printing, and the white version may be used over photo or patterned backgrounds.

FULL COLOR

Oregon
Child Development
Coalition
Cultivating our children's future

FULL COLOR WHITE

Oregon
Child Development
Coalition
Cultivating our children's future

BLACK

Oregon
Child Development
Coalition
Cultivating our children's future

WHITE

Oregon
Child Development
Coalition
Cultivating our children's future

Primary Logo 2: Stacked with Initials

Full color versions of your primary logo should be used whenever possible. The black version may be used for instances of grayscale printing, and the white version may be used over photo or patterned backgrounds.

FULL COLOR

OCDC
Oregon
Child Development
Coalition

FULL COLOR WHITE

OCDC
Oregon
Child Development
Coalition

BLACK

OCDC
Oregon
Child Development
Coalition

WHITE

OCDC
Oregon
Child Development
Coalition

Secondary Logo 1: Horizontal with Tagline

The horizontal version of your logo may be used when a composition does not allow for use of the stacked logo (for example, in a website navigation bar). Full color versions of your logo should be used whenever possible. The black version may be used for instances of grayscale printing, and the white version may be used over photo or patterned backgrounds.

FULL COLOR

Oregon Child Development Coalition
Cultivating our children's future

FULL COLOR WHITE

Oregon Child Development Coalition
Cultivating our children's future

BLACK

Oregon Child Development Coalition
Cultivating our children's future

WHITE

Oregon Child Development Coalition
Cultivating our children's future

Secondary Logo 2: Horizontal with Initials

The horizontal version of your logo may be used when a composition does not allow for use of the stacked logo (for example, in a website navigation bar). Full color versions of your logo should be used whenever possible. The black version may be used for instances of grayscale printing, and the white version may be used over photo or patterned backgrounds.

FULL COLOR

OCDC | Oregon Child Development Coalition

FULL COLOR WHITE

OCDC | Oregon Child Development Coalition

BLACK

OCDC | Oregon Child Development Coalition
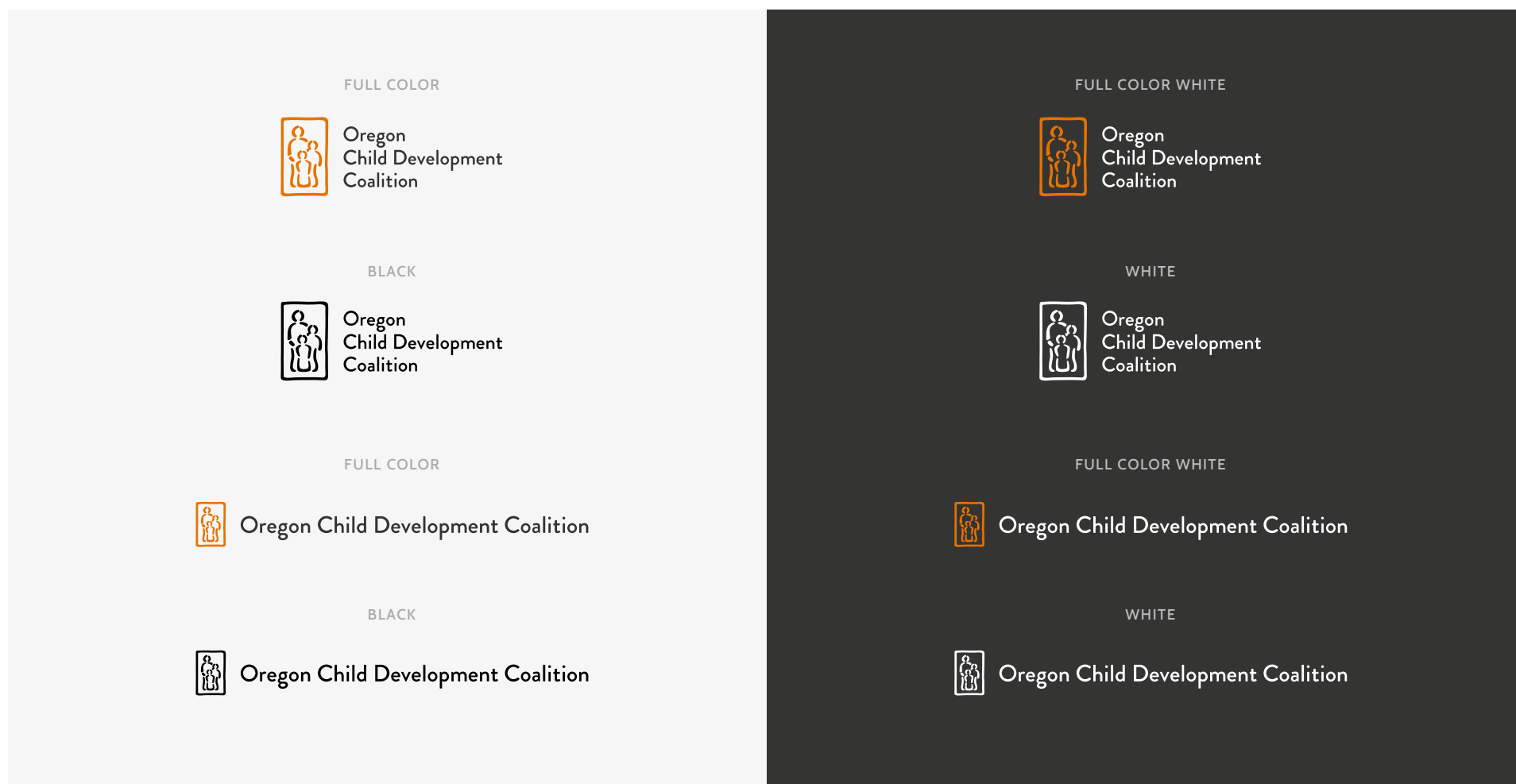
WHITE

OCDC | Oregon Child Development Coalition

Tertiary Logos: Without Initials or Tagline

The tertiary versions of your logos have been created *only* for use at very small sizes, when using the primary or secondary versions would make the text of the initials or tagline too small to read (for example, in the footer of a document). Use these only as a last resort, and when sufficient branding is in place elsewhere in the materials. Full color versions of your logo should be used whenever possible. The black version may be used for instances of grayscale printing, and the white version may be used over photo or patterned backgrounds.

FULL COLOR

Oregon
Child Development
Coalition

BLACK

Oregon
Child Development
Coalition

FULL COLOR

Oregon Child Development Coalition

BLACK

Oregon Child Development Coalition

FULL COLOR WHITE

Oregon
Child Development
Coalition

WHITE

Oregon
Child Development
Coalition

FULL COLOR WHITE

Oregon Child Development Coalition
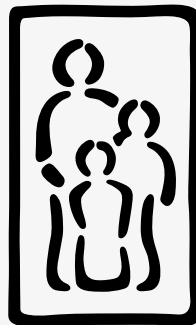
WHITE

Oregon Child Development Coalition

Icon

The icon below should be used sparingly, only as a graphic detail in instances where the viewer is familiar with the organization, and when the materials contain sufficient branding elsewhere. Full color versions of your logo should be used whenever possible. The black version may be used for instances of grayscale printing, and the white version may be used over photo or patterned backgrounds.

FULL COLOR

BLACK

WHITE

Logo Usage

Consistent use of the OCDC logo is essential to maintaining brand recognition and legibility. Therefore, **altering, editing, or creating new logo versions outside the provided package is not permitted.** Logos should never be placed over a background that conflicts with readability. When in doubt, consider placing the logo over a white rectangle. Additionally, always check logo and tagline readability at small sizes before sending files to print production.

Logo File Types

A full logo package has been provided for use, containing all logo variations and multiple file formats. To ensure best possible asset production, always use the appropriate file formats, as defined below.

.PNG: This is an image file with a transparent background, for use in digital assets.

.EPS: This is a scalable vector file, for use in print applications.

.SVG: This is a scalable vector file, for use in web development.

This is not a correct usage of the logo, as the treatment makes it difficult to read.

Color Family

Color Family

Color codes have been provided here for usage throughout OCDC's brand.

Please note, these colors have been chosen in accordance with WCAG 2.1 Accessibility Guidelines to ensure your brand is accessible for all audiences.

Please consult this online tool to ensure your color choices meet accessibility standards whenever creating new materials.

RGB: Use RGB colors for creating digital assets.

CMYK: Use CMYK colors for creating print materials, when Pantones are not available or appropriate for the piece.

HEX: The most universal form of color codes. Use hex values in web development, or whenever you're in doubt.

PMS: This is a Pantone color, for use in printed materials. Using Pantone colors ensures that your brand colors appear consistent, no matter who prints them.

1

RGB:	232, 114, 0
CMYK:	6%, 66%, 100%, 0%
HEX:	#e87200
PMS:	152c

2

RGB:	65, 160, 191
CMYK:	71%, 21%, 17%, 0%
HEX:	#41a0bf

3

RGB:	51, 51, 51
CMYK:	69%, 63%, 62%, 58%
HEX:	#333333

4

RGB:	255, 255, 255
CMYK:	0%, 0%, 0%, 0%
HEX:	#ffffff

5

RGB:	178, 212, 223
CMYK:	29%, 6%, 9%, 0%
HEX:	#b2d4df

6

RGB:	254, 227, 202
CMYK:	0%, 11%, 19%, 0%
HEX:	#fee3ca

Fonts Family

Brand Fonts

The brand fonts for OCDC have been chosen to establish a voice that's friendly, knowledgeable, and approachable. Use these fonts across all brand applications to maintain consistency of brand voice.*

Cabin for headers and buttons.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DOWNLOAD HERE.

Roboto Slab for body copy and everything else.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DOWNLOAD HERE.

* **A note on alternate fonts:** Sometimes, your brand fonts won't be available in a given platform—for instance, in Microsoft. When this is the case, substitute **Arial** for Cabin and **Times New Roman** for Roboto Slab.

Font Hierarchy

The structure of your writing makes a difference. By pulling out important information into larger headlines and callouts, you'll guide readers through brand materials with ease and highlight important information. Reference this type hierarchy when creating all brand materials.*

Welcome to Oregon Child Development Coalition

At OCDC, we believe that every single child should be cared for, educated and loved. We prepare young children for success in school, which prepares them for success in life. We also support parents to help families learn and grow together, and we help families engage with their community.

Our Mission

The Oregon Child Development Coalition believes that every child, family, community partner and employee that we interact with deserves.

BUTTON CTA

Headlines:
Cabin Bold. Font should be large and sentence cased.

Body Copy:
Roboto Slab Light. Font should be small (avoiding very small, illegible sizes) and sentence cased.

Subheads:
Cabin Bold. Font should be medium sized (larger than body but smaller than headlines) and sentence cased.

Buttons:
Cabin Bold. **Text over orange must be a minimum of 18pt to pass accessibility guidelines.**

* To ensure compliance with accessibility guidelines, text should always appear in either black or white—never a color.

Thank You!