

Loveland Center™

Brand Style Guide

Updated March 2024

PURPOSE

Loveland Center is a non-profit that supports both children and adults with intellectual and developmental disabilities throughout Southwest Florida. The purpose of this style guide is to give you the ability to correctly represent our brand and ensure consistent information across programs and locations.

This is a **LIVING DOCUMENT** and will be updated periodically to match changing brand standards.

MISSION

Loveland Center helps individuals with intellectual and developmental disabilities live their lives to the fullest.

VISION

A World where all people, regardless of their abilities, are recognized as equals at home and in their community.

COLOR PALETTE

PRIMARY



#16A6B4



#892B8F

SECONDARY



#9B95E1

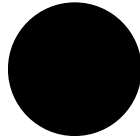


#55DBAF

ACCENT



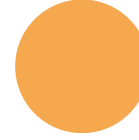
#FFEF82



#000000



#F93822



#F6A84E

FONTS

HEADER FONT

MERRIWEATHER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY TEXT FONT

POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

IMAGE INSPIRATION



Images should be bright, easy to tell what is going on, and show people in action. Only specifically posed photos should show a group standing doing nothing.

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ALTERNATIVE LOGOS



A Solid color background behind Loveland's logo in either orientation is acceptable as long as the logo is not cut off and is legible. Loveland brand and marketing staff should approve all logo background colors before they are used.

LOGO WITH TAG LINE



Loveland's tag line should be added below our logo everywhere it is appropriate. The tagline can ONLY be used below the single height logo, and must be in Merriweather. The end of "opportunity" must be in line with the "r" from Loveland Center. It is preferred that Opportunity is in one of Loveland's 2 main colors and in bold, but it may be in regular print in black as well.

PROGRAM & EVENT SPECIFIC LOGOS



Many of Loveland's programs and events have their own specific logo. These logos may only be used in conjunction with marketing for those specific programs. A Loveland Agency logo must accompany the program or event specific logo somewhere on the marketing material.