



Loveland Center™
Equality Through Opportunity.

style **GUIDE**





*“ To support all people to be
recognized as equals at home
and in their community. ”*



who **WE ARE**

We believe in the importance of choice. We believe that if individuals are empowered to set and achieve their personal goals, the path for greater independence can be met. At the Loveland Center, we accomplish this by offering a wide variety of programs and services to enable participants to attain equality through opportunity.

For over a half century, we have remained devoted to this philosophy. Since 1962, when a small group of parents in Venice sought to establish an enriching environment for their children with intellectual and developmental disabilities, the Loveland Center has provided thousands of individuals with learning, achievement and growth so they can become valuable members of the community.

Located in Venice, Florida, the Loveland Center currently serves over 300 individuals in Sarasota and Charlotte counties. By raising awareness and implementing outreach programming for an even greater number of those with these types of disabilities, the Loveland Center will continue to be at the forefront of positive change, and challenge preconceived notions. Our mission is for everyone to see the individual ability — not the disability.

The Loveland Center is a 501(c)(3) nonprofit organization and is funded through the generous donations of those in our community.

our LOGO





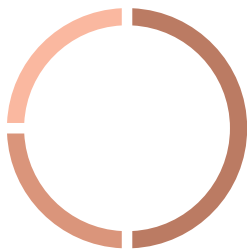
L♥veland Center™
Equality Through Opportunity.

“It is our mission to help individuals with intellectual and developmental disabilities live their lives to the fullest.”

We provide individuals with intellectual and developmental disabilities the opportunities to cultivate new skills, gain valuable life experiences, and flourish as independent citizens of our community.

Logo Display

Our primary colors along with tints that can be used in conjunction with other creatives.



Pantone 7591 C

C: 24 M: 56 Y: 61 K:5

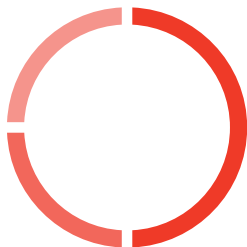
R: 186 G: 122 B: 99



Pantone PMS 359

C: 39 M: 0 Y: 62 K:0

R: 163 G: 210 B: 135



Pantone Bright Red C

C: 0 M: 92 Y: 95 K:0

R: 239 G: 61 B: 41



The logo can be divided into smaller sections that can still reflect our branding standards. This is useful as it allows the logo to be seen in creatives where size or space is limited.

Loveland Center[™]
Equality Through Opportunity.

Icon only logo (with and without tagline)



Text only logo (with and without tagline)

Loveland Center[™]
Equality Through Opportunity.

Loveland Center[™]
Equality Through Opportunity.

Loveland Center

Loveland Center

Logo on backgrounds

To better brand the logo on different backgrounds having multiple contrasting versions of the logo is necessary.



This logo version works best on a solid dark background so that all the colors are seen.



White logo with one key color is necessary for dark creatives or a limit on color count branding.



Solid white logo can be used on any dark background or color restrictive creatives.

One color logo (with and without tagline)



White logo (with and without tagline)



Logo Placement

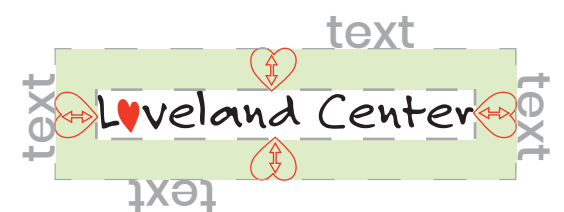
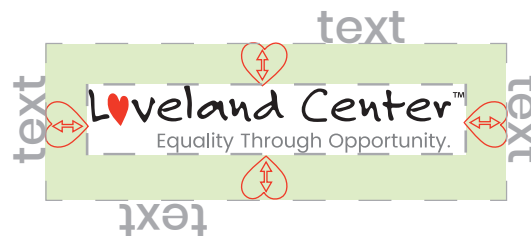
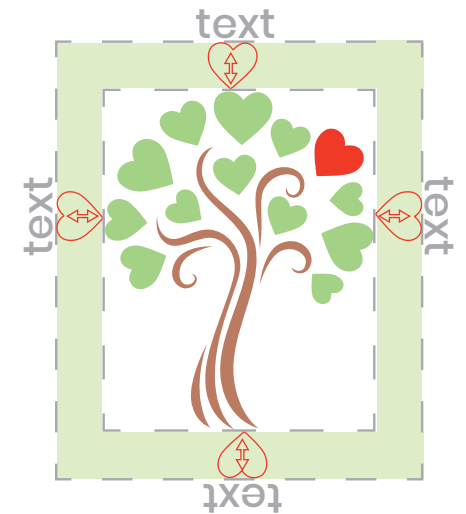
Clear Space

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that would lessen the importance of the logo.

The minimum clear space is defined as the height of the:



The space should remain the same distance as defined by the scale of the logo.



Unacceptable Usage

When using the logo, there are rules for application on creatives. This will insure proper branding with better visibility of the logo across all creatives.

Do not angle the logo



Do not change any of the fonts in the logo



Do not change any of the colors in the logo



Do not put a WHITE logo on a pale background



Do not distort the logo



Do not put logo on a pattern background



our FONTS



Font Families

Font usage:

The two fonts that are used in every instance of any creatives are “Poppins” and “Merriweather Serif.” Both offer our distinct look with professionalism and aesthetics.

Aa

PRIMARY

Poppins Light

Poppins Regular

Poppins Medium

Poppins Semibold

Poppins Bold

Aa

SECONDARY

Merriweather Light

Merriweather Light Italic

Merriweather Regular

Merriweather Italic

Merriweather Bold

Merriweather Bold Italic

Merriweather Black

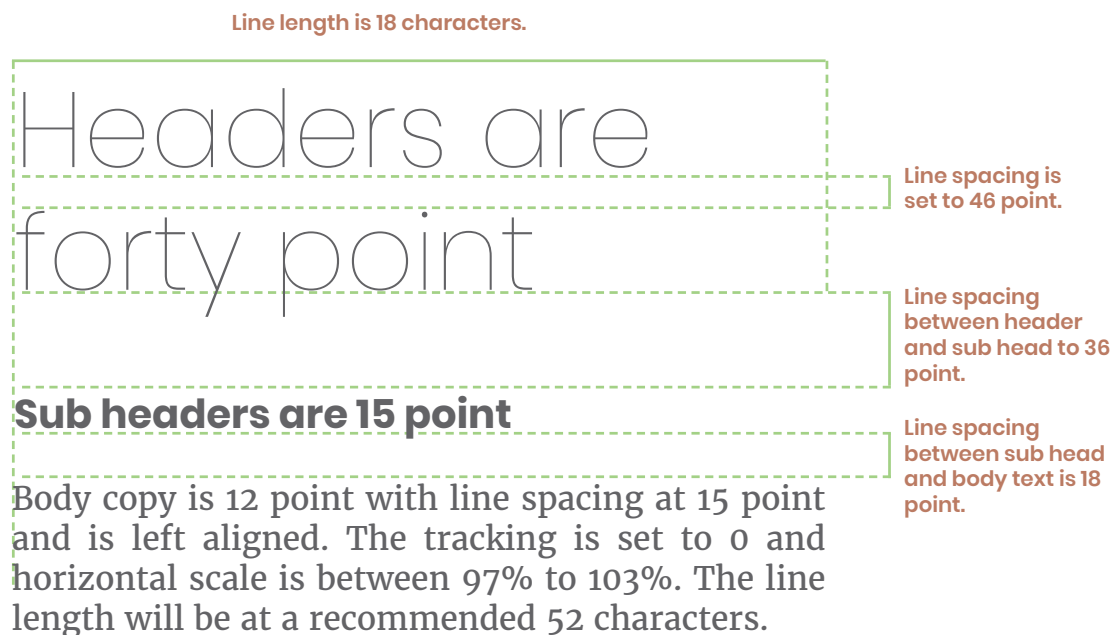
Merriweather Black Italic



FONT DOWNLOAD:

<https://fonts.google.com/?query=merri&selection.family=Merriweather|Poppins>

Typography Structure



Headers

Headers are 40 point with line spacing at 46 point and have a line length of 18 characters.

Alignment

The type set should be left aligned.

Sub headers

Sub headers are 15 point on a single line with a length of 40 characters.

Case

Sentence case is preferred for all communications.

Body copy

Body copy is 12 point on a single line with a length of 40 characters.

Poppins Light

Poppins Light should be used in all headers.

Aa, Bb, Cc

Poppins Bold

Poppins bold should be used in all sub heads.

Aa, Bb, Cc

Merriweather Regular

Merriweather Regular should be used in all body text.

Aa, Bb, Cc

A man with short brown hair and glasses, wearing a red short-sleeved button-down shirt, is smiling and standing against a green background. There are faint, light green heart shapes in the background. The text 'our IMAGES' is overlaid on the left side of the image. 'our' is in a white, lowercase, italicized serif font, and 'IMAGES' is in a large, white, uppercase, bold sans-serif font. A thin red vertical line is to the left of the word 'our'.

our **IMAGES**

Image Usage

Photo Background

There are a couple ways the logo can be used in conjunction with a photo background. Each option should be exercised with careful planning to ensure the logo remains legible and clear.

Ideally using the full color logo for most creatives would be the best result. In some cases a photo or another creative can limit the use of the full color logo. This is usually due to the background having too much contrast or similar colors to the logo. By using the white or black logos this allows the brand to stand out from the creative.



Photo restrictions

Our imagery follows a few standards that are necessary in all branding creatives. The outlined examples should be used in all creatives to keep our branding the same across all marketing materials.

Photos are to demonstrate a feeling of warmth and compassion for our members. We want to always show enjoyment of life while educating our audience so they can recognize opportunity with the participants at Loveland Center.



Avoid high contrast filters when using photography for any creative.



Photos should never be distorted in any way from the original.



Black and white photography is to be avoided.



Photos should never be angled in any fashion.