Brand Guidelines

Updated August 2022

Our Name

Reinforcing a brand requires that we treat our brand name respectfully and consistently. We must all use the same prescribed logo and we must all use the name **Easterseals Happiness House** or **Easterseals Southwest Florida**.

Should We Capitalize the Name?

For the logo, we deliberately chose a friendly, approachable lowercase "e" to begin our name. When writing about the organization, we have decided to treat "Easterseals" as a proper name and capitalize it in every instance.

Our Logo

Easterseals brings support—and hope and joy—into people's lives—including a diverse community of volunteers, families and caregivers. Our work is infused with optimism—striving towards our full potential. It inspired our logo, which projects a burst of sunshine, rays of hope, and the support of an entire community. Our wordmark is comprised of rounded letter forms set in all lowercase, further reinforcing our friendly, open and accessible nature.

Our logo is comprised of three distinctive parts—the Easterseals logo graphic, the Easterseals wordmark and the designation. These three elements should always appear as they appear here to maintain consistency across all Easterseals communications. **The three parts should never be separated or stand alone,** except for the Easterseals logo graphic and Easterseals wordmark, which can be used without the designation.

Our Tagline

A tagline is a compact, high-impact public expression of our purpose statement and brand strategy. It's a way to reinforce our positioning while setting the tone for our brand voice program and future communications.

All Abilities Shine

"All Abilities" encompasses every audience we serve in a positive and resonant frame, while also balancing specificity with inclusivity. "Shine" shifts focus from overcoming obstacles to maximizing opportunities. It elevates how we see and support unlimited potential within people and highlights our commitment to advocacy and access.

Our Core Values

easterseals
Happiness House

CORE VALUES
To support our **Abilities Shining** mission.

INTEGRITY	Do what's right
Supporting common goals together	UNITY
EXCELLENCE	Quality in all we do
Admiration for abilities	RESPECT
INCLUSION	Provide equal access

Our Boilerplate

A boilerplate statement is used internally or externally, in communications that explains who we are and what we do.

Easterseals is leading the way to full equity, inclusion, and access through life-changing disability and community services. For more than 100 years, we have worked tirelessly with our partners to enhance quality of life and expand local access to healthcare, education, and employment opportunities. And we won't rest until every one of us is valued, respected, and accepted. Through our national network of affiliates, Easterseals provides essential services and on-the-ground supports to more than 1.5 million people each year — from early childhood programs for the critical first five years, to autism services, to medical rehabilitation and employment programs, to veterans' services, and more. Our public education, policy, and advocacy initiatives positively shape perceptions and address the urgent and evolving needs of the one in four Americans living with disabilities today. Together, we're empowering people with disabilities, families and communities to be full and equal participants in society.

Our Color Palette

The following palette has been selected for the Easterseals logo. This color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.

		Pantone (for print)	CMYK (for print)	RGB (for screens)	Hex (for web)
Primary color palette		1665 C	C:0 M:76 Y:100 K:0	R:207 G:75 B:4	#cf4b04
		137 C	C:0 M:25 Y:100 K:0	R:255 G:163 B:0	#ffa300
Secondary color palette		541 C	C:97 M:55 Y:6 K:43	R:0 G:68 B:115	#004473
		151 C	C:0 M:50 Y:100 K:0	R:247 G:148 B:30	#f7941e
		376 C	C:54 M:0 Y:100 K:0	R:153 G:204 B:0	#99cc00
		7460 C	C:100 M:6 Y:2 K:10	R:0 G:124 B:177	#007cb1
Tertiary color palette		427 C	C:4 M:4 Y:4 K:4	R:231 G:228 B:228	#e7e4e4
		7506 C	C:0 M:8 Y:26 K:6	R:255 G:233 B:194	#ffe9c2

Fonts

Roboto is a versatile typeface that comes in many different weights, making it an ideal brand typeface for an organization with diverse needs. The rounded shapes complement, rather than compete with, our new Easterseals logo. Use Roboto whenever possible within your marketing and communications materials.

In instances when Roboto cannot be used, please use the Arial family of fonts. This is a system font available on all computers and comes in a multitude of weights, making it an ideal secondary font.

Logo Specifications

Minimum Logo Size
There is no predetermined size for the logo. Scale and proportion should be determined by the available space and function. The smallest the logo should appear is 2 inches (width) for visibility.

Logo Applications
The logo cannot be changed in any way. Although creativity is appreciated, each component has been carefully designed and proportioned and is never to be redesigned or altered. All logos listed below are approved in color, single black and single white. These logos can be used on print materials and promotional items.

Primary Logo – Happiness House
The primary logo should be used whenever possible. It can be used on any colored background. This logo is the only logo to be used organization wide.

Secondary Logo (Legal Name) – Southwest Florida
The secondary logo can be used in place of the primary logo and can be used on any colored background. This logo is the only logo to be used organization wide.

Logo use for Lily Preschool
The logo with the Lily Preschool designation can only be used on specific materials for the school.

Logo use For the Academy
The logo with the Academy designation can only be used on specific materials for the Academy.

Logo use for The Autism Center of Excellence
The logo with the Autism Center of Excellence designation can only be used on specific materials for the ACE program.

Logo use for InStride Therapy
The logo with the InStride Therapy designation can only be used on specific materials for InStride Therapy location.

Logo "Do Nots"

Do not use secondary palette colors, or any other colors

Do not stretch or compress the logo

Do not tilt the logo

Do not use gradients

Do not use effects

Do not use legacy logos

Do not use unapproved fonts

Do not alter placement of the logo elements

Do not place logo in a rectangle/holding shape

program

Do not break up or alter the Easterseals wordmark

Do not alter the Easterseals logo graphic
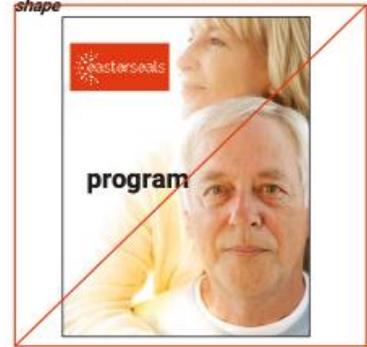
Logo Variations and Uses

Logo applications

At times, it will be necessary to place the Easterseals logo on top of photographs or other artwork. When doing this, please use the following guidance to ensure a clean layout and maximum impact:

• Use the full color logo on top of light colored backgrounds in order to retain contrast. If the background is busy, use a photo editing application to blur out the background. This will ensure legibility.

• Use the white logo on top of images with darker backgrounds. If the background is busy, it should be blurred out to ensure legibility and impact.