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Our Brand
Our Mission

We provide exceptional services for persons with disabilities and their families, across a lifetime, by empowering individuals to live their lives to the fullest.

Our Vision

To be a leader in maximizing the abilities and independence of all individuals and families.
Who We Are

Since 1946, Easterseals Southwest Florida has supported individuals with disabilities to live their best lives and be engaged in their communities. On day one, the people of our compassionate, caring nonprofit have offered help and hope to children and adults with disabilities, working to ensure all abilities of all ages have the opportunity to shine. This means staying ahead of the needs of our clients is a priority.

Easterseals Southwest Florida excels in innovating, seeking creative solutions and anticipating the changing needs of those we serve. This commitment to quality and support has led to the creation of a range of beneficial programs and services designed to make a tangible and positive impact for our clients and students. From child development, autism, family support and veteran services to artistic expression, therapeutic, diagnostic, and educational delivery, we now offer a variety of ways to help people with disabilities and their families address life's challenges, achieve personal goals and feel included and valued in everything they do.
Our Core Values

RESPECT
Admiration For Abilities

INTEGRITY
Do What’s Right

EXCELLENCE
Quality In All We Do

INCLUSION
Provide Equal Access

UNITY
Supporting Common Goals Together
Brand Name Usage

Easterseals Southwest Florida has various locations and programs. Below you will find the proper naming convention for each. Our brand names should always appear how they are listed here to maintain brand consistency and recognition.

Locations
- Happiness House of Easterseals Southwest Florida
- Easterseals Ranch of Easterseals Southwest Florida

Programs
- Autism Center of Excellence of Easterseals Southwest Florida
- Lily Preschool of Easterseals Southwest Florida
- Easterseals Academy of Easterseals Southwest Florida
- Adult Day Enrichment of Easterseals Southwest Florida
- Art Center of Easterseals Southwest Florida
- Operation1Stride of Easterseals Southwest Florida
- Job Skills Training of Easterseals Southwest Florida
- Hippotherapy of Easterseals Southwest Florida
Our Identity System
Primary Logo

The Easterseals Southwest Florida logo is to be used as the primary logo for all out-facing marketing and correspondence.

The Easterseals Southwest Florida logo is comprised of two distinctive parts, the icon and the type. These two elements should always appear as illustrated in order to maintain consistency across all Easterseals marketing and communications.
Acceptable Color Variations

The Easterseals Southwest Florida logo should be used in color whenever possible. For applications requiring a white or a black logo, the logo should be reproduced as shown here.

The Easterseals Southwest Florida logo can be placed on colored backgrounds and over images but should not be contained in a rectangle or any other holding shape.
**Logo Clear-Space**

To enhance the legibility and impact of the Easterseals Southwest Florida logo, surround it with at least the prescribed amount of clear space, maintaining a reasonable distance from other trademarks, competing text, graphic devices or images on the page.

Always allow for the minimum clear space on all sides of the logo, which is equal to the height of the ascender on the “t” in Easterseals (as shown here).
Logo Usage

There is only one permissible usage of the Easterseals Southwest Florida logo. The native files cannot be altered in any way.

The entire logo, including type and icon, must remain proportional. Do not stretch or squeeze the logo. Do not rotate the logo in any way.

Approved colors must always be used. Please refer to page 2.4 for approved colors. The logo may only be used in the full color, black or white versions. No other colors may be used on the logo.
Logo Usage on Photography

At times, it will be necessary to place the Easterseals Southwest Florida 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, it should be blurred out to ensure legibility and impact.

- 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.

- Do not place the logo in a white or colored box on top of the photograph.
Primary Color Palette

Getting color right is an important factor in maintaining the uniformity of the brand. These colors should be used prominently to create a strong visual link across all communications.

Our primary color palette is one that is warm and inviting, reinforcing our friendly, open and accessible nature.
Secondary Color Palettes

The secondary color palette is bright and vibrant, and complements our primary palette without overwhelming it. These colors should be used as accents and backgrounds.

The tertiary palette is comprised of a neutral beige and gray. They should be used as background colors only.

The following pages contain color breakdowns. This information should be shared with designers and printers to ensure consistency in printed and digital assets.
## Color Breakdown & Usage

### Primary Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Coated (coated stock)</th>
<th>Pantone Uncoated (uncoated stock)</th>
<th>CMYK* (for print)</th>
<th>RGB (for screens)</th>
<th>Hex (for web)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>1665 C</td>
<td>1665 U</td>
<td>Coated - C:0 M:79 Y:100 K:0 Uncoated - C:0 M:63 Y:95 K:0</td>
<td>R:207 G:75 B:4</td>
<td>#cf4b04</td>
</tr>
<tr>
<td>Yellow</td>
<td>7549 C</td>
<td>7549 U</td>
<td>Coated - C:0 M:22 Y:100 K:2 Uncoated - C:0 M:22 Y:100 K:0</td>
<td>R:255 G:163 B:0 #ffa300</td>
<td></td>
</tr>
</tbody>
</table>

### Secondary Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Coated (coated stock)</th>
<th>Pantone Uncoated (uncoated stock)</th>
<th>CMYK* (for print)</th>
<th>RGB (for screens)</th>
<th>Hex (for web)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>541 C</td>
<td>541 U</td>
<td>Coated - C:100 M:58 Y:9 K:46 Uncoated - C:100 M:45 Y:5 K:36</td>
<td>R:0 G:68 B:115</td>
<td>#004473</td>
</tr>
<tr>
<td>Orange</td>
<td>151 C</td>
<td>151 U</td>
<td>Coated - C:0 M:60 Y:100 K:0 Uncoated - C:0 M:43 Y:91 K:0</td>
<td>R:247 G:148 B:30 #f7941e</td>
<td></td>
</tr>
<tr>
<td>Green</td>
<td>376 C</td>
<td>376 U</td>
<td>Coated - C:54 M:0 Y:100 K:0 Uncoated - C:48 M:0 Y:95 K:4</td>
<td>R:153 G:204 B:0</td>
<td>#99cc00</td>
</tr>
<tr>
<td>Blue</td>
<td>7460 C</td>
<td>7460 U</td>
<td>Coated - C:100 M:6 Y:2 K:10 Uncoated - C:100 M:0 Y:10 K:0</td>
<td>R:0 G:124 B:177</td>
<td>#007cb1</td>
</tr>
</tbody>
</table>

### Tertiary Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Coated (coated stock)</th>
<th>Pantone Uncoated (uncoated stock)</th>
<th>CMYK* (for print)</th>
<th>RGB (for screens)</th>
<th>Hex (for web)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gray</td>
<td>427 C</td>
<td>427 U</td>
<td>Coated - C:7 M:3 Y:5 K:8 Uncoated - C:15 M:7 Y:10 K:4</td>
<td>R:231 G:228 B:228</td>
<td>#e7e4e4</td>
</tr>
</tbody>
</table>
# Color Usage Examples

## Primary Color Palette
- Logo wordmark
- Large headlines
- Backgrounds
- Graphics
- Logo graphic
- Backgrounds

## Secondary Color Palette
- Affiliate names
- Large headlines
- Backgrounds
- Charts
- Backgrounds
- Charts
- Icons
- Backgrounds
- Charts
- Icons
- Backgrounds
- Charts
- Icons

## Tertiary Color Palette
- Backgrounds
- Backgrounds
Typography

The Primary typeface to be used on marketing materials and communication is the Roboto font family. This font should be used whenever possible to maintain brand consistency. If Roboto is not available, a similar font may be substituted.

Roboto is a versatile typeface that comes in many different weights, making it an ideal brand typeface for an organization with diverse needs.

Roboto Font Family

Roboto Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Roboto Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Roboto Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Roboto Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
3

Our Voice
What Is Brand Voice?

Brand voice is what everyone experiences when they interact with Easterseals Southwest Florida. It's our personality, our style, our tone and is felt in everything we do, and in all the services we provide, creating a distinctive Easterseals Southwest Florida experience.

How To Use Our Brand Voice

Everything we do and say should reflect and reinforce these wonderful qualities. Everything — our marketing, our services, our fundraising, our community events — should be infused with this spirit: determined, inspired, personal, honest, local and unafraid. These should be the hallmarks of everyone's experience with Easterseals Southwest Florida. On an immediate, practical level, we should use these traits to help us to choose photos and other imagery, to name events and programs, to inspire themes for dinners and galas, and of course, to be felt emotionally by all the people we serve.
Our Brand Voice

These four attributes capture and express how our brand voice will be heard and experienced.

**Bold**
We lead with confidence.

**Inclusive**
We ensure everyone is valued, respected and accepted.

**Genuine**
We are honest, warm and engaging.