



Brand Guidelines



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Our Brand





Our Mission

We empower individuals and families to shine.

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

- Main Campus: Easterseals Southwest Florida
- Easterseals Ranch of Easterseals Southwest Florida
- Easterseals Academy of Easterseals Southwest Florida

Buildings

- Happiness House
- Malcolm Family Autism Center of Excellence
- Employment Training Center

Our Identity System



2

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.

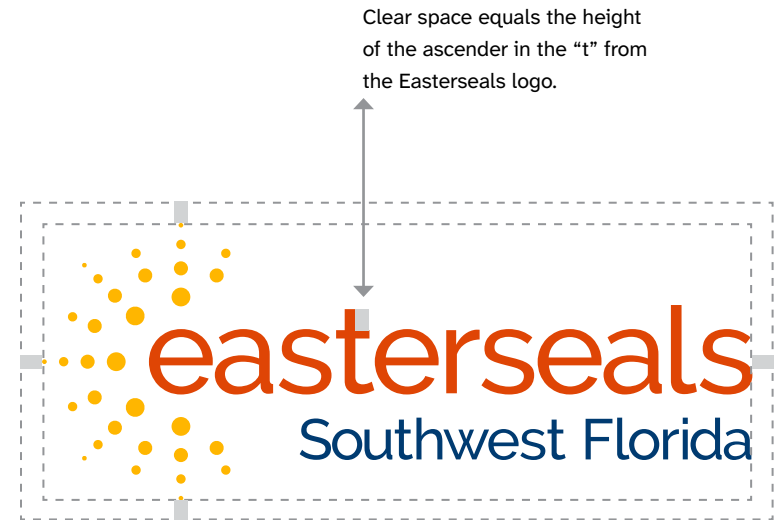
The Easterseals Southwest Florida logo can be placed on colored backgrounds and over images but should not be contained in a rectangle or any other holding shape.



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.



Do not use secondary palette colors, or any other colors



Do not stretch or compress the logo



Do not use gradients



Do not angle



Do not use other fonts



Do not alter placement of logo elements



Do not break up or alter the logo type



Do not alter the logo icon

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.



Do place full color logo on light backgrounds



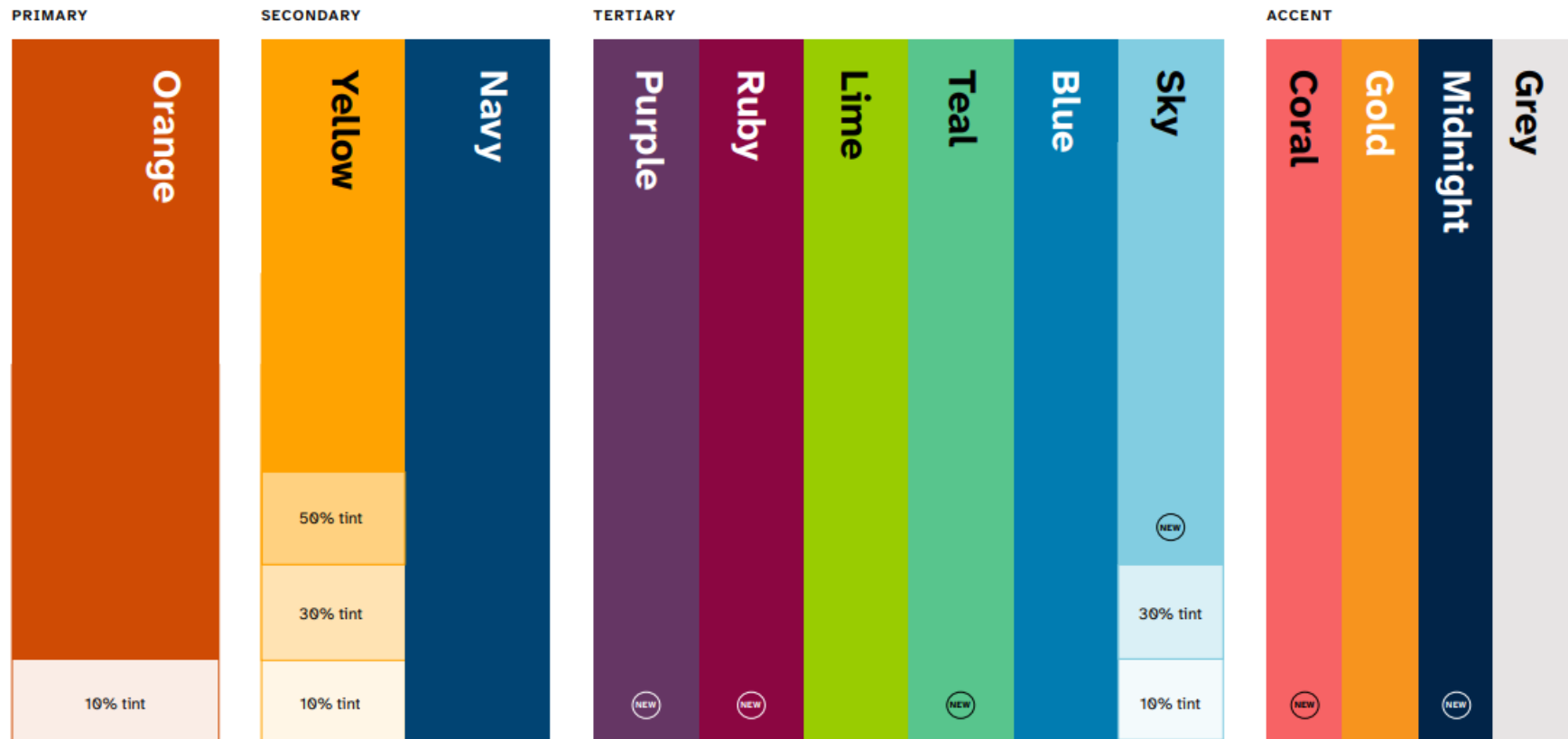
Do place white logo on dark backgrounds



Do not place logo in box to place on top of a photo.

Color Palette

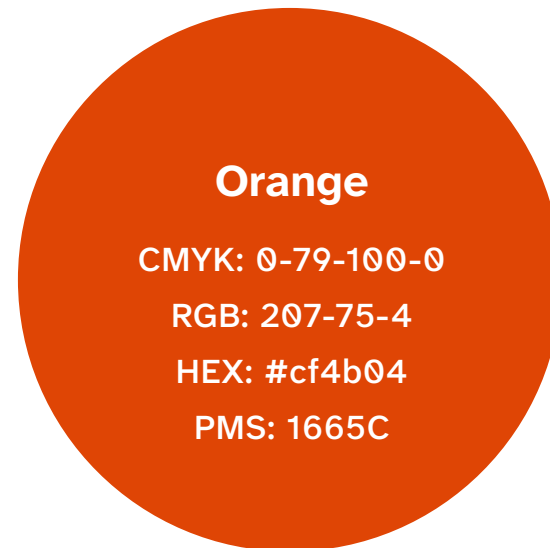
The Easterseals Southwest Florida palette balances bold contrasts—deep, rich colors alongside lively, energetic hues—for a range of applications across the Easterseals brand.



Primary Color

Use for: Main headlines, dominant visual elements, and brand identifiers.

Orange is our primary brand color. Consistent use across all materials is essential to brand recognition.



Secondary Colors

Use for: Supporting elements, subheadings, and section dividers.

These colors complement primary Orange.
Use them in moderation.

Yellow

CMYK: 0-22-100-2

RGB: 255-163-0

HEX: #ffa300

PMS: 7549C

Navy

CMYK: 100-58-9-46

RGB: 0-68-115

HEX: #004473

PMS: 541C

Tertiary Colors

Use for: Accent elements, data visualization, supplementary graphics, and multi-page documents.

These colors offer flexibility but should be used sparingly alongside the primary and secondary palettes.

Purple

CMYK: 64-88-33-20

RGB: 101-54-100

HEX: #653664

PMS: 519C

Ruby

CMYK: 33-100-57-26

RGB: 139-6-65

HEX: #8b0641

PMS: 221C

Lime

CMYK: 54-0-100-0

RGB: 153-204-0

HEX: #99cc00

PMS: 376C

Teal

CMYK: 63-0-60-0

RGB: 88-197-141

HEX: #58c58d

PMS: 346C

Blue

CMYK: 100-6-2-10

RGB: 0-124-177

HEX: #007cb1

PMS: 7640C

Sky

CMYK: 46-2-9-0

RGB: 130-205-225

HEX: #82cde1

PMS: 630C

Accent Colors

Use for: Subtle highlights, decorative elements, and minor visual details.

These colors add depth to the palette without overshadowing primary Orange. Use sparingly.

Coral

CMYK: 0-76-53-10

RGB: 247-99-101

HEX: #f76365

PMS: 178C

Gold

CMYK: 0-60-100-0

RGB: 247-148-30

HEX: #f7941e

PMS: 151C

Midnight

CMYK: 100-87-42-45

RGB: 0-36-72

HEX: #002448

PMS: 289C

Grey

CMYK: 7-3-5-8

RGB: 231-228-228

HEX: #e7e4e4

PMS: 427C

Typography

Our main fonts are **Atkinson Hyperlegible Next** and **Aptos**. For full typography guidance—sizing, hierarchy, and spacing—refer to the Branding Playbook.

Atkinson Hyperlegible Next

Use in: Graphic design applications—Illustrator, Canva.

Designed by the Braille Institute, Atkinson Hyperlegible Next prioritizes letter-form distinction for improved readability and character recognition.

Atkinson Hyperlegible Next Font Family

Atkinson Hyperlegible Next Extra Light

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

Atkinson Hyperlegible Next Light

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

Atkinson Hyperlegible Next 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

Atkinson Hyperlegible Next Medium

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

Atkinson Hyperlegible Next 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

Atkinson Hyperlegible Next Extra 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

Typography

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Aptos

Use in: Microsoft 365 applications—Word, PowerPoint.

Aptos is the default Microsoft 365 font and our standard for all Office applications.

Aptos Font Family

Aptos Light

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

Aptos Display

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

Aptos 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

Aptos Semi 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

Aptos Extra 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

Aptos Black

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

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.

