



BRAND GUIDE

LAST UPDATED AUGUST 2023



Questions or help with these guidelines should be referred to Karla at kgarrett@communityservices.us

Welcome to Community Services Consortium's brand guide!

This is your comprehensive resource for maintaining the visual identity of our brand, widely known as CSC. By adhering to these graphics rules, Community Services Consortium branding will maintain a cohesive presence across all platforms and communications.

The CSC logo was designed to represent a compass, symbolic of our work in guiding people to a brighter future with the goal of ending poverty.

As CSC continues to expand and adapt to the changing community needs, maintaining a consistent identity is crucial in ensuring that we remain recognizable in the community as a hub for supportive services and resources.

Throughout this brand guide, you will find detailed instructions on the appropriate usage of logos, fonts, colors, and graphics. By adhering to these guidelines, CSC presents a unified and professional image to our participants and partners.

FULL LOGO



standard logo



white logo

MARK ONLY



standard



white



on brand colors



To view and download any of these logos, click [here](#).

LOGO



Space Around Logos

Always leave some clear space around the logo to ensure legibility and create a safe zone between the logo and elements around it. The space around the logo should be at least 1/4 the height of the CSC logo being used. **See example to the left.**

Stretching & Warping

Do not stretch, skew, or distort the logo. Always resize the logos proportionally to keep the same dimensions.

Drop Shadow

Do not apply a drop shadow to the logo.

Color backgrounds

Do not place the logo on wrong colored backgrounds that are off-brand, clash, or lack contrast. Use colors that are listed on page 8.



Background Images

When placing the logo on a patterned background or image, use images that are not too dark or complex and cluttered. Choose placement that maximizes contrast for visibility,



LOGO

PROGRAM LOGOS



See next page for more program logos...

LOGO

PROGRAM LOGOS (CONTINUED)



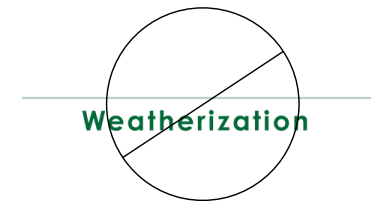
Program Logo Usage

Program logos were developed in order to allow CSC's programs to create promotional materials that both brand their program name and the agency as a whole.

Do not remove any part/parts and use them separately. Program logos are to be used in their entirety. **See example to the right.**

Do not overlay the white CSC logo on any color other than the forest green in the CSC color palette (refer to next page) or black. **See example to the right.**

To view and download a program logo, click [here](#).



LOGO

Primary Colors



FOREST GREEN

HEX #056839
RGB: 5 104 57
CMYK: 95 0 45 59
PANTONE: 7727C



SUNSHINE

HEX #FFCD3B
RGB: 255 205 59
CMYK: 0 19 87 0
PANTONE: 1225C



PACIFIC BLUE

HEX #0096C1
RGB: 0 150 193
CMYK: 80 25 12 0
PANTONE: 639C



VELVET

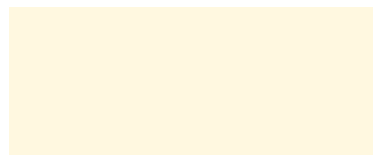
HEX #852274
RGB: 133 34 116
CMYK: 55 100 21 5
PANTONE: 249C

Secondary Colors



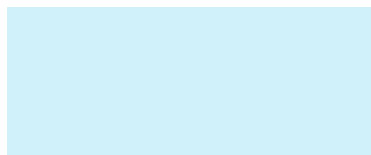
LICHEN

HEX #99C2B0
RGB: 153 194 176
CMYK: 21 0 9 24



WHIPPED HONEY

HEX #FFF8E0
RGB: 255, 248, 224
CMYK: 0 3 12 0



SKY

HEX #D1F1FA
RGB: 209, 241, 250
CMYK: 16 4 0 2



LILAC

HEX #E1CADD
RGB: 225 202 221
CMYK: 0 10 2 12

COLORS

FONT DESCRIPTIONS & STYLES

PRIMARY

Arial
used as a Sans Serif

TITLE (20 PT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY

Calibri
used as a Sans Serif

SUBHEADING (16 PT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY

Times New Roman
used as a Serif

BODY (12 PT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*If designing in Canva, you may use one or more of the following fonts, in lieu of or paired with a primary or secondary font: **Open Sans, Canva Sans***



Community Illustration

Our community illustration was thoughtfully designed to help visually explain the scope and impact our work has on all corners of the community.

Approved Usage

This illustration may be used in full as seen to the left, or its separate parts can be used to highlight a particular program.

Do not use unapproved portions of this graphic or otherwise alter it.

See next page for approved individual graphics...

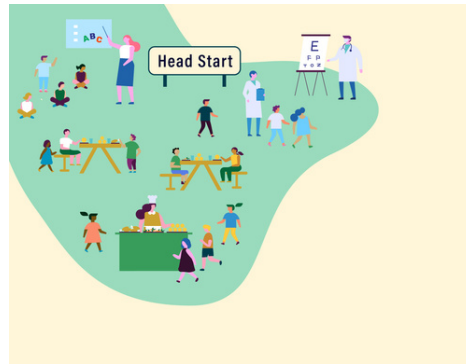
*Illustration was designed specifically for Community Services Consortium.
Do not remove, distort, or cover the CSC logo in any way.*

GRAPHICS

Disaster & Recovery



Head Start



Health & Wellbeing



Housing Assistance



Linn Benton Food Share



Utility Assistance



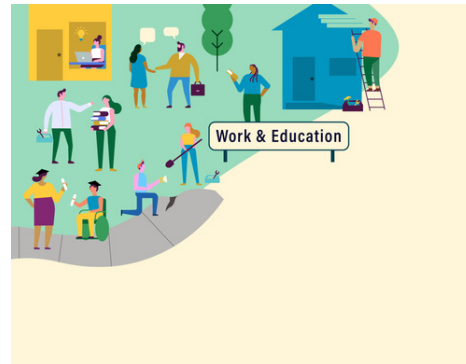
More individual graphics and illustration guidelines on next page...

GRAPHICS

Weatherization



Workforce & Education



Isolated Elements

We have a variety of isolated characters and elements pulled from the illustration available. For example:



How to access

Please see our **graphics folder** [here](#) to **download** these as shown with the tan background or a transparent background (see example to the right).



Example of transparent background

Any use of these elements must be within a material that is clearly branded with the CSC logo.

*For more information about how to use illustrations or to request isolated elements within the approved sections, **please contact Karla Garrett**.*

GRAPHICS

MISSION / TAGLINE / IMAGERY

MISSION

In partnership with a caring community, we help people in Linn, Benton and Lincoln Counties to access tools and resources to overcome poverty and build brighter and more stable futures.

Rules for use: Do not alter or edit mission statement on any materials or presentations.

When including Polk County: Use mission statement above, leave out specific counties altogether and replace county names with "in the counties [or 'communities'] we serve."

TAGLINE

Helping People. Changing Lives.

Rules for use: Tagline should always appear as two separate sentences, with a period, using capitalization as seen above or all caps.

Rules on swag: Tagline should not appear directly beneath the logo, as it makes it hard to read. The tagline is preferred in white text on the forest green background.

Tagline shall not be larger than the word "Consortium" in our logo.

IMAGERY

CSC is an inclusive environment. Imagery should represent various races, ethnicities, disabilities, genders, and family types. Images should show no pixelation or distortion when used. Only use photos from reputable photo stock websites. Such as: Pexels, Pixabay, Unsplash, iStock, or Shutterstock.

MESSAGING

SWAG / PROMOTIONAL ITEMS

Agency swag items are reserved for internal production only. If an external partner wants to use the CSC logo or a program logo for any item, please request approval from Karla Garrett at kgarrett@communityservices.us

Rules for Standard Use

Preference is to use a full color Standard CSC logo. See page 3.

If given a choice of color for an item, preferences is to use CSC forest green. See page 7.

If color is not available, then choose black with the white logo. See page 3.

QR CODE / WEBSITE

When space is available, add our QR code or website URL
communityservices.us



Rules for Program Logos

Do not crop program logo (see example below).

Program logos can only be used on swag internally. This swag shall be purchased by the respective individual program, not Admin. And will be stored and given out by said program.

DO



DON'T

Utility Assistance

SWAG