

**Brand Guidelines**



◀ [CELEBRATEONE.INFO](http://CELEBRATEONE.INFO) ▶

## ABOUT THESE GUIDELINES

The following style guide for the CelebrateOne campaign highlights all written, visual and graphic elements that encompass our brand. These standards are intended to be tools and guidelines that enable us to maintain a consistent voice to the public and provide you with the most effective campaign. Please refer to this when developing any internal or external communications using the CelebrateOne campaign.



## CELEBRATEONE LOGO

For screen display (web, email, ppt), use a .JPG or .PNG file.

For print, use an .EPS file.

Primary Logo



◀ CELEBRATE**ONE**.INFO ▶

One-Color Logo



One-Color Reversed Logo



Color logo on color / photo background



## SECONDARY LOGO

This logo should only be used online, where the .info isn't necessary.

For screen display (web, email, ppt), use a .JPG or .PNG file.

For print, use an .EPS file.

Secondary Logo

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## CLEARSPACE

Minimum clearspace is the smallest distance allowed between the logo and the edge of a page, the edge of an image, or body copy.

Maintaining it at all times ensures prominence and legibility

## MINIMUM SIZE

Minimum logo size should be w .87" x h 1/2", or 124x72 pixels. Anything smaller will be illegible.

### Clearspace



### Minimum Size



## LOGO LOCKUP

For your convenience, we've provided two ways a Partner logo can be locked up with the CelebrateOne logo.

Use the typeset option if no partner logo is available; or if a cleaner, simpler look is preferred.

Horizontal lockup



Typeset lockup



Partners  
For Kids

A vertical dotted line is positioned to the left of the text.

## LOCKUP CLEARSPACE & PROPORTIONS

Remember to maintain clearspace around the logo.



## MISUSE

In order to preserve the integrity of the brand, it is imperative that you avoid changing or distorting the CelebrateOne logo. Here are some examples of logo misuse.

Don't use an arbitrary color on the logo



Don't scale individual elements in the logo



Don't alter the colors of the logo



Don't outline the logo



Don't lighten the logo



Don't remove elements from the logo



Don't stretch the logo



Don't rotate the logo



Don't put a drop shadow on the logo



Don't put the logo on a color background



Don't reproduce the logo in low resolution



Don't rearrange elements of the logo



## TYPOGRAPHY

UBUNTU is a typeface that is friendly, but refined and sophisticated when used well.

The **BOLD** weight of Ubuntu should be used primarily for headlines

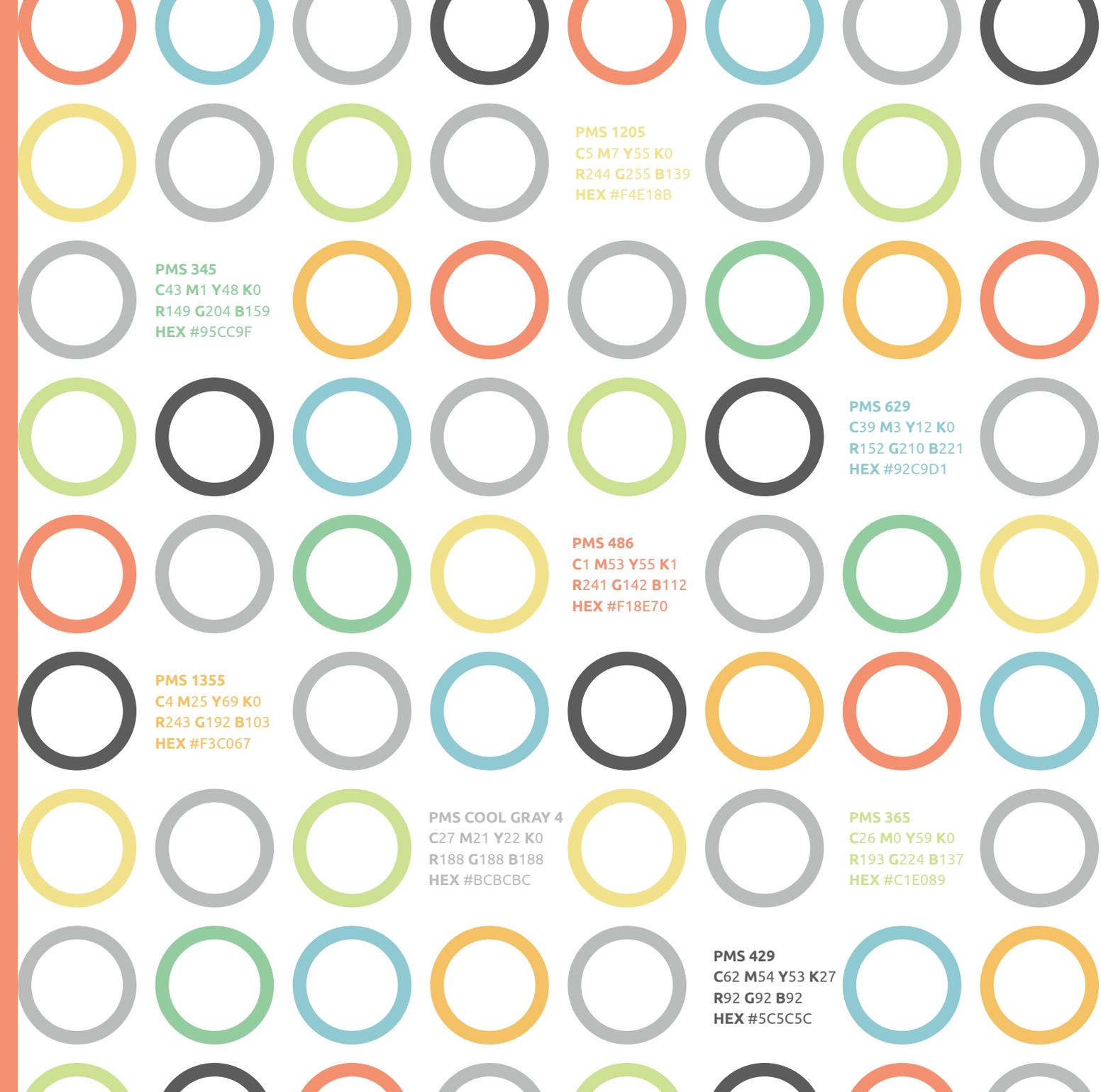
The **REGULAR** or **LIGHT** weight should be used for body copy.

It is available for download at <http://font.ubuntu.com/>

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz

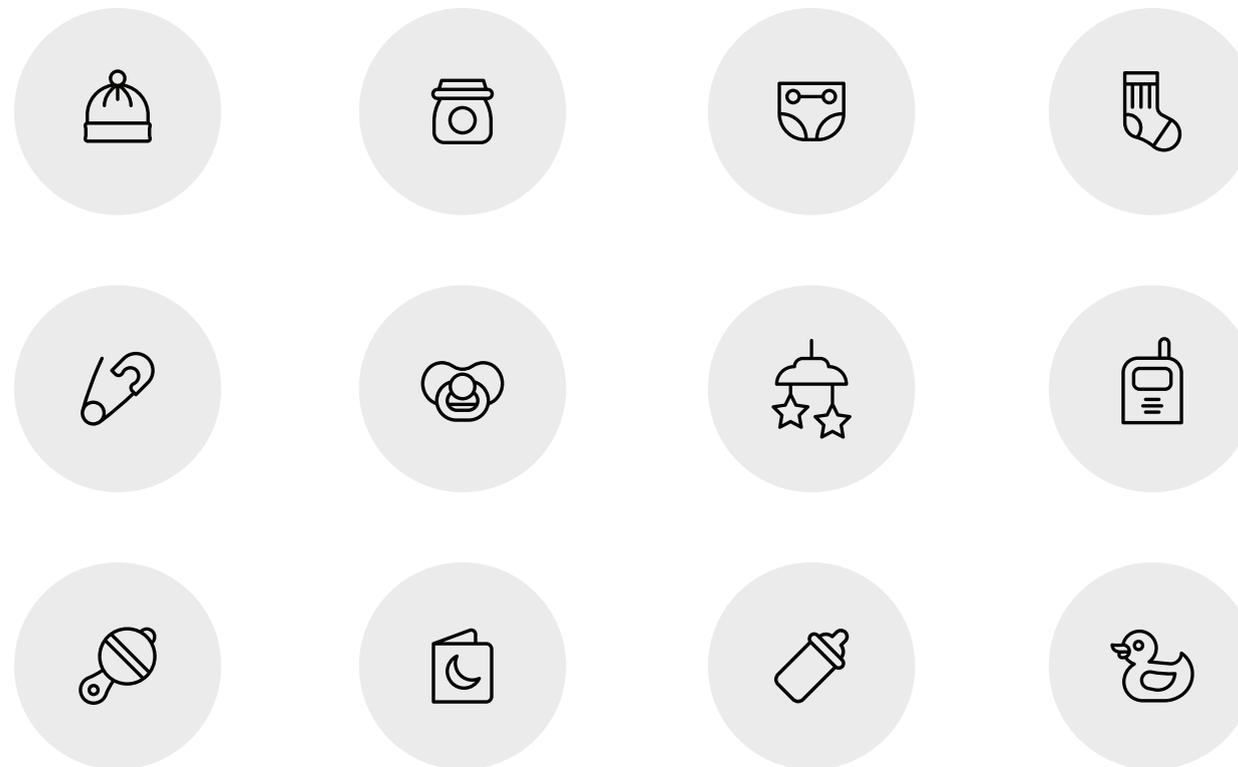
## COLOR PALETTE

Our brand colors are cheerful and fun. These colors can be used as accents or as large background fields to add vibrancy to the page.



## ICONS & PATTERN

Our brand should always be fun and whimsical. We've included an icon system available for download on our Assets page that will help you add fun to your communications. We've also created a pattern for an unexpected element of whimsy.



## MESSAGING

Here are a few tips on effectively conveying our messaging:

- Keep it simple
- Keep it short
- Keep it meaningful

Short headline with large type

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# Every baby deserves to celebrate his or her first birthday.

The greatest gift our community can give each baby is a healthy and safe first year of life that sets him or her on a path to thrive each year beyond that.

CelebrateOne's work ensures we have more healthy moms and moms-to-be, healthy babies and healthy communities in Franklin County.

Statistics encourage skimming

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# 23%

23% of women of childbearing age in Franklin County are uninsured.

# 36th

Columbus ranks 36th out of the 50 largest U.S. cities in infant mortality.

# 2.5x

The infant mortality rate for black babies is 2.5 times that of white babies in Franklin County.

# 71st

Franklin County ranks 71st out of Ohio's 88 counties.



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