

CEDAC

Community Economic Development
Assistance Corporation

2015 **brand standards**

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1.0 introduction

A strong brand comes from consistent adherence to CEDAC’s values in everything we do—from the way we speak about our team, to the way we treat our partners and employees, and to our dealings with the community at large. It also comes from strict adherence to the design components of the brand. These components are the “face” of CEDAC.

The identity standards in this book will enable us to maintain the integrity of the brand across all communications. Included are specifications for the use of our logo and color palette as well as applications, for reference, showing how the logo can be used.

Please adhere to these standards consistently. By doing so, you will be reinforcing CEDAC’s brand and helping us to grow.

DESIGN CRITERIA PERSONALITY

- knowledgeable and experienced
- respected, dependable and trusted (partners)
- stable, strong foundation
- collaborative and connected
- innovative, creative problem solvers
- ever changing and progressive
- familiar, approachable, caring and passionate
- timeless and fresh

2.0 logo standards

PRIMARY LOGOS

The CEDAC logo is a customized typographic mark. This visual identifier is the core of the CEDAC brand and serves as the primary branding element used on all communications. The logo may be scaled as a unit but not altered.

The logo consists of the word "CEDAC" in a bold, blue, sans-serif font. The letter "E" has a small orange square on its left side, and the letter "A" has a small orange square on its right side.

Community Economic Development
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The logo consists of the word "CEDAC" in a bold, blue, sans-serif font. The letter "E" has a small orange square on its left side, and the letter "A" has a small orange square on its right side. To the right of the word is a vertical orange line, followed by the full name "Community Economic Development Assistance Corporation" in a smaller, blue, sans-serif font.

MARK ALONE

Can be used on specialty situations when accompanied by the full name in an alternative prominent position.

The logo consists of the word "CEDAC" in a bold, blue, sans-serif font. The letter "E" has a small orange square on its left side, and the letter "A" has a small orange square on its right side.

GREY, BLACK AND "KNOCKED OUT" LOGO

The CEDAC logo can also be used in grey, black and white which is often referred to as "knocked out" of the background color.

grey (preferred)

CEDAC

black (only for use when necessary)

CEDAC

knocked out / white

CEDAC

CLEAR SPACE

To ensure the integrity of the logo, we surround it with clear space. This clear space should never be encroached on by typography, imagery or any elements. The following shows the minimum amount of clear space that should surround the logo. This distance is determined by the logo letter height (x).



SCALING THE LOGO

All logo elements (type and positioning) scale proportionately. Minimum height of the logo's "X" height when including the full name should be .30 inches, (overall height of logo is .60 inches). When the logo is shown with no name (only mark) it can go to a smaller size of .20 inches.





INCORRECT LOGO USE

Always use the supplied logo in its original form and color variations only. Never alter the logo in any way.



Do not manipulate the logo (example: change the placement of name).



Do not distort the logo.



Do not use the logo in an unapproved color.



Do not add effects to the logo.



Do not change logo typeface.



Do not add words inside the 1x clear space.



Do not place on busy or distracting background image.



Do not place the logo on a non-contrasting color.

3.0 color

COLOR PALETTE

Color is a vital aspect of the CEDAC visual vocabulary. It connotes power, evokes emotion and establishes overall brand uniformity. CEDAC's family of colors should be used consistently in all communications. The visual appearance of these colors will vary slightly when used in different media. We have provided basic color formulas below as a guide.

primary colors

C 100	R 31
M 87	G 62
Y 20	B 124
K 10	
PANTONE 287	

C 5	R 230
M 82	G 85
Y 100	B 38
K 0	
PANTONE 166	

secondary colors

C 66	R 91
M 52	G 101
Y 45	B 110
K 19	
PANTONE 431	

C 100	R 0
M 23	G 144
Y 19	B 186
K 0	
PANTONE 313	

C 100	R 0
M 0	G 168
Y 63	B 137
K 0	
PANTONE BRIGHT GREEN	

4.0 applications

It is important to understand the visual vocabulary of the CEDAC brand—the brand name, color, typography, tagline and imagery. It is also important to understand how these components are integrated into communication pieces. This section includes an inventory of basic CEDAC communications, as well as merchandise.

All pieces are printed on Finch Fine Smooth paper with the weight and size as noted.

The CEDAC logo is centered on a white rectangular background. The letters are in a bold, blue, sans-serif font. The 'C' and 'A' have small orange squares positioned above them.The CEDAC logo is positioned in the upper right corner of a business card. The card has a white background with a grey horizontal bar at the top left. The logo consists of the letters 'CEDAC' in a bold, blue, sans-serif font, with small orange squares above the 'C' and 'A'.

Jonathan Smith

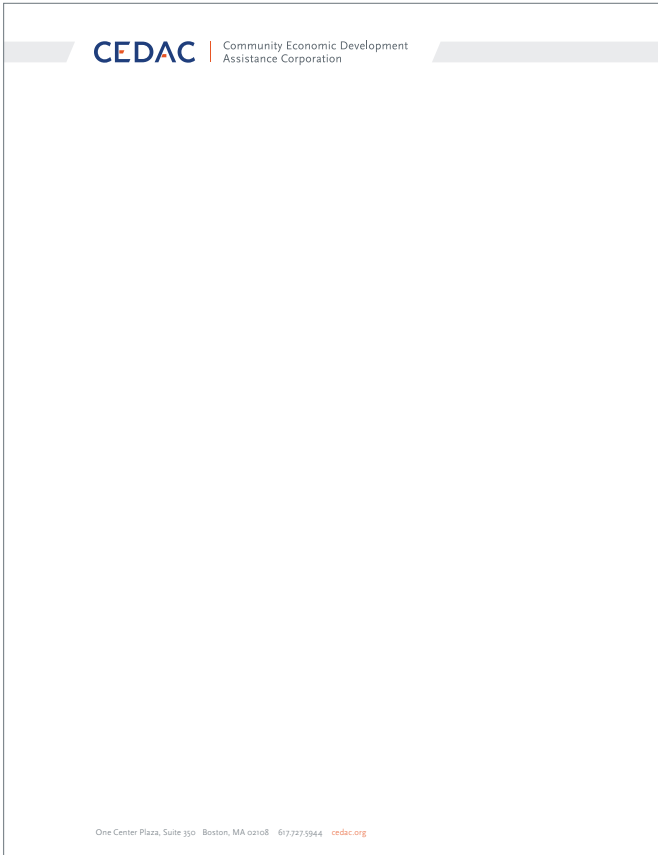
Program Associate

Community Economic Development Assistance Corporation

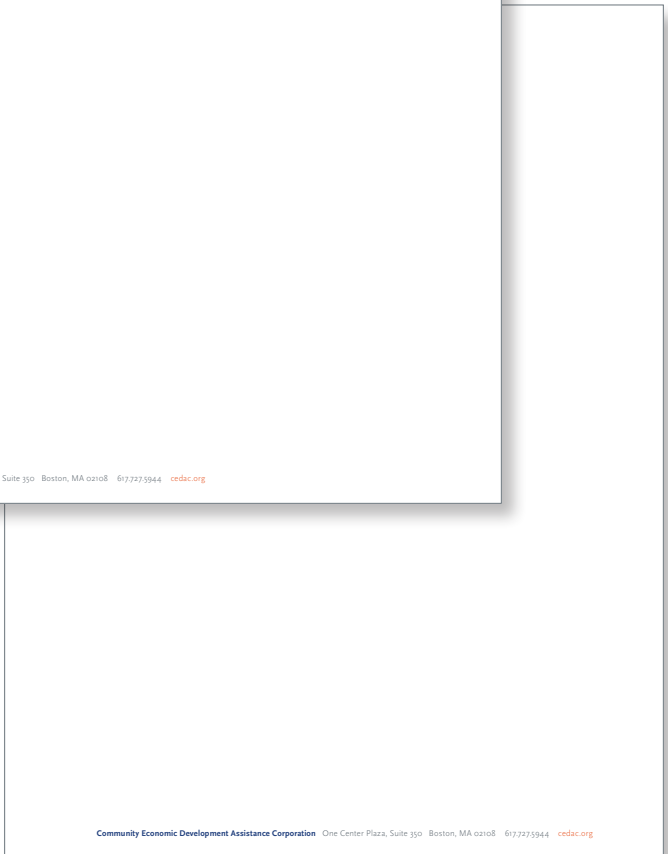
One Center Plaza, Suite 350 Boston, MA 02108

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4.0



LETTERHEAD
(FIRST SHEET)

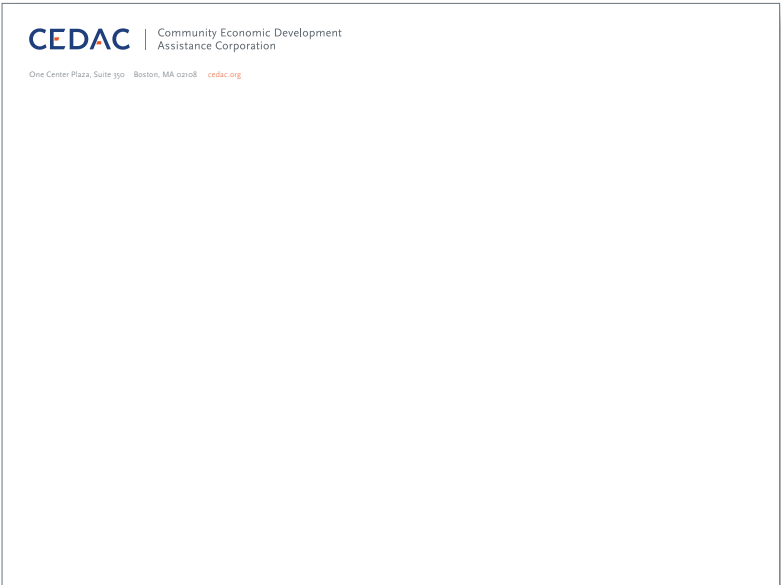


LETTERHEAD (SECOND SHEET)
8.5X11 ON 80LB. TEXT

4.0

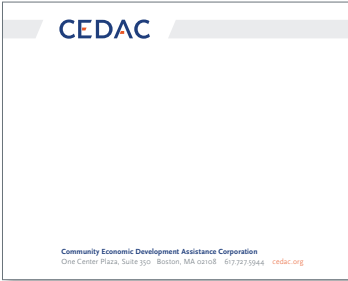


#10 COMMERCIAL ENVELOPE (4.125 X 9.5 WITH SQUARE FLAP)

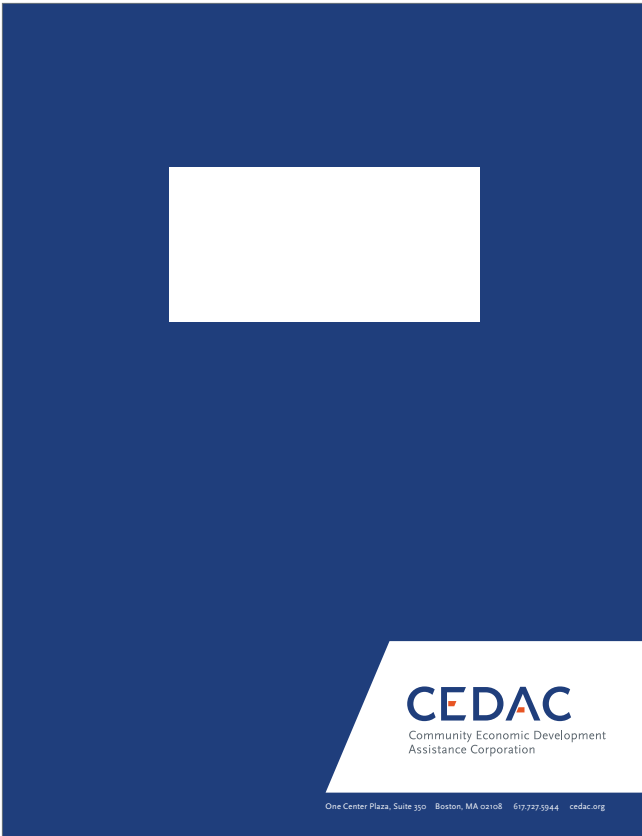


9^{1/2} BOOKLET ENVELOPE (9X12)

4.0



MAILING LABEL (4X5)



PROPOSAL COVER (8.5X11 WITH 2X4 INCH DIE CUT)

4.0

MERCHANDISE APPLICATION EXAMPLES



5.0 sub-brands

CEDAC affiliates and programs have logo variations that complement the Primary logo. They work together to build brand recognition and support each other. Sub-brands reflect and reinforce the core purpose of the corporate brand to which they belong.



Housing primary colors

PMS 287	C 100 M 87 Y 20 K 10	R 31 G 62 B 124	PMS 313	C 100 M 23 Y 19 K 0	R 0 G 144 B 186	PMS 166	C 5 M 82 Y 100 K 0	R 230 G 85 B 38	PMS 431	C 66 M 52 Y 45 K 19	R 91 G 101 B 110
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**Commonwealth
Workforce Coalition**

A PROGRAM OF CEDAC

CWC primary colors

PMS 287	C 100 M 87 Y 20 K 10	R 31 G 62 B 124	PMS 313	C 100 M 23 Y 19 K 0	R 0 G 144 B 186	PMS 431	C 66 M 52 Y 45 K 19	R 91 G 101 B 110
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**Children's
Investment Fund**

AN AFFILIATE OF CEDAC

CIF primary colors

PMS 390	C 34 M 12 Y 100 K 0	R 182 G 189 B 0	PMS 322	C 100 M 35 Y 50 K 13	R 0 G 112 B 120	PMS 431	C 66 M 52 Y 45 K 19	R 91 G 101 B 110
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QUESTIONS? *Please contact*

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