LOGO OVERVIEW
LOGO USAGE
CLEAR SPACE & MINIMUM SIZE

To ensure the logo stands out beautifully, please review the guidelines on minimum size and clear space.

Clear space is based on the height of “Children’s Services” stacked and is measured from all four sides of the logo. No text, image, or other graphic element should encroach on this space.

In order to remain legal at small sizes the logo has a minimum size of 50px tall for digital and 0.7” for tall for print collateral.
LOGO USAGE
PART 1
LOGO ON COLOR
When placing the logo on a color, gradient backgrounds or images the preferred logo version has a minimal white border around the mark and white logotype.

BLACK & KNOCKOUT
The black logo is used for single color printing options on white.

The white knockout logo is to be used over a colored background in cases where a color logo is either not permitted or when only one color is an option.
LOGO USAGE

PART 2

BEST PRACTICES
Consistent use of the Children’s Services Council logo is paramount in gaining instant recognition across all media channels. By following the “do’s” and avoiding the “do not’s,” the Children’s Services Council logo will remain clear and legible.

DO
Provide enough clear space.

DO
Use the logo at the minimum size or larger.

DO NOT
Change the size relationship of the Mark and the Logotype.

DO NOT
Distort the logo vertically or horizontally.

DO NOT
Place the logo over complicated backgrounds.

DO NOT
Place full color logo over any color other than white.

DO NOT
Alter the mark or logotype color.

DO NOT
Place the logo over complicated backgrounds.

DO NOT
Use the logotype without the icon.
TYPEFACES
To ensure consistency, readability and a professional appearance, the Gotham font is to be used for all Children's Services Council print and digital needs.

**WEBSAFE FONT**
In cases where Gotham is not an accepted webfont the Proxima Nova font may be used. This is only for digital applications where Gotham is not allowed. Proxima Nova is not to be used with any printed material as to remain consistent with the branding of CSC.
COLOR PALETTE
COLOR PALETTE

LOGO FONT
This is the color of the logotype only. This color is not to be used as a background or used in conjunction with the other colors in the CSC primary or secondary palette.

PRIMARY COLOR PALETTE

LOGO FONT COLOR
C 92 M 100 Y 22 K 31
R 47 G 0 B 96
#210060
PMS 2685 C

SECONDARY COLOR PALETTE

PMS 2597 C
C 70 M 100 Y 0 K 0
R 102 G 0 B 153
#71009f

PMS 299 C
C 68 M 15 Y 0 K 0
R 4 G 174 B 239
#00aff4

PMS 361 C
C 76 M 4 Y 100 K 0
R 94 G 171 B 65
#3aae2a

PMS Red 032 C
C 0 M 95 Y 89 K 0
R 239 G 65 B 54
#ff2626

PMS 7408 C
C 0 M 22 Y 100 K 0
R 255 G 198 B 0
#ff600
CSC URL NAMING GUIDELINES

- **Short and Concise** - whenever possible, shorten URLs by trimming unnecessary parameters.
- **Use all lowercase letters**
- **Contain no special characters**
- **Use dashes** (rather than underscores and spaces)
- **Human readable** (words instead of numbers)
- **Ability to edit URL** - able to redirect to old URL after changes (avoid dead URLs)

EXAMPLES:

**Preferable:** one sub-folder the max


URL should match title of page - limit filler words such as - and, but, of, the

https://www.cscbroward.org/news/procurements-and-funding-opportunities

**Not ideal:** numbers together and special characters

https://www.cscbroward.org/fy20212022-proposedprogramservicesbudget
https://www.cscbroward.org/providers#education-and-training
QUESTIONS?

Should you have any questions regarding the usage of the style guide, please contact:

ANDREW LEONE
Director of Communication & Community Engagement
aleone@cscbroward.org | (954) 377-1119