Chrysalis Center

Getting Help...Getting Better...Giving Back.

CORPORATE BRANDING GUIDE

Usage Guidelines for Brand Assets

July 2020

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Chrysalis Center's Brand Identity lies in the mission statement by which we operate:

**Chrysalis Center's mission is to provide supportive services
to assist people in need to transform their lives.**

At the heart of this identity is the concept of *transformation*.
For over 45 years, Chrysalis Center has been dedicated to providing innovative and effective
programs and services to thousands of people, enabling them to transform their lives.
With consistency, Chrysalis Center participants have achieved much success
in improving physical and mental health, attaining proper housing, employment and nourishment,
and ultimately, giving back to the community.

CHRYSALIS CENTER BRAND ASSETS

Visuals and words are the pillars of every Brand Identity.
They generate a crucial impression of our Brand both internally to our organization as well as externally to our partners, affiliates and the community at large.

Chrysalis Center's Brand Identity is supported by consistent employment of our Brand Assets. Chrysalis Center Brand Assets are a comprehensive system designed to visually communicate the concept of *transformation* and the mission of the organization. Brand Assets include:

Logo, Color Palette and Typography

Each and every time the Chrysalis Center Brand Assets are encountered – by a website visit, in correspondence or in marketing materials – the reader gains an instant perception of Chrysalis Center. Consistent use of Brand Assets across platforms is instrumental in making the Brand Identity recognizable, trustworthy and memorable.

With adherence to the guidelines presented in this document, Chrysalis Center Brand awareness will build and loyalty will develop by all segments of our audience.

Logo Elements, Color, Positioning and Space Requirements

Chrysalis Center Four Color Process Gradient Logo with Tag Line

Logo Symbol

Logotype

Chrysalis Center

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Logo Tagline

Logo Elements

The Chrysalis Center logo is comprised of three elements: the Logo Symbol, the Logotype and the Tagline. These three elements come together to form one visual and must always be used in its entirety.

The butterfly Logo Symbol remains to the left of the logotype with consistent spacing as shown.

The logo also includes the corporate tag line:

Getting Help...Getting Better...Giving Back.

The tag line is never to be separated from the logo and should always appear unchanged in size, font, color and punctuation.

Logo Size

The logo should appear at a minimum size of 2.75" in width with an accompanying .5" white space around each side. Whenever possible, the logo should appear on a white or light neutral background. On occasion, the logo may be placed on a dark background of black or deep blue CMYK: C100, 66M, 16Y, 50K. When the logo appears on a dark background, the logotype must appear in white.

Minimum width for logo is 2.75"

Maintain a .5" area of white space around all sides of the logo

Acceptable Logo Use

White background

Light warm neutral background: C0, M0, Y7, K20

Black background

CMYK process deep blue background: C100, 66M, 16Y, 50K

The gradient colors in the butterfly Logo Symbol are designed specifically to communicate the concept of transformation and should not be altered in any way.

The logotype and tagline always appear in the Chrysalis Center approved corporate blue CMYK combination. See page 7 for a complete Brand color palette.

On rare occasion a one color logo may be used when four color process colors are not indicated. The one color PMS version of the logo (shown below) can be obtained by contacting the Development and Communications office.

Logo Symbol appears in **CMYK gradient** of blues and greens

Chrysalis Center

Logotype appears in CMYK blue: **C92, M69, Y16, K15**

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Logo Tagline appears in CMYK blue: **C92, M69, Y16, K15**

Chrysalis Center Corporate CMYK Blue:
C92, M69, Y16, K15

Chrysalis Center Corporate PMS Blue:
PMS 2945

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One color logo:
all elements appear in solid PMS 2945

Use of the Chrysalis Center Logo

Approved corporate logos are available from the Development and Communications Office. When reproducing the logo, please use the following formats for each application:

Online/web applications: use JPEG logo file

Print applications: use EPS, AI or PDF logo files

Unacceptable Use of the Chrysalis Center Logo

Approved corporate logos are never to be altered in any way:

DO NOT alter the colors in the logo

DO NOT use the logo without the tagline

DO NOT disproportionately condense or expand the logo

DO NOT alter the logo fonts, symbol, colors or configuration.

CHRYSALIS CENTER BRAND COLOR GUIDE

The following color palette has been adopted for use in all communication materials for Chrysalis Center. The colors are designed to build visual recognition of the Brand through consistent use across all communication platforms.

CMYK color combinations are provided below for the Chrysalis Logotype Blue, as well as complementary colors to be used in communications materials.

Primary Color Palette

Dark blue:
C92, M69, Y16, K15

Green:
C66, M7, Y77, K0

Aquamarine:
C88, M0, Y40, K0

Magenta:
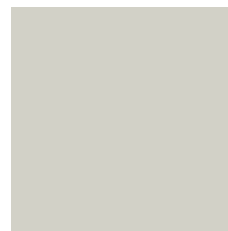C23, M89, Y0, K34

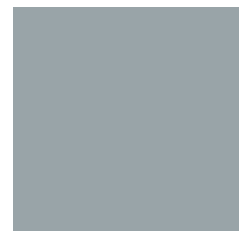## Secondary Color Palette

Deep blue:
C 100, M66, Y16, K50

Teal:
C90, M30, Y53, K0

Neutral, Warm:
C0, M0, Y7, K20

Neutral, Cool:
C8, M0, Y2, K40

CHRYSALIS CENTER BRAND TYPOGRAPHY GUIDE

Primary Typography - *Sans Serif*

The Avenir font family is the primary Brand font family may be used as needed for advertising and collateral.

Avenir - *upper and lower case, regular and italic*

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

Avenir Light   Avenir Roman   Avenir Medium   **Avenir Black**

Headline Typography - *Serif - Headlines Only*

The Trajan Pro font family may be used for advertising and collateral headlines only. This font contains only caps and small caps - there is no lower case alphabet.

TRAJAN PRO - *all upper case, regular or bold*

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

Typography - *Serif - Body Copy*

The Adobe Garamond Pro font family may be used for lengthy copy documents and narrative writing, such as letters, brochure body copy and articles.

Adobe Garamond Pro - *upper and lower case only (never all caps)*

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

Adobe Garamond Pro Italic - upper and lower case only (never all caps)

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

Conclusion

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Chrysalis Center's Branding Guide is intended to facilitate Brand consistency
and eliminate errors in use of the Brand Assets.

Branding Assets are provided for use as needed and remain the property of Chrysalis Center, Inc.

Any questions regarding this guide and/or the use of Brand Assets should be directed to:

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