

Eastside Friends ♥f Seniors Logo Usage

This brand guide has been created to assist you in maintaining consistency when creating marketing materials for Eastside Friends of Seniors. This will ensure that all collateral pieces, advertising, interactive and marketing materials follow a consistent structure as defined by the brand standards.

In order to build and maintain a cohesive brand identity, the Eastside Friends of Seniors logo must be used in a consistent and appropriate manner. Consult the following guidelines as to appropriate uses of color, size, placement and other considerations. Used appropriately, the logo reinforces a positive and easily recognized image. Conversely, each time the logo is seen incorrectly, it dilutes the brand's strength.

Full color

Eastside
Friends
♥f Seniors

*Stacked format
(preferred usage)*

Eastside Friends ♥f Seniors

Horizontal format

Grayscale

Eastside
Friends
♥f Seniors

Eastside Friends ♥f Seniors

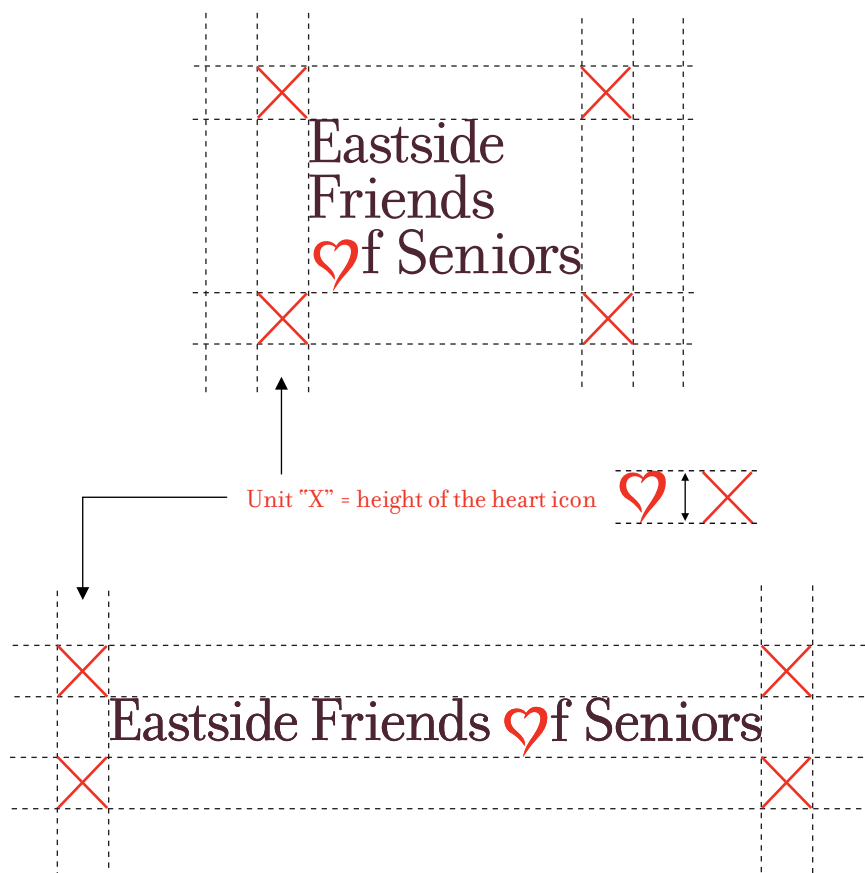
Usage Notes

The integrity of the logo is a very important part of brand consistency. The logo should not be altered in any way and should adhere to the strict standards of this guide.

- **Rotation**—The logo, or logo elements should never be rotated.
- **Distracting colors/backgrounds**—The logo should not be placed on any background or color that detracts from the legibility of the logo.
- **Scaling**—The logo or any element of the logo, should never be disproportionately scaled.

Eastside Friends ♥f Seniors Logo Spacing

In order to allow space for the Eastside Friends of Seniors logo to breathe and be easily identifiable, the minimum defined safe area should be maintained around the logo. No shapes or other elements may intrude within this space. The safe area around the logo is equivalent to the height of the heart shape used in the logo, and should be adjusted to match the height of the heart whenever the logo is resized.



Minimum Size

To maintain visual integrity, the Eastside Friends of Seniors logo should not be used any smaller than $\frac{3}{4}$ " to prevent any major printing issues or type illegibility.

Eastside
Friends
♥f Seniors

Minimum
Width $\frac{3}{4}$ "

Color is a vital component to a visual identity. The color palette provides versatility for effective communications materials. The color palette for Eastside Friends of Seniors includes the colors that are used in the logo itself.

Other than approved usage, logo color may not be altered. In instances where Pantone or CMYK colors are not available, colors must be matched as closely as possible.

Primary Colors



**Eastside Friends
of Seniors Red**

PMS 485 M
C0 M95 Y100 K0
R181 G18 B27
Web #EE3224



**Eastside Friends
of Seniors Purple**

PMS 5185 M
C80 M100 Y85 K25
R76 G36 B50
Web #4C2432

Typography

Filosofia is the primary font for the Eastside Friends of Seniors logo. Filosofia is not necessary for usage beyond the logo. For headline and messaging text in communications materials, we recommend Georgia, a system font be used for greater consistency.

Filosofia

Eastside Friends of Seniors
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()