

Primary Logo



Stacked



Horizontal

The Logomark

There are two variations of the logo: the primary logo, which includes the Expect Success tagline, and the secondary logo, which does not contain the tagline.

Whenever possible, use the primary stacked logo. The only instance in which you should use the secondary logo is if "Expect Success" already appears prominently on the page. (See e-newsletter template on page 23 for an example.)

Use the primary horizontal logo only in instances where there is minimal vertical space and the stacked logo will not fit properly. For additional guidelines on logo usage, see page 9.

Please contact the marketing department at 561-740-7000 with further questions or to access the logos.

Secondary Logo



Stacked



Horizontal

Primary Logo



Secondary Logo

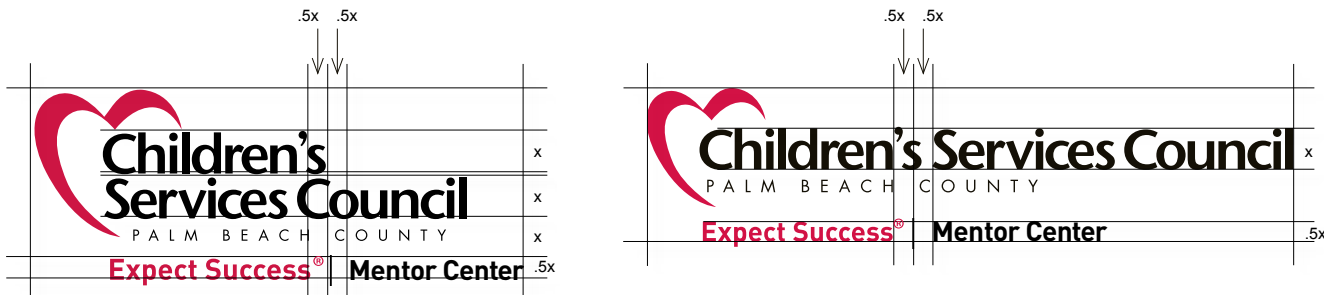


Logomark Proportions

The examples on the left help guide the treatment of the logomark's spatial placement. To ensure the logomark's integrity and visibility, it should be kept clear of competing text, images and graphics.

The size of the CSC logo should never be less than 75% of the size of other logos displayed on a promotional item or publication.

Primary Logo



Secondary Logo



Co-branding with CSC Departments

While our primary goal in re-branding is to promote the many valuable programs and services we provide as a whole, because of the breadth of our work, at times it may be necessary to co-brand – to identify individual departments (e.g., Mentor Center, Parenting Center, Quality Improvement System, etc.) as part of CSC.

A standard lock-up has been developed for these departments to allow for individual identification. To determine when it's appropriate to co-brand a department with CSC, please contact the marketing department at 561-740-7000.

When adding department names to the logo, use the proportion guidelines illustrated on the left.

When adding a department name to the primary Children's Services Council logo, use a black vertical hairline (twice the height of the x-height of the tagline) to separate the department name from the tagline. The department name should be in black and the same size and weight as the tagline.

When adding a department name to the secondary Children's Services Council logo (in instances where "Expect Success" appears prominently on the page), place the department name where the tagline would be. The department name should be in black and the same size and weight as the tagline.

Each MBU is also co-branded with a specific color. For more information, please see page 16.

Primary Logo

2x		2x
		X
2x		2x

2x		2x
		
2x		2x

Logomark Clearspace

To ensure the integrity and visibility of CSC's logomark, it must be surrounded on all sides by adequate space. The examples on the left illustrate the minimum amount of clearspace that should surround the logo.

Secondary Logo

2x		2x
		X
2x		2x

2x		2x
		X
2x		2x

Primary Logo with CSC Department

2x		2x
		X
2x		2x

2x		2x
		X
2x		2x

Logomarks

Usage

Logomark Usage



Primary stacked logo

Use this version of the logo as the default version. If this logo does not work in the space provided, then use the appropriate marks below.

To ensure high-quality reproduction, CSC's logo should always be reproduced from the approved digital artwork available through the marketing department. Once given to a printer or installed in your computer, the logos should never be altered in any way. Be sure to avoid these common usage errors.



Primary horizontal logo

Use this version of the logo in instances where there is minimal vertical space and the primary logo will not fit properly.

DO NOT:

- Use any color combinations for the logo other than those approved on this page
- Alter, distort or crop the logo in any way
- Change the font used in the logo type
- Change the letter spacing of the logo type, or its relationship to the logomark
- Shade, shadow or texture the logo
- Make the logo appear three dimensional
- Place the logo in any position other than upright
- Use the logo as part of a drawing or cartoon



Secondary stacked logo

Use this version of the logo in instances where "Expect Success" already appears prominently on the page.



Secondary horizontal logo

Use this version of the logo in instances where "Expect Success" already appears prominently on the page and there is minimal vertical space.



Stacked logo with department name

Use this version of the logo as default when locking department names with the logo.



Horizontal logo with department name

Use this version of the logo when locking department names with the logo and there is minimal vertical space.

Full Color Mark

On four color applications, use on a white or nearly white background



Correct Usage

Incorrect Usage

Logomark Usage (cont.)

Always use the full color version of the logo when possible. In this situation, the preferred background color is white.

If there is not a space available for a full-color logo to show up correctly, then please use a black or white version that allows the logomark to stand out in the design.

Two Color: Black Mark

In any application, use on a light-to-medium valued background



Two Color: White Mark

In any application, use on a medium-to-dark valued background



Coated Paper



Logomark Color Palette

Two logomarks have been created in order to keep the colors consistent when printing on different types of paper. Uncoated paper absorbs more ink and displays colors differently than coated paper.

Coated papers will have a slick touch and a glossy or matte shine to them. Uncoated papers will have a natural feel to them and will not have any shine.

The logomarks to the left show the subtle color differences between the uncoated and coated versions.

Uncoated Paper

