CARE FOR BLUE

CARE • CAREER • FINANCE • HEALTH

BRAND GUIDELINES

Welcome to the Care for Blue brand.

This document provides guidance for using and working within your brand. Follow the guide for logo usage and sizing, social media icon, color schemes, and typographic styles.

Primary Logo Usage & Sizing

The Care for Blue primary logo utilizes a circle crest and is only to be used in the permitted colors. The logo can be used on both light and dark backgrounds.

The brand mark is a full-color logo.

The minimum size the logo should be used at is a width of 168px or 1.50".

Secondary Logo Usage & Sizing

The Care for Blue secondary logo is set up as horizontal and is only to be used in the permitted colors. The logo can be used on both light and dark backgrounds.

The brand mark includes full-color and two-color versions with blue text and white.

The minimum size the logo should be used at is a width of 168px or 1.50".
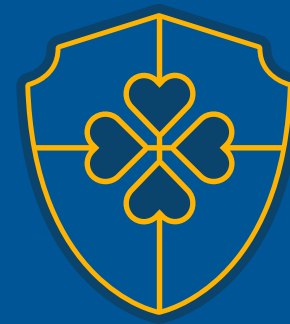
Brand Symbol Usage & Sizing

The Care for Blue brand symbol is a shield and is only to be used in the permitted colors. The brand symbol can be used on both light and dark backgrounds.

The brand symbol includes two-color versions: blue with white lines and blue with yellow lines.

The minimum size the logo should be used at is a width of 168px or 1.50".

Clear Space

The logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text, and other visual elements do not encroach on the logo. The minimum required clear space around the bounding box is the width of one heart.
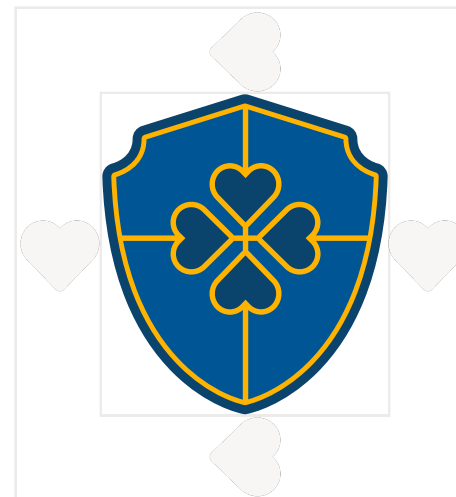
Social Media Icon

The social media icon should be the brand symbol with appropriate padding within the icon box. The social media icon can utilize a blue or white background.
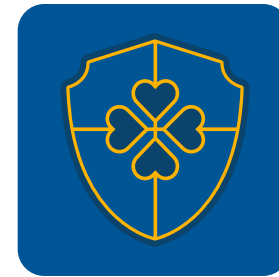
Color Palette

The color palette is another level of the brand and should be followed to further strengthen the identity. All materials should adhere to the palette to maintain consistency for the brand.

To the right are CMYK, RGB, Pantone, and Hex breakdowns. Always utilize these color codes and do not use any other color conversion methods.

The brand consists of primary colors — blue, light blue, and yellow — and secondary colors — red, green, light tan, and white.

Primary

BLUE

CMYK 98 • 73 • 12 • 1

RGB 0 • 85 • 151

PMS 7686 C

Hex #005597

LIGHT BLUE

CMYK 74 • 45 • 22 • 2

RGB 77 • 124 • 161

PMS 646 C

HEX #4D7CA1

YELLOW

CMYK 7 • 27 • 97 • 0

RGB 237 • 186 • 41

PMS 1225 C

HEX #EDBA29

Secondary

RED

CMYK 35 • 76 • 100 • 40

RGB 116 • 57 • 11

PMS 725 C

HEX #74390B

GREEN

CMYK 89 • 30 • 100 • 22

RGB 0 • 112 • 0

PMS 363 C

HEX #007000

LIGHT TAN

CMYK 2 • 2 • 2 • 0

RGB 248 • 246 • 244

PMS 663 C

HEX #F8F6F4

WHITE

CMYK 0 • 0 • 0 • 0

RGB 225 • 225 • 225

HEX #FFFFFF

Typography

The primary typefaces are FreightText Pro and FreightSans Pro.

FreightText Pro is for headline use. The approved weights to be used throughout the brand are Light and Book. This font can be found at fonts.adobe.com/fonts/freight-text.

FreightSans Pro is for body copy and alternative headline use. The approved weights to be used throughout the brand is Book. This font can be found at fonts.adobe.com/fonts/freight-sans.

Headline

FreightText Pro - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FreightText Pro - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
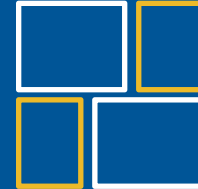
1234567890

Alternative Headline and Body Copy

FreightSans Pro - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz

1234567890

Illustration Style

The illustration style consists of simplistic line art with light lines utilizing both the primary and secondary color palettes.
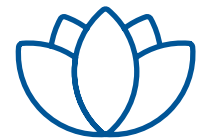
Career

Health

Finance

Wellbeing

Thank you

We hope you have enjoyed your walk through the Care for Blue brand and are ready to put it into action. If you have any questions, please reach out to hello@grainandmortar.com.