



**familywize**<sup>®</sup>  
Community Service Partnership, Inc.

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## Brand Guidelines

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# Welcome

## Welcome to the official FamilyWize Style Guide

This guide provides standards to follow when presenting the FamilyWize brand in print and digital marketing collateral in any medium and correspondence. Proper use of the FamilyWize collateral will result in stronger brand recognition.

## Who We Are

The FamilyWize Community Service Partnership was established in 2005 by Dan and Susan Barnes. The initiative began with the objective of reducing the cost of prescription medication for people who lived and worked in Lehigh Valley, Pennsylvania. It has since grown and expanded its discount drug card program to include the underinsured and uninsured nationwide. FamilyWize has partnered with more than 50,000 community and faith-based organizations, county agencies, doctors, pharmacies, companies and individuals across the country to enable those in need to get their prescription medication at lower costs.

The goal of the FamilyWize® Community Service Partnership is to reduce the cost of prescription medicine for employees, children, families and individuals by \$1 billion by the end of 2015.

# Branding Logos



preferred option; full color logo on a white background



1-color option; black logo on a white background



1-color reverse option; white logo on a black background



full color logo on a dark background

# Logo Usage

## Logo Usage

Always reproduce the FamilyWize logo from the electronic artwork. No alteration to the logo, other than for sizing, should ever be made. This includes any manipulation of the color, style, proportions or spacing of the letterforms.

## Clearspace

When using the FamilyWize logo, please ensure that it does not compete with other elements such as text, graphics, other logos, etc. The proper spacing around the FamilyWize logo will allow it to communicate effectively and stand alone.

**How to calculate clearspace:** A measure of x is equal to the x-height of the figure in the FamilyWize logo, regardless of size. To determine the protected area, apply x in all directions leading away from the outermost points of the logo. Below is the rule for establishing the minimum required clearspace to ensure the prominence and clarity of the FamilyWize logo.



# Logo Usage

## Minimum Size

The width of the logo should never appear smaller than 1.5" (or ~38mm). This will help the FamilyWize logo retain its clarity and readability.

NOTE: at smaller sizes, the size of the "®" symbol may need to increase or be removed to ensure readability.



## Registration Mark

The registered trademark symbol "®" should appear to the right of the "e" in FamilyWize. The "®" can be removed if there are problems in the reproduction and/or printing processes, but only with the approval of the FamilyWize Art Director.

## Trademark Symbol for Seasonal FamilyWize Logos

For any seasonal version of the FamilyWize logo, the trademark symbol "™" will replace the "®" registration mark and should appear to the right of the "e" in FamilyWize.

## Additional Instructions for Logo Usage:

- Do not modify the shape of the logo
- Do not alter the size or proportion of elements in the logo
- Do not angle or distort the logo
- Do not use an unauthorized color on any part of the logo
- Do not outline (add a stroke) to any part of the logo
- Do not add a drop shadow to the logo
- Do not use the logo as text in a sentence or headline
- Do not use the logo as background wallpaper
- Do not place logo on a busy or cluttered background

# Fonts Usage

## Logo Fonts

The following is a list of fonts that are used for the FamilyWize logo.

### PETITA MEDIUM

Usage: 'family' in logo

Available at [www.dafont.com](http://www.dafont.com)

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 123456789

### PETITA BOLD

Usage: 'wize' in logo

Available at [www.dafont.com](http://www.dafont.com)

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 123456789

### PETITA BOLD

Usage: tagline 'Community Service Partnership, Inc' in logo

Available at [www.dafont.com](http://www.dafont.com)

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 123456789

# Fonts Usage

## Print Branding Fonts

The following fonts are used for print branding.

### HELVETICA

Usage: body copy for print

Available at [www.myfonts.com](http://www.myfonts.com)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 123456789

### HELVETICA BOLD

Usage: title/header for print

Available at [www.myfonts.com](http://www.myfonts.com)

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp**  
**QqRrSsTtUuVvWwXxYyZz 123456789**



# Fonts Usage

## Digital Branding Fonts

The following fonts are used for digital branding.

### GEORGIA

Usage: title/header, top navigation and body copy for the website  
Available at [www.linotype.com](http://www.linotype.com)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 123456789

### GEORGIA BOLD

Usage: title/header for the website  
Available at [www.linotype.com](http://www.linotype.com)

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp**  
**QqRrSsTtUuVvWwXxYyZz 123456789**

### TAHOMA

Usage: body copy, main navigation and footer links for the website  
Available at [www.linotype.com](http://www.linotype.com)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 123456789

### TAHOMA BOLD

Usage: body copy for the website  
Available at [www.linotype.com](http://www.linotype.com)

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp**  
**QqRrSsTtUuVvWwXxYyZz 123456789**

# Color Palettes



PANTONE®  
382 C








PANTONE®  
2925 C



PANTONE®  
123 C



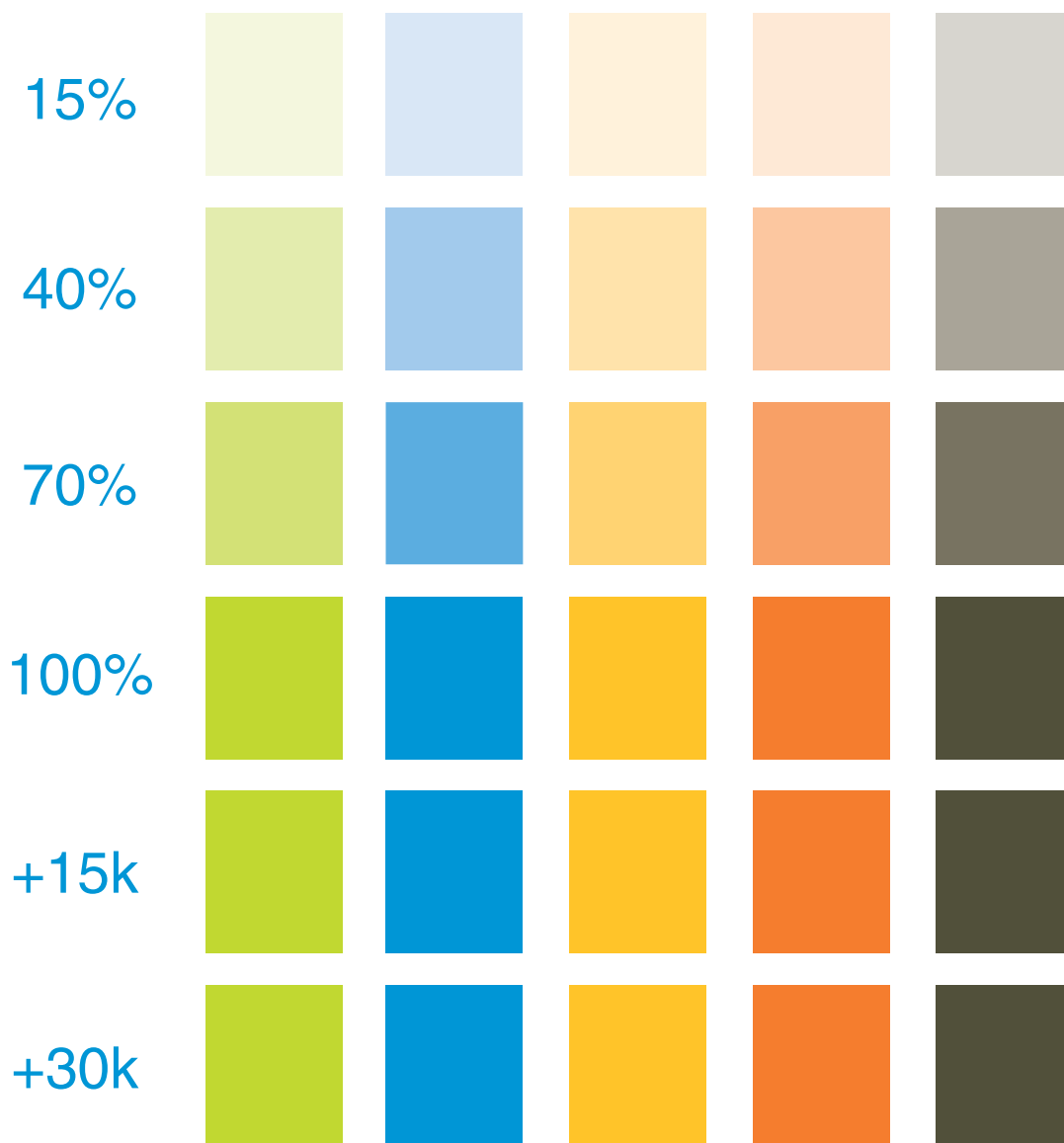
PANTONE®  
1655 C

	PANTONE®	c	m	y	k	r	g	b	hex. color
	382 C	60	52	75	41	81	80	58	51503A
	2925 C	85	24	0	0	0	150	214	0096D6
	123 C	0	24	94	0	255	196	37	FFC425
	1655 C	0	63	91	0	244	125	48	F47D30
	448 C	60	52	75	41	81	80	58	51503A

# Color Palettes

## Tint Options

These are the tints for each processed primary color from the FamilyWize logo.



# Color Palettes

## Primary and Secondary Color Palettes

Primary (B): used in the FamilyWize logo and wherever possible.

Secondary (A + C): may be used when more colors are required.

<b>A</b> SECONDARY					
	#E4E76D	#8CD2F4	#FFDE6C	#F79762	#978981
<b>B</b> PRIMARY					
	#51503A	#0096D6	#FFC425	#F47D30	#51503A
<b>C</b> SECONDARY					
	#B2BB1E	#0076C0	#EEB111	#B95915	#474220

# Color Palettes

## Seasonal

Seasonal color schemes of the logo were created for brand advertising and seasonal promotions. Seasonal logos use trademark “™” not the registered trademark “®” symbol.

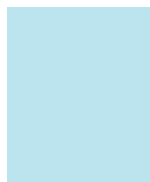
### WINTER HOLIDAYS



#4F3939



#3BA77C



#BCE5EE

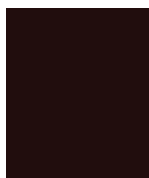


#CEDDAC



#B51F24

### HALLOWEEN



#200D0D



#F15922



#F3981F



#F1C145



#874B83

# Color Palettes

## Seasonal (CONTINUED)

### THANKSGIVING/FALL



#0A0400



#E08926



#070101



#EEC21B



#7FAE94

### SPRING



#51503A



#00B39E



#C77FA2



#C8DC60



#F04F42

### SUMMER



#51503A



#EC4824



#82D2E7



#70BF55



#F5EB2B

# Tagline Usage

## When To Use the Tagline

### LOGO WITHOUT TAGLINE:

Use when there is positioning copy on the document or webpage or when the document or webpage is already too busy or cluttered.



### LOGO WITH TAGLINE #1

Use when there is no positioning copy on the document or webpage that indicates who/what FamilyWize is/does.



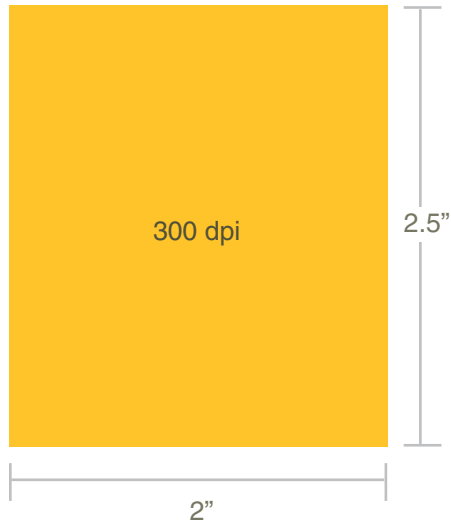
### LOGO WITH TAGLINE #2

Use on marketing communications including advertising & collateral.



# Photography

## Print Guidelines

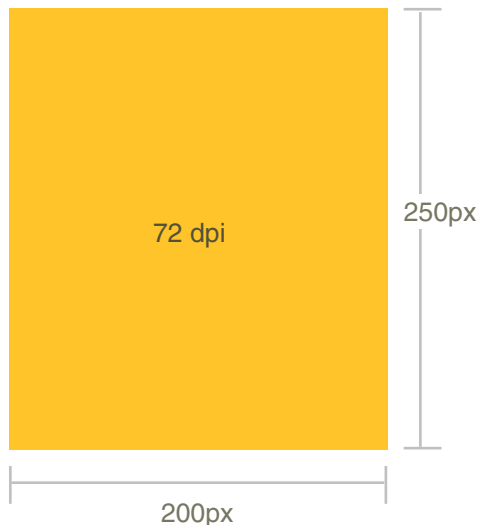


Headshots for Testimonials pages, Partners pages, etc. should have a minimum width of 2" and a minimum height of 2.5".

Photography must be at least 300 dpi at this size in order to maintain integrity of the photos.

Do not include a stroke around the image.

## Digital Guidelines



Headshots for the website, PowerPoint presentations etc. should have a minimum width of 200 pixels and a minimum height of 250 pixels.

Photography must be at least 72 dpi at this size in order to maintain integrity of the photos.

Do not include a stroke around the image.



# Print Graphical Elements

## Horizontal divider lines between lines of copy

1 pt black

## Horizontal divider lines in the header and footer

1 pt dark brown

## Charts and Graphs

Flat (ie. not dimensional) style using solid colors

## Link Treatment

Orange linkable text

## Photography (ie. no stroke)

Photography should not include a stroke or shadow; only the image.

# Digital Graphical Elements

## Charts and Graphs

Flat (ie. not dimensional) style using solid colors

## Link Treatment

Orange linkable text

## Photography (ie. no stroke)

Photography should not include a stroke or shadow; only the image.

## Bullets

Orange bullets

## Buttons

Lime green

# Digital Samples

## Digital Samples

### ELECTRONIC PRESS KIT: ANNOUNCEMENT



### ELECTRONIC PRESS KIT: EVENT



### POWERPOINT (SIMPLE)



### POWERPOINT (CO-BRANDED)



# Copyright

## Legal Notice

Use the following Preferred Legal Notice on all digital materials such as the website, PowerPoint presentations, etc.

© Copyright 2005-2013 FamilyWize Community Service Partnership, Inc. This is not Insurance. All Rights Reserved.

# Acknowledgements

## Thank You!

Thank you for following the brand guidelines as outlined in this document. This will help to ensure a strong brand for FamilyWize which will help to increase our audiences' awareness of FamilyWize.

## Contact

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