



Ele's Place
Brand Standards Guide
May, 2018



The Ele's Place Logo

Purpose:

The Ele's Place logo is the brand's strongest visual indicator. With its vibrant colors it is intended to catch the eye of viewers, while maintaining interest and communicating the brand's purpose.

Logo Orientation:

The logo has a single square-orientation, with text that reads horizontally. The logo must never be turned upside down, tilted or skewed from this orientation.

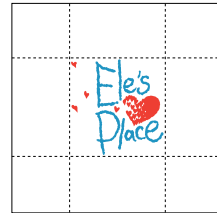
Design Elements and Logo Use:

The elements of the logo may never be broken apart or changed. No additional elements may be added within the logo.

Clean Space



minimum of ½" clean space on all sides



minimum of ¼" clean space on all sides

Sizing



minimum
reproducible size



Alignment



Example text goes here. Eque et exerfer natur, omnihit, omniatusa peditem aut ant parum nobiti remoloresti aborum restiis ciament iatquis.

Asset Spacing

Clean Space:

The Ele's Place logo is most effective when set in a clean and clear environment. This means that there must be ample space between the logo and any other art elements being used. This space should be equal to the width of ¼" on all sides of the logo.

Sizing:

The Ele's Place logo must never be so small that it is difficult to read or recognize. Because of this, the logo must never be smaller than 1" in width.

Alignment:

When aligning elements to the logo, text elements should be centered in comparison and any additional visuals should be sized appropriately and aligned to the bottom of the logo.



Color Usage

Color is what brings the Ele's Place logo to life. The use of contrasting primary colors, blue and red, makes the Ele's Place logo quickly identifiable as a representation of the organization.

If needed, the logo's variants of black or white may be used against contrasting backgrounds. When placed on a dark background, a white version of the logo should be used. When placed on a lighter background, a black, full-color or grayscale logo will need to be used. When placing the logo on a photographic background, the logo must still remain easy to read.



Color Palette

Ele's Place Blue

RGB – 12, 129, 187
CMYK – 84, 41, 6, 0
PANTONE 640 C

Ele's Place Red

RGB – 209, 40, 47
CMYK – 12, 98, 92, 2
PANTONE 711 C

Ele's Place Yellow (secondary color)

RGB – 247, 235, 95
CMYK – 5, 1, 76, 0
PANTONE 100 C

Ele's Place Gray (secondary color)

RGB – 190, 187, 186
CMYK – 26, 22, 22, 0
PANTONE Cool Gray 4 C

Black

White

*Based on pantone + solid uncoated; numbers may vary from paper types. Always proof colors from printers.

Logo Usage

The following are examples of unacceptable treatments and modification of the Ele's Place logo



DO NOT
add new colors to
any part of the logo



DO NOT
distort the logo in any way



DO NOT
delete or add any
elements to the logo



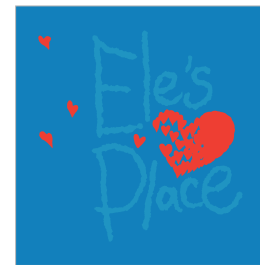
DO NOT
use a background
that distracts from the
impact of the logo



DO NOT
outline the logo



DO NOT
use a different typeface



DO NOT
place the logo on
backgrounds that create
situations of low contrast
or poor legibility



Raleway Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Typography

Raleway is the primary font for all print materials with the Ele's Place brand. There are different font weights of Raleway which allows for emphasis to be placed on headlines, subheads and other typographic elements. See examples on the left for specific breakdown of the different font styles that may be used.

No attempt should be made to recreate the Ele's Place logo using any other fonts or letter forms. The logo font should not be used as a main font when creating content blocks.

