



Evansville Promise Neighborhood
BRAND GUIDELINES

Version 1.0

WELCOME

We're thrilled to introduce you to the Evansville Promise Neighborhood (EPN) brand guidelines.

Whether you're designing for print or digital, these guidelines will help you create a consistent and professional brand identity that reflects the collective unity we strive for in Evansville.

Remember, our brand is a reflection of the work we do and the services we provide. By working together and using these guidelines, we can continue to build a brighter, healthier, and more connected community.

We're all in this together, so let's make sure our brand is always looking its best. Check out our guidelines and enjoy exploring EPN!

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LOGO

Our logo serves as the cornerstone of our brand, symbolizing our mission and values. It provides us with a visual anchor, guiding us back to our core principles. Every time we use it, we are not only reminding ourselves, but also our community, of who we are and what we stand for.

Logo

PRIMARY

EPN's logo is both simple and elegant. The outline of Indiana, complete with a heart symbol to mark the city's location, is a nod to the organization's regional roots. Additionally, EPN plays a crucial role in sustainability efforts, which is why the logo includes the organization's name alongside the University of Evansville's colors and font. The logo comes in both black and white, as well as inverted colors, and its clean and professional style is sure to leave a lasting impression.



Evansville
Promise
Neighborhood
University of Evansville

Logo

REVERSED COLORS



Our logo is designed to be adaptable to all printing and digital needs. These alternate color versions are only to be used when the Primary logo cannot be used or seen.

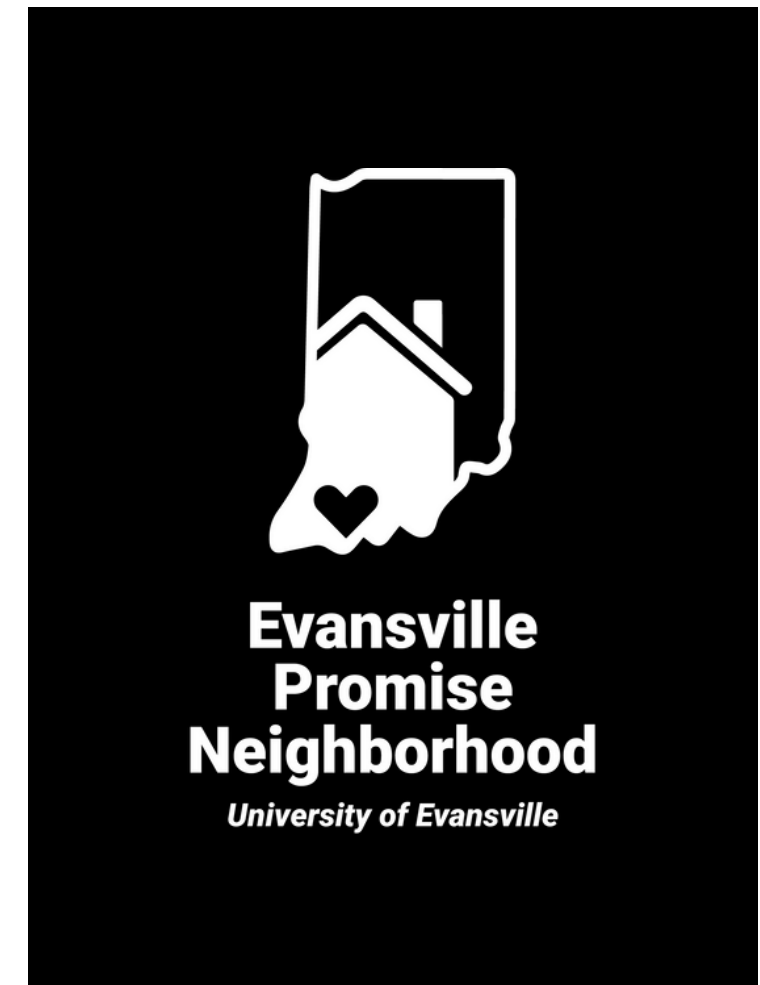
These are the approved color variations. For darker backgrounds, use the reversed versions of the logo. Ensure there is sufficient contrast between the logo and the background.

Please choose the color option that best suits your needs, using your discretion.

Logo

VERTICAL

The vertical option should only be utilized when necessary. It's best to use it for spacing or printing purposes when the primary logo is unsuitable.



Logo

SECONDARY

Our secondary logo should not be used as a replacement for the primary logo. Rather, it should only be utilized when the University of Evansville logo is already present in the design. It's important to maintain consistency in branding and to make sure that the university's identity is always clear and recognizable.



Evansville
Promise
Neighborhood

Logo

REVERSED COLORS



Our logo is designed to be adaptable to all printing and digital needs. These alternate color versions are only to be used when the Primary logo cannot be used or seen.

These are the approved color variations. For darker backgrounds, use the reversed versions of the logo. Ensure there is sufficient contrast between the logo and the background.

Please choose the color option that best suits your needs, using your discretion.

Logo

VERTICAL

The vertical option should only be utilized when necessary. It's best to use it for spacing or printing purposes when the primary logo is unsuitable.



Logo

PARTNER

Our partner logo is reserved solely for contractual partners who have signed an MOU with the University of Evansville. If you are an Evansville Promise Neighborhood partner, you may use this logo to highlight your affiliation on grant proposals, your website, and other relevant materials. For further information or guidance on how to use our partner logo, please do not hesitate to contact our Marketing Coordinator.



Evansville
Promise
Neighborhood
Proud Partner

Logo SIZE

To ensure full legibility, do not reproduce logos at widths smaller than the ones provided. This includes reproductions for print and screen media. There are no maximum size requirements for the logos.



PRIMARY LOGO

*no smaller than 1.75" or
126 pixels*



VERTICAL PRIMARY LOGO

*no smaller than 1" or 78
pixels*



SECONDARY LOGO

*no smaller than 1.5" or
110 pixels*



**Evansville
Promise
Neighborhood**

VERTICAL SECONDARY LOGO

*no smaller than .75" or
54 pixels*



PARTNER LOGO

*no smaller than 1.5" or
110 pixels*

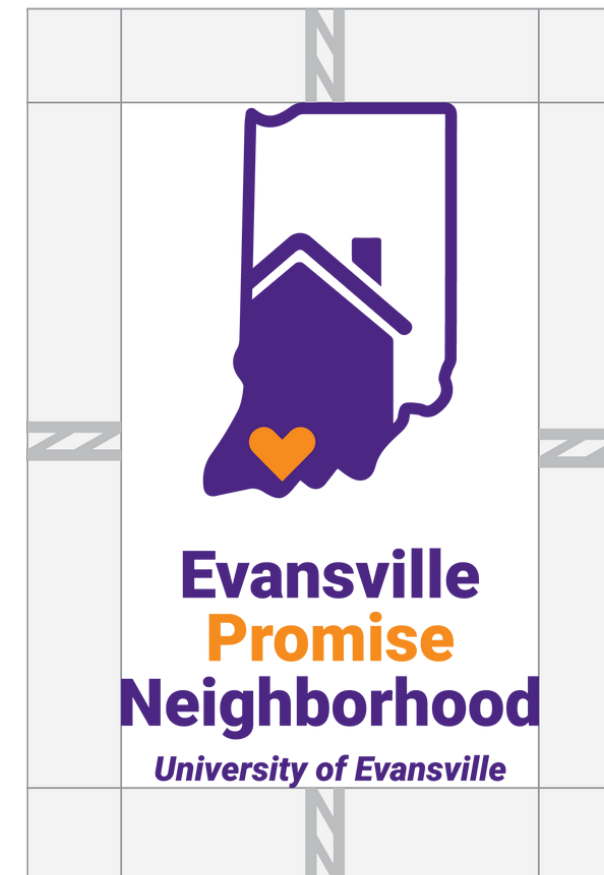
Logo

CLEAR SPACE

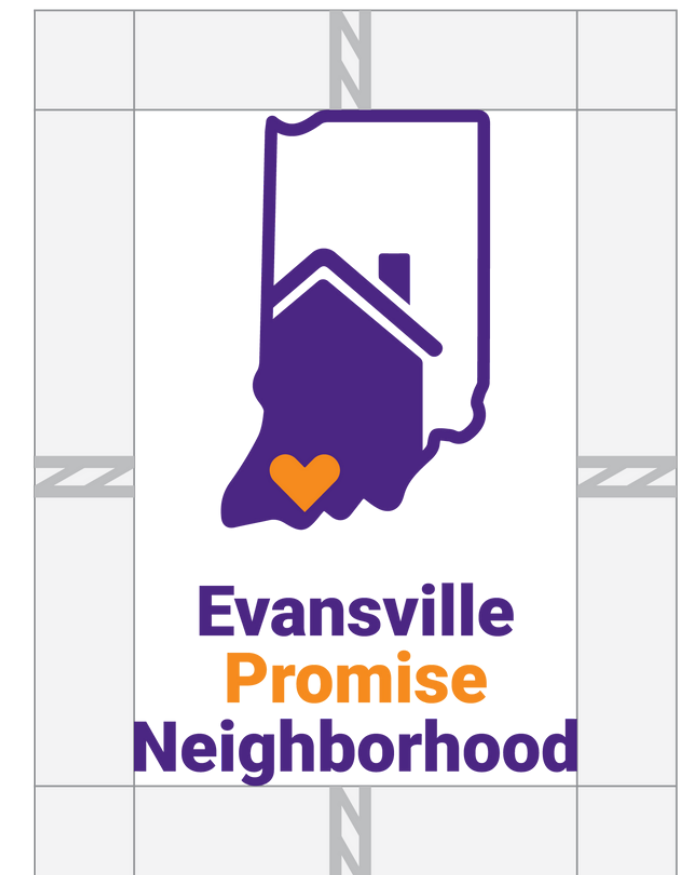
For full clarity and legibility, a set clear space must be maintained around the logo. The clear space should be measured using the height of two capital "N"s from Neighborhood found in the logo. This can be seen demonstrated below.



HORIZONTAL LOGOS



VERTICAL PRIMARY LOGO



VERTICAL SECONDARY LOGO

Logo MISUSE

To maintain a consistent brand image, the logo must not be altered from its provided versions. Below is a list of some of the ways the logo may not be altered. This list is not exhaustive.



do not alter the typeface



do not rearrange the elements of the logo



do not stylize any elements of the logo (ex. drop shadow)



do not alter the aspect ratio



do not alter the colors



do not rotate



do not alter the opacity

ICON

The Evansville Promise Neighborhood uses an icon to represent its location and mission. The heart symbolizes love, compassion, and dedication to building a better future for all community members. The house represents family and the sense of belonging in a tight-knit community. The organization believes in empowering the whole community to thrive and succeed.

Icon COLORS

Our icon serves as an alternative to our logo in situations where it may not be appropriate or fitting. For example, when text is not necessary or when placed alongside other graphics with multiple icons. For optimal results when using our icon, ensure sufficient contrast between the logo and the background, choose from the approved color variations below when using a darker background, and always opt for the reversed version of the icon. If the contrast is inadequate, select the white or black version instead.



Icon

SIZE & CLEAR SPACE

To ensure full legibility, the icon must maintain a minimum size and clear space requirement. The icon must not be reproduced at widths smaller than the ones provided. The clear space required is measured by the height of the heart graphic found within the icon.



ICON SIZE

*no smaller than .375" or
27 pixels*



ICON CLEAR SPACE

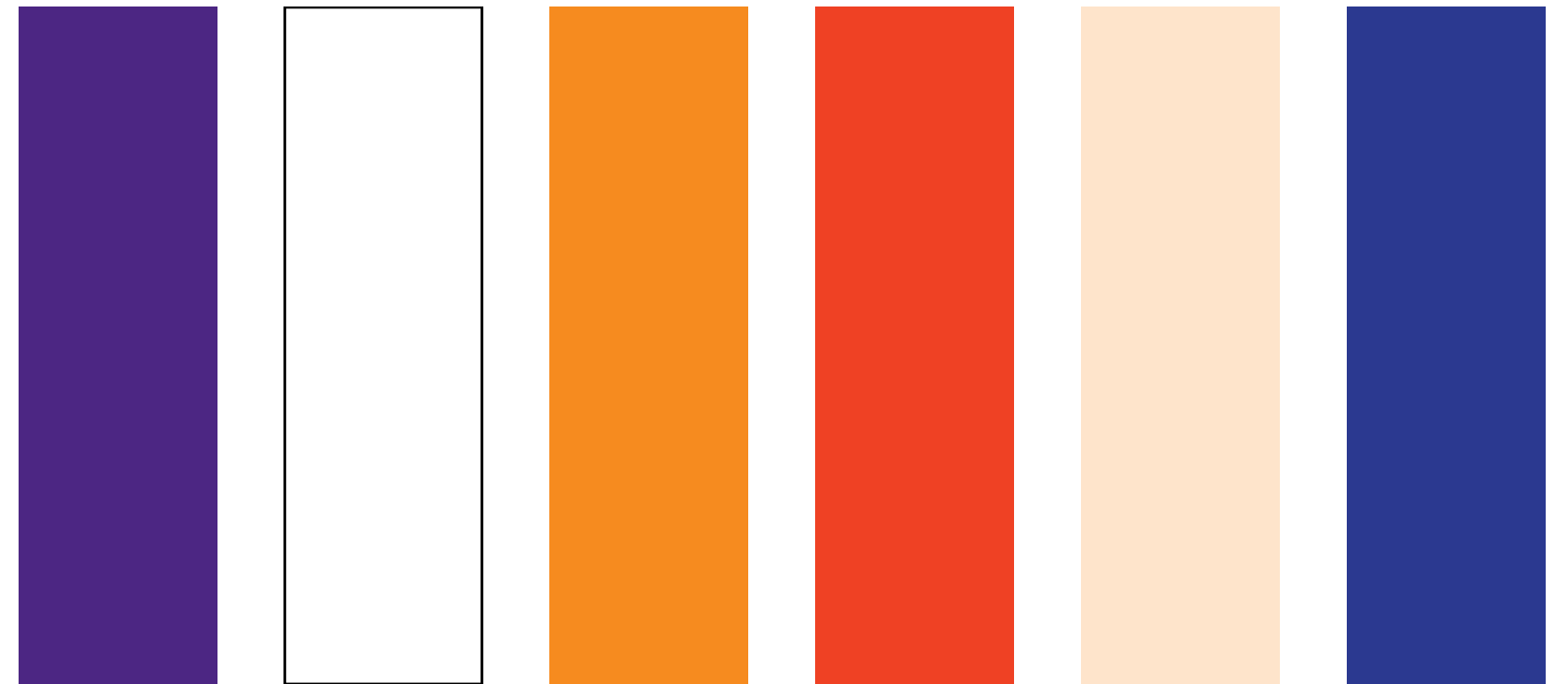
COLOR

Our color palette is more than just colors. It's a reflection of our brand's values. It's the color of innovation, the color of uniqueness, the color of freshness. And when used consistently, it helps to build brand awareness and recognition.

Color

BRAND PALETTE

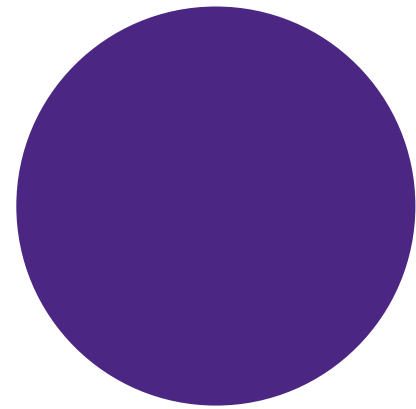
Consistency in color palette ensures a strong and recognizable brand identity, clear message, and a sense of cohesion and professionalism, making the brand appear more trustworthy. It is always kept in mind when designing any communication materials to ensure visual appeal and effectiveness.



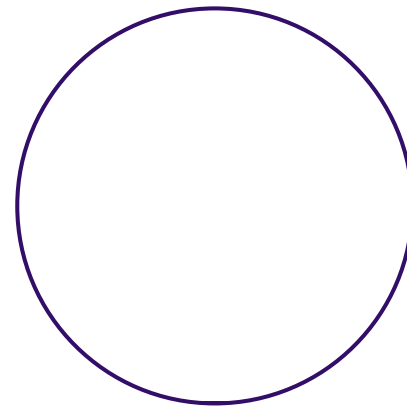
Color

BRAND PALETTE

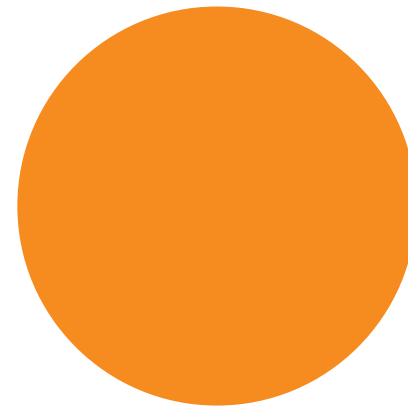
Take advantage of the benefits of CMYK colors whenever possible for better quality prints. Use Pantone (PMS) for extra impact.



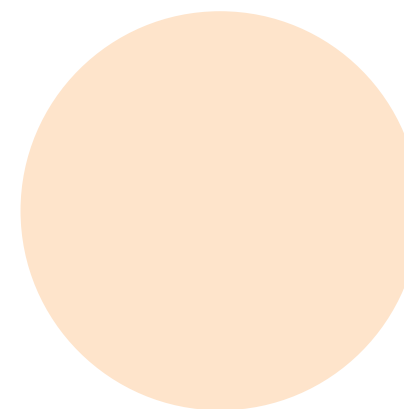
PMS
268
CMYK
84, 100, 0, 12
RGB
76, 38, 131
HEX
#4C2683



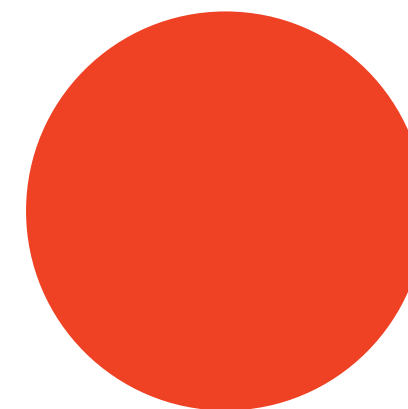
PMS
WHITE
CMYK
0, 0, 0, 0
RGB
255, 255, 255
HEX
#FFFFFF



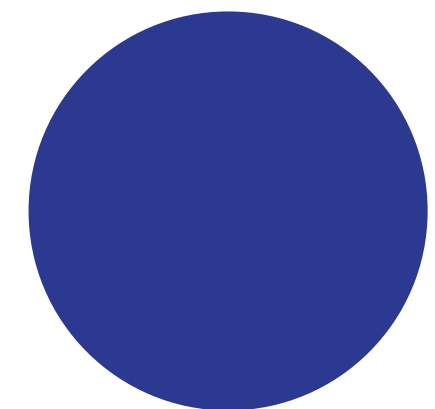
PMS
716
CMYK
0, 55, 100, 0
RGB
246, 139, 31
HEX
#F68B1F



PMS
475
CMYK
0, 11, 19, 0
RGB
254, 228, 203
HEX
#FEE4CB



PMS
179
CMYK
0, 90, 99, 0
RGB
239, 65, 35
HEX
#EF4124

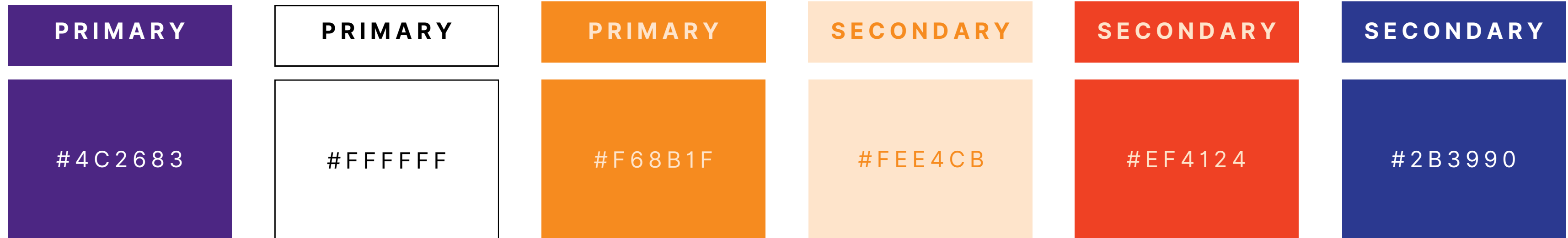


PMS
661
CMYK
100, 95, 5, 0
RGB
43, 57, 144
HEX
#2B3990

Color

PRIMARY & SECONDARY

When designing, begin with our primary colors, which are displayed below. Our secondary colors should only be used when necessary, such as for digital use, small accents, or variety and balance. Our established color hierarchy begins with #4c2683 and ends with #2b3990, and we request that these colors be used exclusively for any EPN materials created both internally and externally.



TYPOGRAPHY

The simplicity and legibility of Roboto make it the perfect complement to our logo, making sure that our typography is consistent with our brand identity. It is essential to follow the guidelines laid out in the document to ensure a professional and cohesive look.

Typography

PRIMARY FONT

Roboto is a web-friendly font that strikes a balance between content density and reading comfort. It is an ideal choice for modern browsers and performs exceptionally well on older versions, ensuring that users experience the highest quality in text display.

Roboto

ABCDEFGHIJKL
MNOPRSTUVWXYZ

abcdefghijkl
mnoprstuvwxyz

1234567890!@#%&()+

Aa

Typography

SECONDARY FONT

Playfair Display is a serif font intended for use in display type at large sizes such as headings and titles but not for extended body text. Its tall and thin letterforms give it a classic and elegant look. It pairs well with sans-serif fonts creating a beautiful contrast in design.

Playfair Display

Bold is our headings weight.

Regular is used for titles and some bodies of text.

Regular Italics is used for quotes and interviews.

Aa

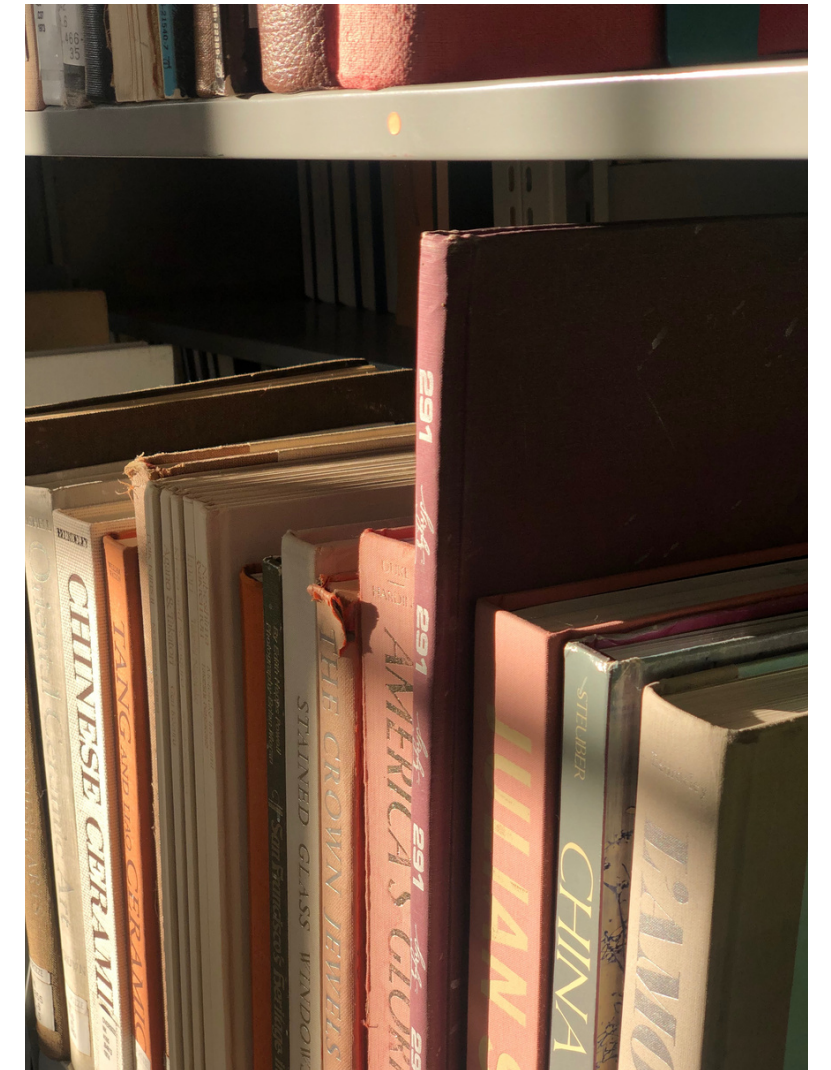
IMAGERY

Our team is passionate about capturing genuine moments that connect with audiences on a deep level. We believe every story should be told in a way that reflects its essence and creates meaningful connections with our community. We value listening, learning, and collaborating with the community, and have a profound appreciation for the power of storytelling to inspire and empower lives.

Imagery

PHOTOGRAPHY

Our photographic style is a reflection of our brand, and we take pride in its clarity and professionalism. We pay close attention to details that contribute to the overall picture, as our storytelling is heavily reliant on this visual representation. It's essential to obtain consent or a signed photo release before capturing images of people to ensure their privacy is respected.





Thank You

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