



# School-Based Health Initiative

Style Guide

# Basic Guidelines for the School-Based Health Initiative



# Colors

The brand is primarily built around PMS 7686 C and PMS 659 C, with supporting colors of PMS 123 C, PMS 158 C and 60% Black. PMS 123 C and PMS 158 C can be used as accent colors.

## Primary Colors



C 97 M 70 Y 0 K 2	C 58 M 27 Y 1 K 0
R 29 G 79 B 145	R 106 G 160 B 211
Hex #1D4F91	Hex #6AA0D3

## Supporting Colors



C 0 M 35 Y 85 K 0	C 8 M 65 Y 100 K 1	C 0 M 0 Y 0 K 60
R 251 G 176 B 64	R 224 G 117 B 37	R 128 G 130 B 133
Hex #FBB040	Hex #E07525	Hex #808285

## Logo Color

The School-Based Health Initiative logo should be used in full color unless a piece is black and white. For black and white documents, always use the B/W logo found in the logo package. The B/W logo has varying tints of black to maintain similarity to the color logo and is not 100% black.

COLOR



School-Based  
Health Initiative

B/W



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## Acceptable Logo Use

The School-Based Health Initiative logo can only be used with the minimum amount of space around the logo as shown. Altering the opacity, color or relationship of the elements to one another is not acceptable. No elements on the page should encroach upon the logo's safe space, with the possible exception of business cards or name tags where space does not allow.



## Minimum Size

The minimum size for the full logo is 1" in height. If the logo must be smaller than that, please use the version labeled "Small Logo", with a minimum size of 0.5" in height. There is no maximum size limit for the full logo, but it must stay proportional. An additional element that can be used in tandem with the logo, but should never replace the logo entirely is the "Logo Bug", with a minimum size of 0.25" in height.

### FULL LOGO

1" Minimum



### SMALL LOGO

0.5" Minimum



### LOGO BUG

0.25" Minimum



# Logo Versions

FULL LOGO



SMALL LOGO



LOGO BUG



## School-Based Health Initiative

### Preferred Use

The preferred logo for The School-Based Health Initiative is the full version. When the logo needs to be smaller than 1" tall, the "Small Logo" version is preferred. An additional element that can be used in tandem with the logo, but should never replace the logo entirely is the "Logo Bug", use this for small accents with discretion, such as an accent under a headline (*see page 2 of this PDF*).

# File Formats

## PRINT

(.tif)

These files are set up using the CMYK color profile. Use these files for traditional print materials such as brochures and newsletters.

## DIGITAL

(.png and .jpg)

These files are set up using the RGB color profile. These files can be placed in PowerPoints, MS Word documents, Excel, emails or on the web. The .png files have a transparent background making it easy to layer on top of a color if needed, but this should only be done on a near-white background and otherwise avoided.

## VECTOR

(.eps)

These are considered "source" files and produce the highest quality reproduction. Be selective when releasing these files as they are editable. The .eps files in the PMS (Pantone) folders are set up using spot colors (PMS color profile) for exact color reproduction for large-scale and advanced printing projects.

# File Naming



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# Logo Misuse

Do not lighten the logo or change the colors of the logo.



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Do not change the text placement, reset the text in any other typeface, or rotate the logo.



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## Brand Typography

The School-Based Health Initiative brand is built around the font families of Adelle, Trade Gothic Next LT Pro and Gibson. The logo uses Adelle Regular for the name and Trade Gothic Next LT Pro Heavy Condensed for the tagline's interlocking circles. For body copy, use Gibson Book at 60% black unless it is printing too light, then increase until legible.

### Adelle

Adelle Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 \$%&(.,;#!?)

If using the Adobe Creative Suite, Adelle can be synced for free [here](#) — or purchased from MyFonts [here](#).

### Trade Gothic Next LT Pro

Trade Gothic Next LT Pro Heavy Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 \$%&(.,;#!?)**

If using the Adobe Creative Suite, Trade Gothic Next LT Pro can be synced for free [here](#) — or purchased from MyFonts [here](#).

### Gibson

Gibson Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 \$%&(.,;#!?)

If using the Adobe Creative Suite, Trade Gothic Next LT Pro can be synced for free [here](#) — or purchased from Canada Type [here](#).

# Photography Style and Brand Treatments

The graphic language for the brand is not fully established, however a few elements are starting to emerge that can be used selectively.

## Brand Treatments

Occasional and careful use of photography as design elements such as housing a photo within a ring or text within a circle (*as seen below*) is within the developing brand's possibilities.

## Photography Style

Photography should include candid, bright and colorful photos of children and children with their adults. Take care to ensure photos represent the diversity of our children and families in Montana.



## Text or Pullout Quotes

Use this format when you want to highlight specific text or pull quotes from your content. Do not put excess content in these circles. They should be used for highlighting with a maximum word count of ~80 words.