



Style Guide

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Brand Elements

Aphasia Access has consolidated best practices for the communications materials created for the organization and streamlined the components and rules for how each element is used when creating branded communications.

To the right are the core elements of the visual identity: logo, color palette and fonts. You will find detailed information about each element on the subsequent pages.

LOGO



COLORS



TYPOGRAPHY

Myriad

abc abc
ABC ABC

abc abc
ABC ABC

abc abc
ABC ABC

abc abc
ABC ABC

Logo Variations

The primary logo is blue and green with the subtext as gray.

Subsequent one color logos are available as the need should arise depending on color and image use. A white knockout logo is also available for use.

PRIMARY LOGO



ONE COLOR LOGOS



KNOCKOUT LOGO



Minimum Size & Clear Space

Minimum Size: The minimum logo height is .35 inches for print or 75px for digital.

Clear Space: A clear space equal to or greater than "1x" is required on all sides surrounding the Aphasia Access logo in printed and digital applications.

MINIMUM SIZE



CLEAR SPACE



Incorrect Logo Usage

Distortion: Do not stretch the logo horizontally or vertically or otherwise distort it.

Color: Do not use an unapproved color for the logo, do not outline the logo and do not add effects like a drop shadow to the logo.

Alter: Do not alter the logo by rearranging the elements or adding text.

DISTORTION



COLOR



ALTER



Colors

A color palette, deriving from the colors used in the Aphasia Access logo.

Use CMYK colors when 4-color printing is available.

Use RGB colors for screen-based applications, such as PowerPoint presentations, HTML emails, and television monitors.

Use Hexadecimal colors when creating websites and any related applications, such as banner advertisements.

COLOR MAKEUPS



CMYK: 0,0,0,100

RGB: 0,0,0

Hexadecimal:
000000



CMYK: 59,49,49,16

RGB: 107,110,110

Hexadecimal:
6b6e6e



CMYK: 100,81,33,20

RGB: 23,61,105

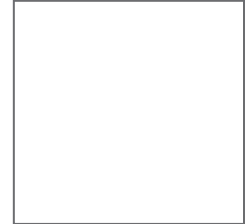
Hexadecimal:
173d69



CMYK: 76,1,100,0

RGB: 56,178,74

Hexadecimal:
38b24a



CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

Hexadecimal:
ffffff

Typography

Aphasia Access typefaces have been carefully chosen for ease of communications and for their legibility, flexibility, and adaptability with the other design elements.

Primary Font: Myriad was the sans serif font chosen for its many options and legibility. It is highly flexible in its application and should be used in most instances. Condensed and extended forms of Myriad can be used for additional flexibility in type.

PRIMARY FONT

Myriad

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Regular & Italic *abc abc*
ABC ABC

Myriad Semibold & Italic *abc abc*
ABC ABC

Myriad Bold & Italic *abc abc*
ABC ABC

Myriad Black & Italic *abc abc*
ABC ABC

Myriad Regular Condensed & Italic *abc abc*
ABC ABC

Myriad Semibold Condensed & Italic *abc abc*
ABC ABC

Myriad Bold Condensed & Italic *abc abc*
ABC ABC

Myriad Black Condensed & Italic *abc abc*
ABC ABC

Myriad Regular Semiextended & Italic *abc abc*
ABC ABC

Myriad Semibold Semiextended & Italic *abc abc*
ABC ABC

Myriad Bold Semiextended & Italic *abc abc*
ABC ABC

Myriad Black Semiextended & Italic *abc abc*
ABC ABC