# MARE
## BRANDING
## GUIDE

# COLOR PALETTE

MARE brand colors include a primary, accent, values and secondary colors option.

Each color break down depends on where it will be used. **CMYK and PMS colors are for print. RGB and HEX colors are for web and computer screen use.**

Be sure you are choosing the correct color mode (RGB or CMYK) when creating content.

Although not recommended, it is easier to go from CMYK to RGB, but color tends to change drastically if you go from RGB to CMYK. **Printing RGB creates inconsistencies of what you see on screen versus what is actually printed.**

Printing PMS allows us to print from any printer and it will consistency be the same color. Printing the same material at two different printers will likely result in inconsistencies with CMYK.

MARE blue is the primary color and should be the dominant color, while teal is the accent color. Avoid lowering the tint percentage of the each color EXCEPT for the **accent color. It can be use as a background at 12% tint.**

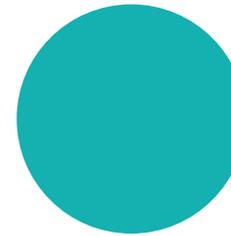Values are neutral shades for text and backgrounds.

## PRIMARY
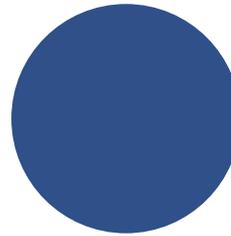
### MARE BLUE

PMS: 287 U
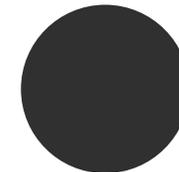CMYK: 92•76•19•5
RGB: 47•80•137
HEX: #2F5089

## ACCENT

### TEAL

PMS: 3262 U
CMYK: 74•6•35•0
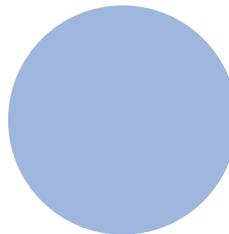RGB: 29•176•177
HEX: #1DB0B1
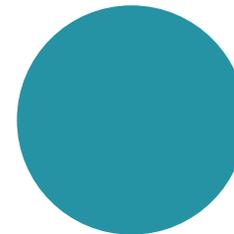
## VALUES

3% Black
246•246•24
#f6f6f66

95% Black
51•49•50
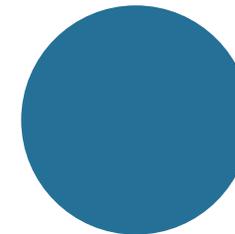#333132

## SECONDARY

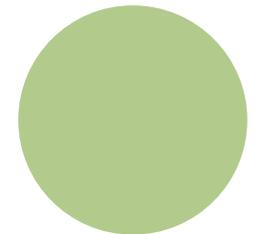### LIGHT BLUE

7451 U
36•24•0•0
158•184•233
#9EB8E9

### TEAL BLUE

7712 U
80•27•31•1
34•184•233
#2292A4

### TEAL BLUE DARK

3015 U
86•51•25•4
40•111•149
#286F95

### LIGHT GREEN

578 U
32•7•56•0
180•204•142
#B4CC8E

# LOGO

The logo color should be MARE blue. If the background is a dark color, the white logo can be used. Black should only be used when printing in black only. The logo must be in one color.

The primary logo uses the full MARE name. This should be used on content where MARE is first introduced. It is important to not make the logo too small where the full name isn't legible. The minimum width should be 2.875in. If the logo is too wide, use the stacked logo.

The secondary logo uses only MARE. This is a good logo to use if the area is small. These logos are ideal in content where MARE isn't being first introduced. This would work on social media graphic posts. This would be okay to use if it was on the back of a booklet while the front should include MARE's full name.
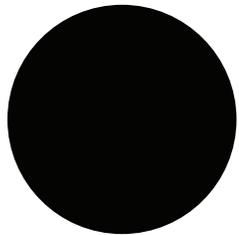
Favicon is primarily used in social media or in areas where branding is in addition but the organization has already been presented.
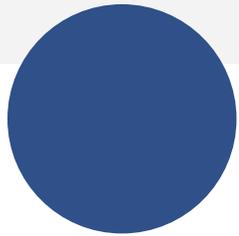
**MARE BLUE**
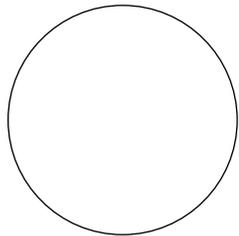
**WHITE**

**BLACK**

**PRIMARY**

2.875 in min width

**SECONDARY**

If the full name must be in the logo, but it needs to be a smaller width, use this stacked logo

**FAVICON / SOCIAL MEDIA**

Use in social media or in areas where branding is in addition but the organization has already been presented.

# DO'S AND DONT'S

## ACCEPTABLE USAGE

The MARE logo uses MARE blue but the blue can be white or black as a secondary option when the MARE Blue cannot be used. These combinations apply to the alternative logos as well. Try to keep the backgrounds shades of gray, black, white, and MARE blue when using the MARE logo.



Favicon icons should be placed on the bottom right of social media posts.

## UNACCEPTABLE USAGE

Do not alter the logos proportions or colors in the following ways:



Do not alter the proportions



Use one color for the logo of MARE blue, black, white



Although the logo can be used without the next, the reverse should not be done. Do not omit the people when using the text.

# FONTS

| | | |
|---|---|---|
| **HEADER** | *Zooja Light Pro* | • 0 tracking<br>• used for titles and accent text<br>• 1 - 2 lines maximum<br>• all colors allowed |
| **SUB HEADER** | **PROXIMA NOVA BLACK** | • 100 tracking<br>• used for titles in tandem with Zooja<br>• all caps<br>• black or white |
| **SUBTITLE 1** | PROXIMA NOVA LIGHT<br>Proxima Nova Light | • 20 tracking<br>• used for section headers & social media<br>• all cases & colors allowed |
| **SUBTITLE 2** | **PROXIMA NOVA BLACK** | • 20 tracking<br>• used for paragraph headers<br>• all caps<br>• black or white |
| **BODY** | Georgia | • 20 tracking<br>• harsh justified left<br>• used for body text<br>• black and white |

Use these fonts. They can be downloaded on Adobe. If you do not have the programs, there are alternative fonts that can be used. Because Zooja Light Pro is stylized font, avoid replacing this font. Rather, use the Header font.

# FONTS *(cont)*

## HOW TO USE MARE FONT

The sizes of the font in this section is standard, however, be sure that the ratio stays the same. For example, if the header and the subheader should be roughly the same size but can be oriented in different ways for visual appeal.

The header color can vary per design, but the subheader should stay black or white. The header should also be lowercase while the subheader is uppercase. The header can also be used as accent text when Subtitle 1 is being used as body text.

Subtitle 1 is used for section headers or as body text when the font most be large. When used as a section header, it should be all capital. When used as body text, it can be sentence case. Subtitle 1 can be any color.

Subtitle 2 is a secondary section header. It should be significantly smaller than subtitle 1, and slightly larger than the body text. Subtitle 2 should stay black or white.

In subtitles and body paragraph, avoid hyphens to split two words and avoid ending a paragraph with one word.

# stylized header
## SUB HEADER

## SUBTITLE 1

### SUBTITLE 2
14pt: If you are using the body paragraph at 10.5pt use this version

Body Paragraph minimum 10.5 pt, 20 tracking. Eptatatiost eaquian tusandae nos dolles am facerum voluptatus diandignimin nihil minvell itiuntio. Ovid quo idigeniente prem velibus nullitatiore et, volore magnis ent aut ut alitem

### SUBTITLE 2
18pt: If you are using the body paragraph at 12pt use this version.

Body Paragraph max 12 pt, 20 tracking. Eptatatiost eaquian tusandae nos dolles am facerum voluptatus diandignimin nihil minvell itiuntio. Ovid quo idigeniente prem velibus, to et, quatus qui cum et, volore magnis ent aut ut alitem

# FONTS

## TITLES (PRIMARY)

*spring*
## MEET & GREET

*Spring*
**MEET & GREET**

*winter warriors*
## MEET & GREET

*Winter Warriors*
**MEET & GREET**

*how to adopt from*
**FOSTER CARE**

*How To Adopt From*
**FOSTER CARE**

## TITLES (SECONDARY)

A combination of proxima light and black should be used when Zooja is not available.

MEET THE
**YOUTH**

EVERY CHILD
**DESERVES A HOME**

# FONTS

## USAGE EXAMPLES (ACCENT TEXT)

When Zooja is used as accent text, it can be stacked or horizontal. Zooja should be paired with Proxima Nova Light. The Zooja text should be the subject or most important part of the sentence.

SHARE YOUR
*adoption journey*

SHARE THE *love*

HELP YESSENIA CELEBRATE HER *birthday!*

MEDIA *kit*

# DESIGN ELEMENTS

## FULL COVER PHOTOGRAPHY

Full coverage photography can be used to cover a whole page, or as a supporting image.
- Photo covers entire page or in simple rectangual clipping mask
- Text goes in negative space
- If there's a large amount of negative space with a complex background, use a sketchy text box
- Avoid covering face with text
- Supporting images should have a colored box behind

## NO PHOTOGRAPHY

Some designs benefit from having no photos. These include event banners, email headers, and social media posts.
- Primary white background with doodles as accents
- Use of colored backgrounds minimally
- Variety of colored text
- large sclae designs should use sketchy text boxes to improve legibility (power points, videos, etc

## TRANSPARENT CUTOUTS

Image subjects can be isolated to form a transparent image. These assets can be used in print and social media.
- Outline color can be teal or green
- Primary cutouts have outline, with supporting cutouts do not
- Outlined cutouts placed on solid color background
- Non-outlined cutouts placed on patterened background

## GRADIENTS

Gradients can be used to accentuate text on complex backgrouds.
- Black transparent gradients
- 50% black/white, 0% white/black
- Multiply 50% for black
- Avoid covering face with text

# DESIGN ELEMENTS
## FULL COVERAGE PHOTOGRAPHY EXAMPLES

THE IMPORTANCE OF KEEPING SIBLING GROUPS TOGETHER

GIFTS THAT *give back*

THE *importance* OF KEEPING SIBLING GROUPS TOGETHER

- Increased likelihood of achieving permanency
- Increased mental well-being
- Fewer emotional and behavioral difficulties

media**KIT**

FY23                    MAREINC.ORG
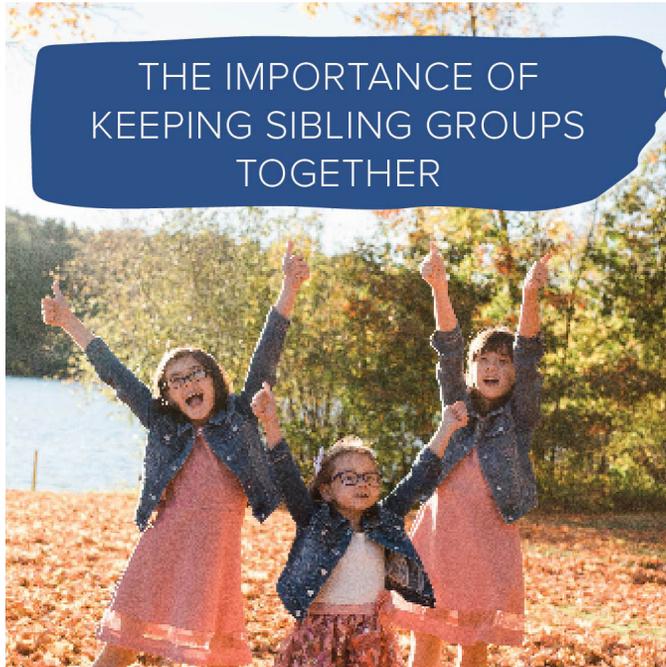
# DESIGN ELEMENTS

## TRANSPARENT CUTOUT EXAMPLES

*dolor sit amet*

consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et

Lo rem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed do eiusmod

LO REM IPSUM DOL    OR SIT
AME T, CONSECTETUR
ADIPISCING ELIT

Learn More
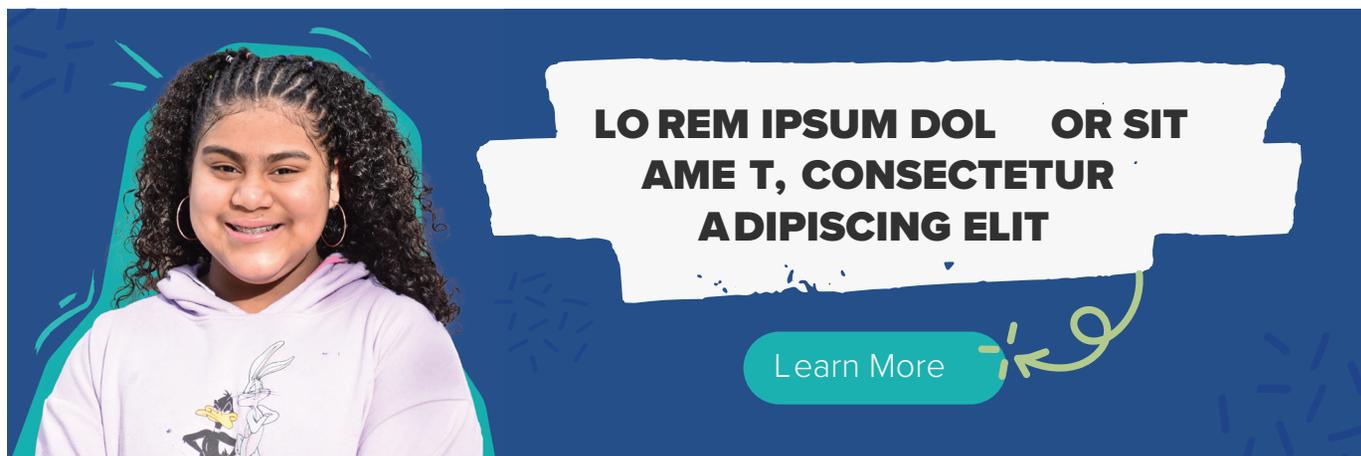
# DESIGN ELEMENTS

## NO PHOTOGRAPHY EXAMPLES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut

*black history month*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

LOREM IPSUM
*dolor sit amet*

consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
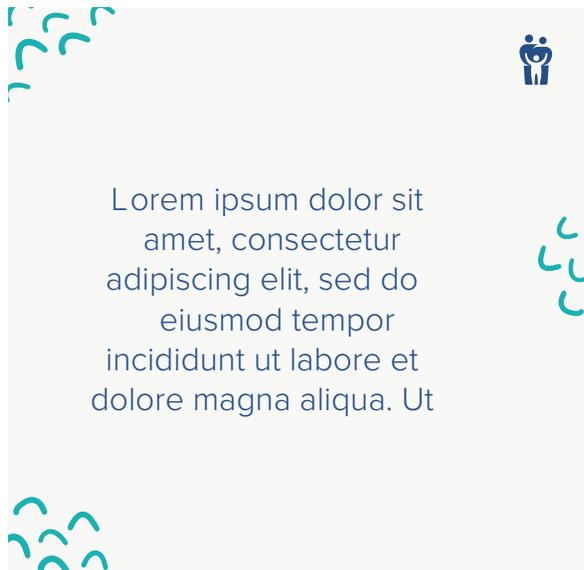
# VECTOR ASSETS

## LINES, ARROWS, AND CIRCLES/BOXES

### LINES

Lines are used to seperate headers from the body, as well as underline important words. Lines can also act as page seperators.

### ARROWS

Arrows are used to point to CTAs and blocks of information, like dates, times, etc.

### CIRCLES/BOXES

Circles and boxes act as accents for important sections of text, ie. dates, emails, etc. They should be used sparingly, once per design.
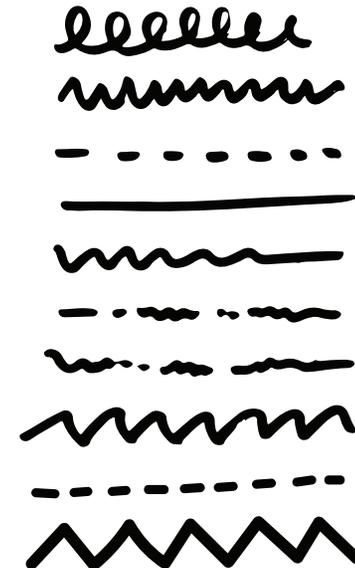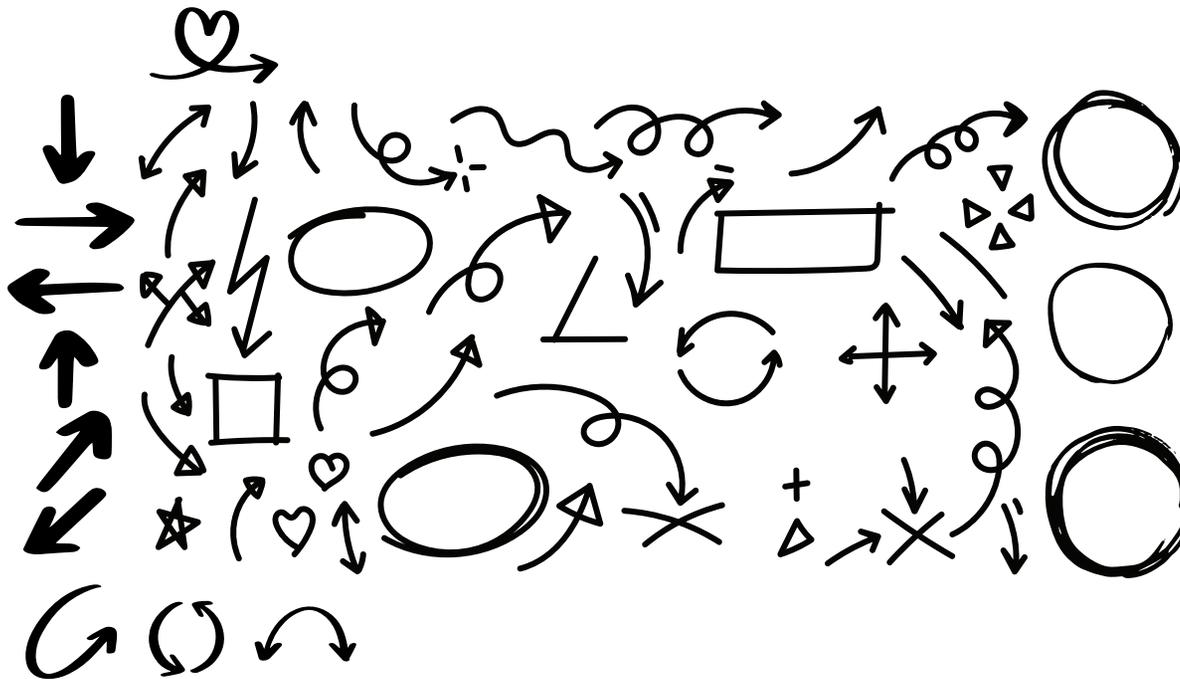
# VECTOR ASSETS

## DOODLES

Doodles are used as either backgrounds or as design accents. When used as a background, it should be slightly darker than the background color. When used as accents, any color can be used.
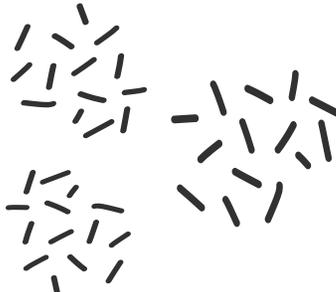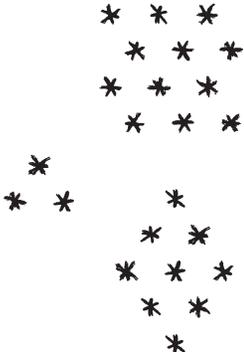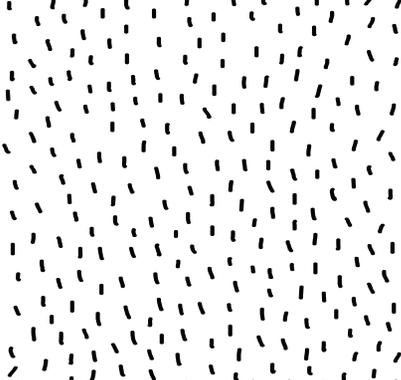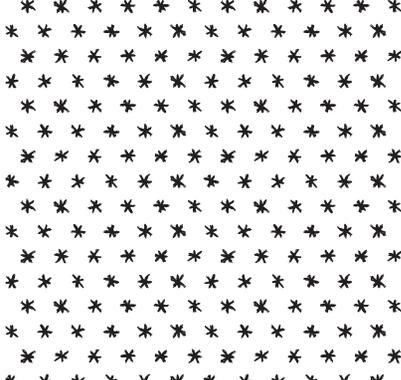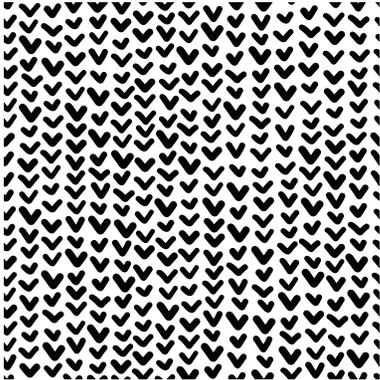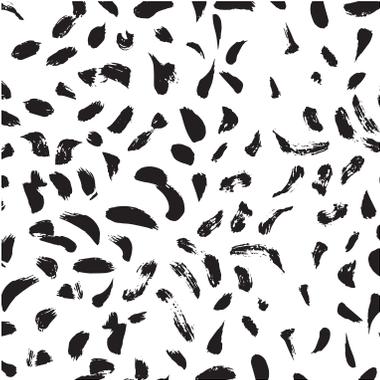
# VECTOR ASSETS

## TEXT BOXES

Text boxes are used to frame text, mostly in social media and powerpoitnts.
They can also be used as call out boxes for quotes.
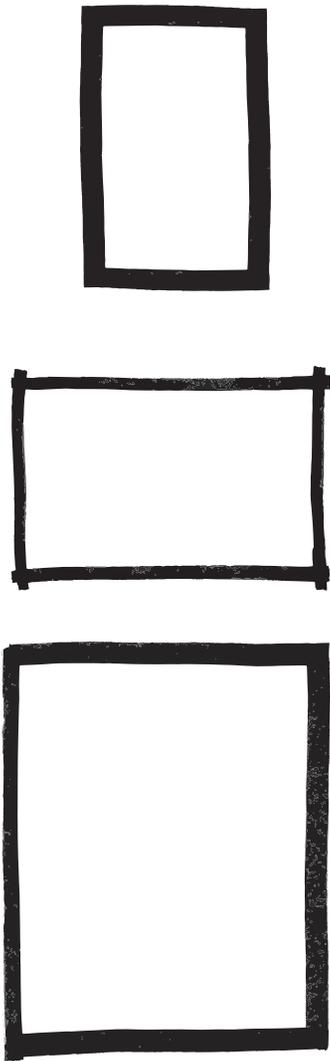
# PRINT AND DIGITAL MEDIA EXAMPLES