



easterseals

taking on disability together

Brand Guidelines

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Welcome to the new Easterseals brand!

For those of you who know us well, you will immediately notice that our old “Easter Seals” name has been modified to create a new, reimagined, single name, “Easterseals.” You will be interested to learn that behind this name modification is an entirely newly refreshed brand—with a ringing purpose statement, messages, logo, tagline and all the other elements of our brand renaissance program.

The natural questions from you might be: Why? ... and how do I tap into the power of the new brand and use it for all my Easterseals communication?

That’s what this guidebook is designed to answer.

The following pages will provide the information about our new brand and help all of us work together to inspire the world to understand and support the great work we all do.



Building a national brand

Although we are an affiliate-based organization with vibrant, creative, independent-minded affiliates across the nation, we are *all* Easterseals. We all share a commitment to the people we serve. We all gather and deploy resources to help people in need. We all have local facilities with local addresses and local volunteers. But together we are one important, beloved, respected, effective, professional national organization that needs one recognized name and one esteemed brand. That's what we are building together and that's what this guidebook will help us achieve.



Behind our new brand is one simple idea:

REDEFINING DISABILITY FOR TODAY'S CHALLENGES

“I want to live in a world where disability is
not the exception, but the norm.”

– Stella Young, TED talk April, 2014

What does it mean to “redefine disability?”

from

Visible, physical conditions

A limitation

Only affecting “other” people

A word that labels people

to

Including invisible—emotional, social and educational—challenges

Being a part of everyday life that can be dealt with

A condition that touches all of us and our families at some point

A word that defines a barrier, not a person

How do we align communications with our new brand strategy?

Broaden the relevance of disability

Any and all of us will be touched by disabilities in our lives.

Assert Easterseals' leadership

...in all aspects of understanding and addressing 21st-century disabilities.

Take the sting out of the term

It's a part of life.

Help the world take a second look at people with disabilities

...and appreciate their abilities.

OUR NAME

Using our name

Reinforcing a national brand requires that we use our brand name consistently. We must all use the same prescribed logo and we must all use the newly merged, single name “Easterseals.”

SHOULD WE CAPITALIZE THE NAME?

For the logo, we deliberately chose a friendly, approachable lowercase “e” to begin our name. When writing about the organization, we have decided to treat “Easterseals” as a proper name and to capitalize it in every instance.



A friendly and approachable lowercase “e” was chosen for our logo

Easterseals

When we’re writing about Easterseals, our name should be capitalized

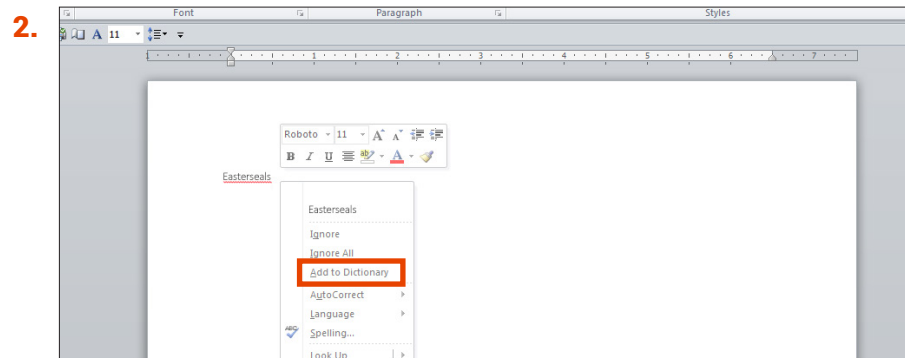
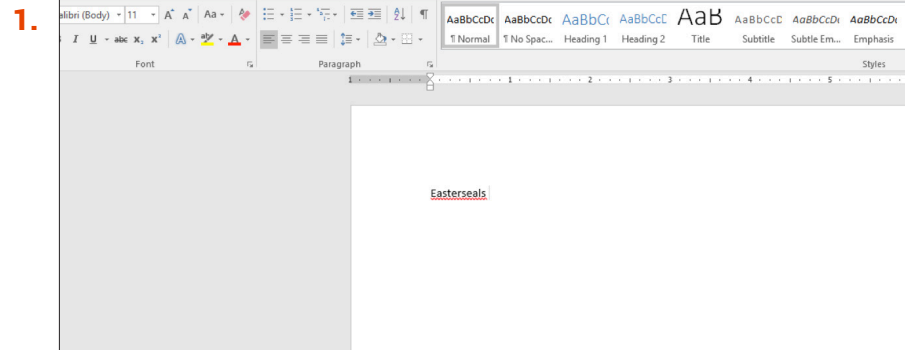
Using our name

ADDING OUR NAME TO MICROSOFT APPLICATIONS ON PERSONAL COMPUTERS

For PCs, adding the Easterseals name to Microsoft applications is easy.

1. Open up a new Word document and type the word “Easterseals,” making sure it is capitalized. The name should be underlined in red because it is not yet recognized by the Microsoft Word dictionary.
2. Right click on the word, and scroll down, selecting the “add” button. This will add “Easterseals” to your dictionary, and the red underline will disappear.

Note: These instructions and screenshots apply to computers running Windows 8



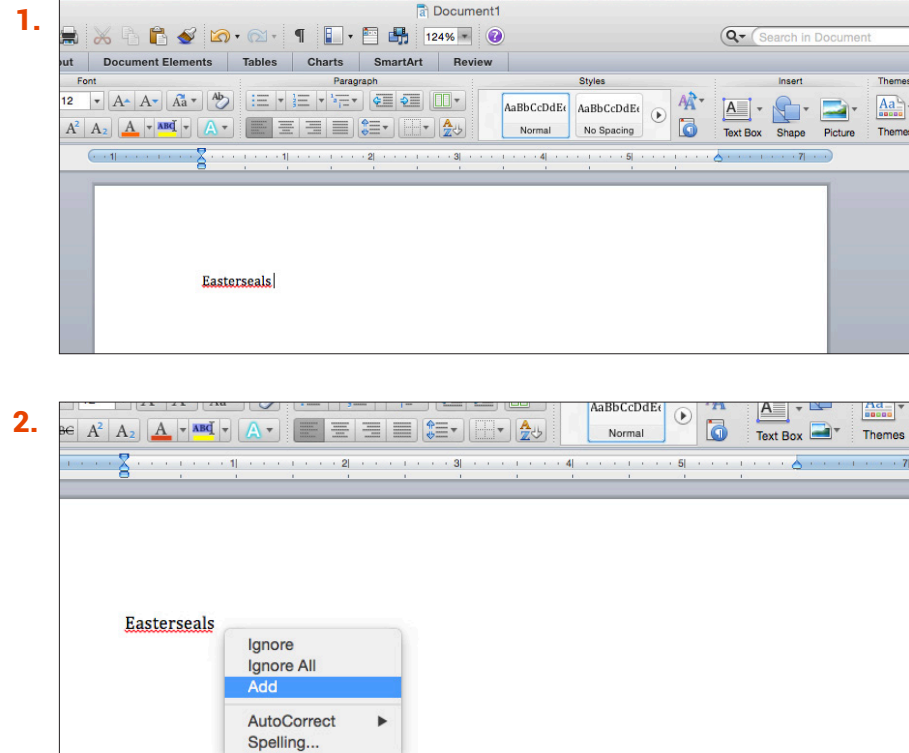
Using our name

ADDING OUR NAME TO MICROSOFT APPLICATIONS ON APPLE COMPUTERS

It only takes a few clicks to add the Easterseals name to Microsoft applications on Macs.

1. Open up a new Word document and type the word “Easterseals,” making sure it is capitalized. The name should be underlined in red because it is not yet recognized by the Microsoft Word dictionary.
2. Right click on the word, and scroll down, selecting the “add” button. This will add “Easterseals” to your dictionary, and the red underline will disappear.

Note: These instructions and screenshots apply to computers running Word for Mac 2011



OUR PURPOSE, TAGLINE AND POSITIONING

Purpose statement

WHAT IS A PURPOSE STATEMENT?

A purpose statement is the cornerstone of a brand strategy and the foundation for all communications. It proclaims one clear, driving reason for believing in Easterseals. It's a ringing rallying cry and declaration of leadership that motivates staff to come to work every day and inspires the public to support our cause.

HOW DO I USE IT?

When we need to tell people what drives us, what inspires us and where we focus our energies, we should refer to this foundational declaration. **If you need a brief elevator speech, draw on this simple but powerful purpose statement.**

The statement eliminates the need for additional mission and vision statements, which so often are long and complicated, and rarely remembered.

OUR PURPOSE STATEMENT

To change the way the world defines and views disability by making profound, positive differences in people's lives every day.

"DEFINES"

Dispels stereotypes. Shapes the terms of the debate.

"VIEWS"

Challenges attitudes and perceptions – both of society and in our own lives.

"DISABILITY"

Our DNA and the common denominator across affiliates.

"BY MAKING PROFOUND, POSITIVE DIFFERENCES IN PEOPLE'S LIVES EVERY DAY."

The benefit.

Tagline

WHAT IS A TAGLINE?

A tagline is a compact, **high-impact public expression** of our purpose statement and brand strategy. It's a way to reinforce our positioning while setting the tone for our brand voice program and future communications.

HOW DO I USE IT?

Using our tagline in conjunction with the Easterseals logo is the simplest, most effective way to help uninformed individuals understand who we are and what we stand for. Especially during the first 3-5 years following our brand rollout, this tagline must be used whenever possible—on letterhead, signage, posters, collateral, and promotional items—in order to tie the Easterseals name to the organization's area of expertise: disability. Over time, the consistent use of this tagline will help Easterseals claim its long-deserved role as the go-to resource for all matters concerning disability. Please do not edit or add to this tagline in any way, so as to ensure national brand and messaging consistency.

Please refer to the logo guidelines **on page 27-35** for rules surrounding the use of the tagline.

OUR TAGLINE

Taking on disability together

"TAKING ON"

Owning and actively facing this issue, day in and day out.

"DISABILITY"

Reminds the world of our cause, expertise and leadership.

"TOGETHER"

Speaks to our collaborative work across affiliates, within the community, and alongside the people we serve.

Positioning

WHAT IS A POSITIONING STATEMENT?

A positioning statement explains how Easterseals is distinctive and why key stakeholders should engage with us. It's the brand platform that unifies our programs and communications, and becomes the foundation for the Easterseals public identity.

HOW DO I USE IT?

A positioning statement is used internally, helping to guide and unify communications.

Language from the positioning statement can also be used as a starting point for external communications.

OUR POSITIONING STATEMENT

For nearly 100 years, Easterseals has been the indispensable resource for people and families challenged by disability. Now, as America faces a broad range of new issues, we make a major, positive, life-changing difference in the lives of people and families challenged by today's disabilities. The work we do every day is redefining disability for the 21st century.

OUR BRAND VOICE AND BEHAVIORS

Brand voice

WHAT IS BRAND VOICE?

Brand voice is what everyone experiences when they interact with Easterseals. It's our personality, our style, our tone and is felt in everything we do, and in all the services we provide—all creating a distinctive Easterseals experience.

HOW DO I USE THESE TRAITS?

Everything we do and say should reflect and reinforce these wonderful qualities. Everything—our marketing, our services, our fundraising, our community events—should be infused with this spirit: determined, inspired, personal, honest, local and unafraid. These should be the hallmarks of everyone's experience with Easterseals.

On an immediate, practical level we should use these traits to help us to choose photos and other imagery, to name events and programs, to inspire themes for dinners and galas, and of course, to be felt emotionally by all the people we serve.

OUR BRAND VOICE TRAITS

These six attributes capture and express how our brand voice will be heard and experienced.

determined

We lead with confidence.

inspired

We are called to do very important work.

personal

We are informal, warm and engaging.

honest

We talk straight.

local

We are loyal to home.

fearless

We engage in real life.

Brand behaviors

WHAT ARE BRAND BEHAVIORS?

Simply put, brand behaviors help guide our day-to-day efforts, and help us become ambassadors of the Easterseals brand. The members of our community—staff, volunteers, and leadership—are the best, most effective expressions of the Easterseals brand. It is through a consistent style of individual actions and interactions that our brand is powerfully delivered and reinforced every day.

HOW DO I USE THESE BEHAVIORS?

These general, high-level guides should drive how we behave. They capture the powerful heritage of Easterseals and help us channel our legacy of helping so many millions of people over the years. Our brand behaviors should inspire programs, services and other activities for the future.

To align our everyday work with these standards, we can make these behaviors the basis of important decision-making such as hiring new talent, setting expectations for performance and earning promotions.

OUR BRAND BEHAVIORS

We see the whole you...

...and the many aspects of your life, including disability.

We are driven to achieve.

Those we serve feel empowered to reach for and realize their full potential.

We pave the way...

...opening pathways to opportunity and creating a more inclusive world.

We're stronger, together.

Disabilities touch us all, and we work with all members of the community to achieve extraordinary results.

OUR OFFERINGS

Brand Architecture:

How we categorize, organize
and talk about what we do

WHY DO WE NEED TO BE MORE CONSISTENT IN HOW WE NAME AND DESCRIBE WHAT WE DO?

Our new organizing model brings order to the vast array of programs and services across our national network. It serves as the basis for vocabulary that helps us to speak in one brand voice, and standardizes our offerings across the network.

One of the strengths of Easterseals is our far-reaching affiliate network delivering important programs tailored to local needs. The downside of this local focus and variation in program offerings at each affiliate is a dizzying variation of programs and services across the country. To build a single, powerful national brand, we have to show the world a more unified front—and this means more consistently organizing our offerings and naming of services.

OUR ORGANIZING MODEL

Live
Learn
Work
Play
Act

Live

DESCRIPTION OF “LIVE” PROGRAMS

Hands-on, comprehensive, vital programs and support to help people reach their full potential—regardless of challenges, needs or disabilities.

SAMPLE PROGRAMS

- Physical therapy
- Occupational therapy
- Home modification services
- Medical rehabilitation
- Behavioral therapy
- Speech and hearing therapy
- Community living, residential and group homes
- Independent living services
- Child development centers
- Day programs



Getty Images 532241855

Learn

DESCRIPTION OF “LEARN” PROGRAMS

Programs designed to help children and adults learn—and often re-learn—basic functions, master skills needed to develop and thrive, and be sharp and active as they age.

SAMPLE PROGRAMS

- Support groups
- Ages and Stages Questionnaire
- Professional family training and education
- Trainings
- Educational programming
- Social skills coaching
- Enrichment activities



Getty Images 494158036

Work

DESCRIPTION OF “WORK” PROGRAMS

A range of training, placement and related services that help people prepare for the workforce—because meaningful work is often the key to overcoming challenges and having a good life.

SAMPLE PROGRAMS

- Workforce development
- Job placement
- Supported employment
- Senior employment



Getty Images 467180493

Play

DESCRIPTION OF “PLAY” PROGRAMS

Fun, healthy programs for children, adults and caregivers to relax, connect with friends and engage in constructive activities—all necessary to living the best life possible.

SAMPLE PROGRAMS

- Camp
- Respite services
- Recreation programming



Getty Images 508079893

Act

DESCRIPTION OF “ACT” PROGRAMS

Our vibrant community of friends and supporters stands with those who face challenges by volunteering, advocating, donating and participating in events that inspire us all and sustain our cause.

SAMPLE PROGRAMS

- Advocacy
- Donate
- Volunteer
- Events



Getty Images 493278938

Brand architecture summary

	Live	Learn	Work	Play	Act
Description of programs	Hands-on, comprehensive, vital programs and support to help people reach their full potential—regardless of challenges, needs or disabilities.	Programs designed to help children and adults learn—and often re-learn—basic functions, master skills needed to develop and thrive, and be sharp and active as they age.	A range of training, placement and related services that help people prepare for the workforce—because meaningful work is often the key to overcoming challenges and having a good life.	Fun, healthy programs for children, adults and caregivers to relax, connect with friends and engage in constructive activities—all necessary to living the best life possible.	Our vibrant community of friends and supporters stands with those who face challenges by volunteering, advocating, donating and participating in events that inspire us all and sustain our cause.
Sample programs	<ul style="list-style-type: none"> Physical therapy Occupational therapy Home modification services Medical rehabilitation Behavioral therapy Speech and hearing therapy Community living, residential and group homes Independent living services Child development centers Day programs 	<ul style="list-style-type: none"> Support groups Ages and Stages Questionnaire Professional family training and education Trainings Educational programming Social skills coaching Enrichment activities 	<ul style="list-style-type: none"> Workforce development Job placement Supported employment Senior employment 	<ul style="list-style-type: none"> Camp Respite services Recreation programming 	<ul style="list-style-type: none"> Advocacy Donate Volunteer Events

Brand Architecture:

Organizing your programs and services

The best way to organize your offerings is to fill out the model in the following order

1. Start with “Act,” “Play” and “Work,” which are more clearly defined categories.
2. Then move on to “Learn,” which encompasses education, training, support groups and coaching.
3. Finish with “Live” because it will house most direct services and will serve as a catch-all for the programs and services that don’t clearly fall under a category.

1



2



3



OUR LOGO

Easterseals logo

Easterseals brings support and joy into people's lives—with a diverse community of volunteers, families and caregivers.

Our work is infused with optimism—striving towards our full potential. This warm, uplifting spirit inspired our logo, which projects a burst of sunshine and the support of an entire community.

Our wordmark is comprised of rounded letter forms set in all lowercase, further reinforcing our friendly, open and accessible nature.



Logo construction

The Easterseals logo is comprised of two distinctive parts—the Easterseals logo graphic and the Easterseals wordmark.

These two elements should always appear as illustrated at right in order to maintain consistency across all Easterseals communications. They should never be separated or stand alone.

Masterbrand logo



Logo applications

The masterbrand logo should be used whenever possible. However, the Easterseals logo is available in single color and knocked out versions to account for usage in varying circumstances. Provided at right are a variety of acceptable applications of the logo.

The Easterseals logo can be placed on colored backgrounds and over images but should not be contained in a rectangle or any other holding shape. Please refer to **page 35** for additional information surrounding “do nots” for our new masterbrand logo.

Masterbrand logo



Single color—black



Single color—orange



*Knocked out to white on black background
(this is not a holding shape)*



*Knocked out to white on orange background
(this is not a holding shape)*



Logo applications

USING OUR LOGO WITH PHOTOGRAPHY

At times, it will be necessary to place the Easterseals logo on top of photographs or other artwork. When doing this, please use the following guidance to ensure a clean layout and maximum impact:

- Use the full color logo on top of light colored backgrounds in order to retain contrast. If the background is busy, use a photo editing application to blur out the background. This will ensure legibility.
- Use the white logo on top of images with darker backgrounds. If the background is busy, it should be blurred out to ensure legibility and impact.



Full color logo over light image



White logo over dark image

Clear space

To enhance the legibility and impact of the Easterseals logo, surround it with at least the prescribed amount of clear space, maintaining a reasonable distance from other trademarks, competing text, graphic devices or images on the page.

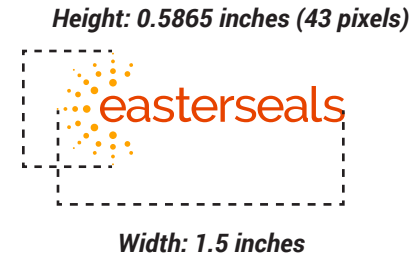
Always allow for the minimum clear space on all sides of the logo, which is equal to the height of the ascender on the "t" in Easterseals (as shown here).



Minimum size

The Easterseals logo should be presented in a way that retains its visual impact.

For this reason, the smallest the logo should appear is (width) 1.5 inches.



Social media icons

This icon is reserved for social media and web browser favicons only and should not be used in place of the masterbrand logo on any other circumstance.

Social media icons customized for affiliates can be accessed in the “Downloads” section of the Brand Guidelines Microsite.



Square icons are reserved for social media and web browser favicons only. Do not use this logo for any other purpose.

Logo “Do Nots”

Do not use secondary palette colors, or any other colors



Do not stretch or compress the logo



Do not tilt the logo



Do not use gradients



Do not use effects



Do not use legacy logos



Do not use unapproved fonts



Do not alter placement of the logo elements



Do not place logo in a rectangle/holding shape



Do not break up or alter the Easterseals wordmark



Do not alter the Easterseals logo graphic



COLOR

Primary color palette

Our primary color palette is one that is warm and inviting, reinforcing our friendly, open and accessible nature.

Easterseals Orange should be used most often, with Easterseals Yellow used in a supporting role. The following pages provide guidelines surrounding secondary and tertiary color palettes, color use and color breakdowns.



Secondary/tertiary color palette

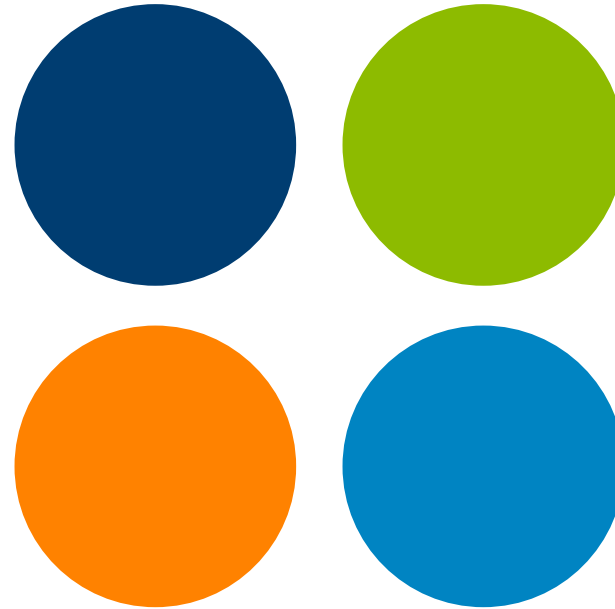
Our **secondary color palette** is bright and vibrant, and complements our primary palette without overwhelming it.

These colors should be **used as accents and backgrounds**—a little goes a long way with the secondary palette!

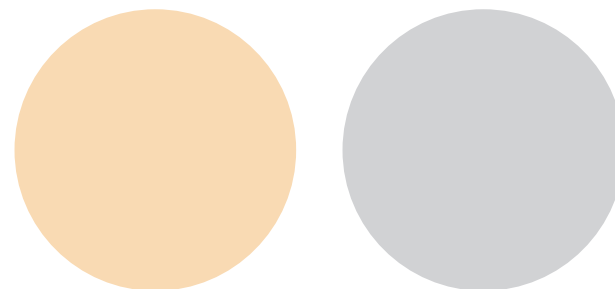
Our tertiary palette is comprised of a neutral beige and gray, to be **used as background colors only**.

The following pages contain color breakdown information. Share these pages with designers and printers to ensure consistency in printed and digital assets.




Secondary color palette



Tertiary color palette



Color breakdown and usage

		Pantone Coated (coated stock)	Pantone Uncoated (uncoated stock)	CMYK* (for print)	RGB (for screens)	Hex (for web)
Primary color palette		1665 C	1665 U	Coated - C:0 M:79 Y:100 K:0 Uncoated - C:0 M:63 Y:95 K:0	R:207 G:75 B:4	#cf4b04
		7549 C	7549 U	Coated - C:0 M:22 Y:100 K:2 Uncoated - C:0 M:22 Y:100 K:0	R:255 G:163 B:0	#ffa300
Secondary color palette		541 C	541 U	Coated - C:100 M:58 Y:9 K:46 Uncoated - C:100 M:45 Y:5 K:36	R:0 G:68 B:115	#004473
		151 C	151 U	Coated - C:0 M:60 Y:100 K:0 Uncoated - C:0 M:43 Y:91 K:0	R:247 G:148 B:30	#f7941e
		376 C	376 U	Coated - C:54 M:0 Y:100 K:0 Uncoated - C:48 M:0 Y:95 K:4	R:153 G:204 B:0	#99cc00
		7460 C	7460 U	Coated - C:100 M:6 Y:2 K:10 Uncoated - C:100 M:0 Y:10 K:0	R:0 G:124 B:177	#007cb1
Tertiary color palette		427 C	427 U	Coated - C:7 M:3 Y:5 K:8 Uncoated - C:15 M:7 Y:10 K:4	R:231 G:228 B:228	#e7e4e4
		7506 C	7506 U	Coated - C:0 M:7 Y:25 K:1 Uncoated - C:0 M:5 Y:21 K:1	R:255 G:233 B:194	#ffe9c2

*Please note that PMS Color Chips can be used as a visual target when printing in CMYK

Example uses

Primary color palette



- Logo wordmark
- Large headlines
- Backgrounds
- Graphics



- Logo graphic
- Backgrounds

Secondary color palette



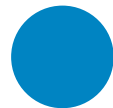
- Affiliate names
- Large headlines
- Backgrounds
- Charts



- Backgrounds
- Charts
- Icons



- Backgrounds
- Charts
- Icons



- Backgrounds
- Charts
- Icons

Tertiary color palette



- Backgrounds



- Backgrounds

Do not use for...

Primary color palette



- ~~Body copy~~



- ~~Headline~~

- ~~Body copy~~

Secondary color palette



- ~~Logo elements~~



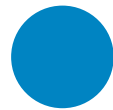
- ~~Body copy~~

- ~~Logo elements~~



- ~~Body copy~~

- ~~Logo elements~~



- ~~Body copy~~

- ~~Logo elements~~

Tertiary color palette



- ~~Body copy~~

- ~~Headlines~~

- ~~Logo elements~~



- ~~Body copy~~

- ~~Headlines~~

- ~~Logo elements~~

Example applications

Use high contrast colors (Easterseals Orange, blue and black) for headlines and black for body copy

Headline

Body copy goes here. Axim que nis coreri comniodi nonseditiur?

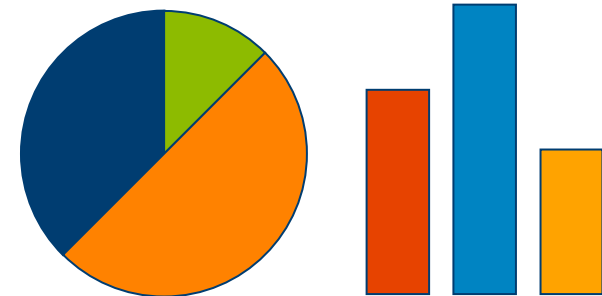
Headline

Body copy goes here. Axim que nis coreri comniodi nonseditiur?

Headline

Body copy goes here. Axim que nis coreri comniodi nonseditiur?

Use secondary palette for charts, graphs and backgrounds



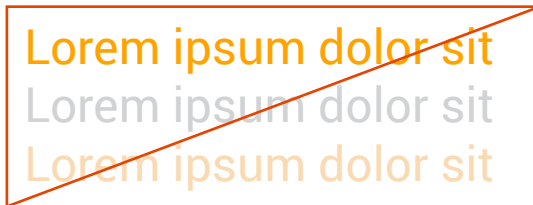
Use tertiary palette to add depth to layouts and backgrounds



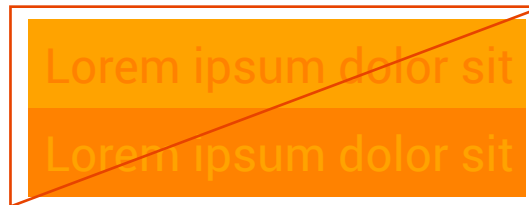
Headline and description

Color “Do Nots”

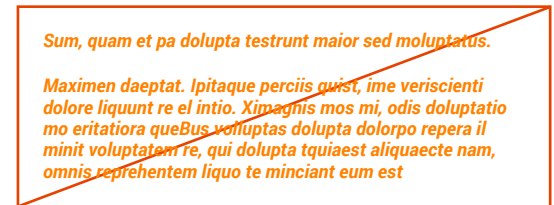
Do not use low contrast colors for headlines



Do not layer similar colors



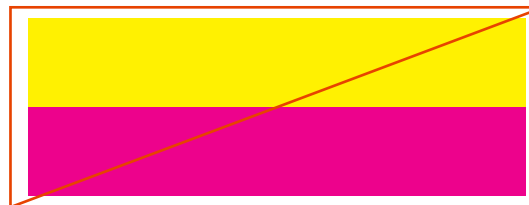
Do not use colors for body copy



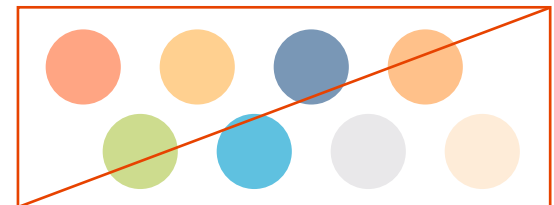
Do not create gradients



Do not use unapproved colors



Do not use tints of our approved color palette



Paint Colors

To create a unified brand experience, consider painting interiors and exteriors of Easterseals service sites using our color palette.

The numbers provided at right are for Sherwin Williams™ paint and can be found at most national retailers.

If you do not have access to a Sherwin Williams™ retailer, an employee of your preferred retailer will be able to mix a color similar to those at right.



TYPOGRAPHY

Typography:

Marketing communications

Roboto is a versatile typeface that comes in many different weights, making it an ideal brand typeface for an organization with diverse needs. The rounded shapes complement, rather than compete with, our new Easterseals logo. Use Roboto whenever possible within your marketing and communications materials.

Refer to the “downloads” section of the Brand Microsite to download Roboto.

Roboto family

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%

Roboto Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%

Roboto Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%

Roboto Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%

Roboto Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%

Typography:

Microsoft applications

In instances when Roboto cannot be used, please use the Arial family of fonts. This is a system font available on all computers and comes in a multitude of weights, making it an ideal secondary font.

Arial family

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%

Arial Narrow Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%

Arial Narrow Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%

Arial Narrow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%

Accessibility

As leaders in the disability space, we must be rigorous in ensuring that all of our print and digital communications meet national accessibility standards.

Members of our community with low vision will have an easier time reading our materials if our layouts reflect the guidelines at right.

Additional resources on accessibility can be found at:

<http://webaim.org/resources/contrastchecker/>

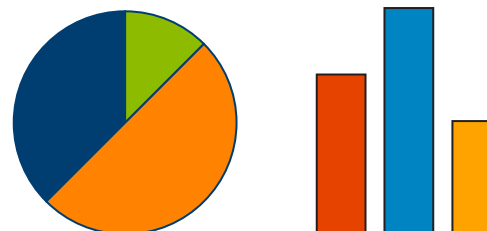
<http://accessibility.umn.edu/color-and-contrast-414.html>

Headlines Headlines Headlines

Headlines should be treated in 18pt and rendered in high contrast colors only: Easterseals Orange, blue, and black. When placing over images, ensure the image provides adequate contrast with the headlines for optimal legibility.

Body Copy: Soles de sapellu ptatur maximUt magnienditas dit id quaspiesenime resseque etur? Sam, ommolent.

Avoid placing copy over visually distracting elements. When placing copy over an image or artwork, ensure adequate contrast between the text and the background.



Add a slight stroke in dark blue or black for elements that use brighter colors to ensure adequate contrast with the graphics' surroundings.

SIGNATURE SYSTEM

Signature System

A signature system is a hierarchical method of presenting our entities and offerings. It sets the rules surrounding how different pieces of information relate to our logo on collateral and marketing materials.

The following pages provide guidelines surrounding the use of our signatures.



National Strategic Brands
Affiliate Names
Program & Service Sites
Special Events
Partnerships

National Brand



National Strategic Brands



Affiliates

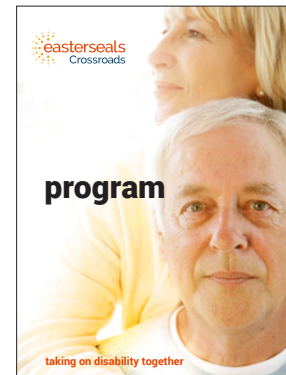
Heritage Brand
Location Based



Service Sites

Type treatment only

Program name should not be locked up with the logo, but treated in type on any marketing and communications materials



Special Events

Local event logos should be linked to the Easterseals logo with language (such as *presents*)



Partnerships



Partner
logo here

National Easterseals brand

Two versions of the national Easterseals logo are available for use—both with and without our tagline.

To help build awareness around our cause and to reinforce our leadership in the “disability” space, **our logo should appear with the tagline on all listed materials for the first 3-5 years following our brand launch.**

Not all communications—like internal and business-to-business pieces, interior pages of publications, or press releases conveying bad news—will require the use of our tagline.



Use the logo with the tagline on items like:

- *Front/back of brochures and periodicals*
- *Advertisements*
- *National website pages*
- *National email signatures*
- *Stationery*
- *Cover slides to PowerPoint*
- *Promotional videos and broadcasts*
- *Podium signs*
- *Name tags*
- *Press releases*



Use the logo without the tagline on items like:

- *Interior pages of brochures and publications*
- *Interior PowerPoint slides*
- *Business cards*
- *Internal communications—memos, intranet pages*
- *B2B communications—legal documents, invoices*
- *Partner materials*
- *Bad news communications*
- *Small space materials where the tagline is not legible*

National strategic brands

Unique logos have been created for Walk With Me and Make the First Five Count, and should only be used in this lockup, in all cases.

The strategic brand names should never appear separate from the Easterseals logo.

Do not recreate these logos and use only files provided by Easterseals national. All other rules surrounding clear space and minimum size apply to these national strategic brand logos.



Affiliate logos

Affiliates also have the option of using a logo locked up with their respective affiliate names. These logos should be used when it is necessary to set the affiliate apart from the national Easterseals entity.

Use the logo with the affiliate name on items like:

- Local fundraising appeals
- Local program brochures
- Local event materials and signs
- Local press releases
- Local advertisements
- Affiliate web pages
- Affiliate email signatures

Sample logo lockups have been provided for heritage brands and location-based affiliates. Do not alter the relationship between the national brand and the affiliate name. Do not recreate these logos and use only files provided by Easterseals national. All other rules surrounding clear space and minimum size apply to these affiliate logos as well.

HERITAGE BRAND



LOCATION-BASED AFFILIATE



Affiliates: Tagline use

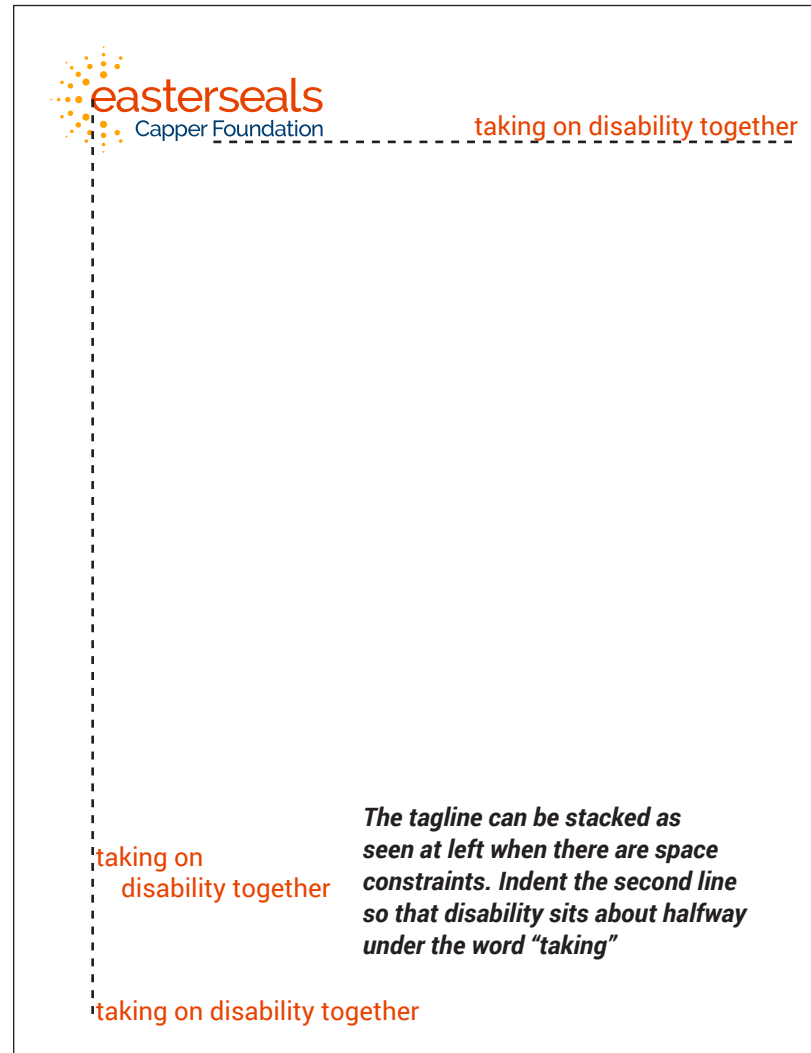
Affiliates will also have the option of using their customized logos with the tagline present on the page or communication. This is not considered a lockup, as the amount of clear space between tagline and logo is flexible. Do not create logo lockups and be sure to leave ample space between the logo and the tagline on all materials.

The tagline must be used on any designed marketing and communication materials, especially during the 3-5 years following each affiliate's brand launch in local markets and on major branded pieces.

Please refer to the diagram at right for examples surrounding tagline use. These sample layouts depict both horizontal, vertical and stacked uses of the tagline on your designed marketing pieces or memos.

When used on the cover of your piece, the tagline should be treated in *Roboto*, all lowercase, but color, size and placement should be determined on a case by case basis. Strive for balance and legibility while remaining within the color palette!

When used in body copy, treat the tagline like we do the Easterseals name and capitalize when appropriate.



Horizontal: *The tagline can be aligned to the bottom of the affiliate name, with physical distance from the logo*

The tagline can be stacked as seen at left when there are space constraints. Indent the second line so that disability sits about halfway under the word "taking"

Vertical: *The tagline can be left justified to the "e" in the logo*

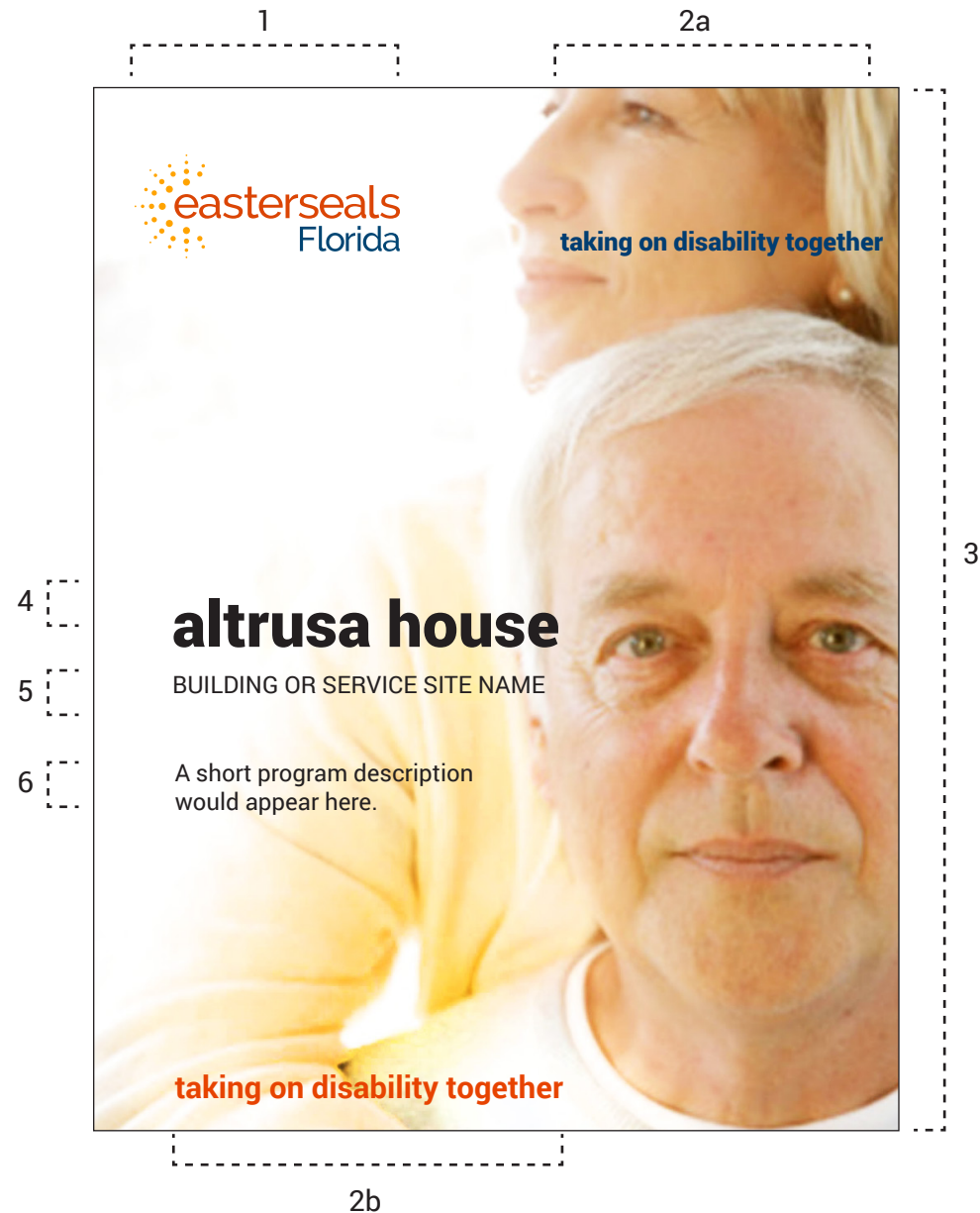
Treatment of service sites, programs & location designations

CREATING YOUR LAYOUT

Service sites, programs and location designations should be treated in type only (no unique logos) and should not be locked up with the Easterseals logo.

Design your layout using the following guides:

1. Start with the Easterseals logo. This should be placed in the top left corner whenever possible and in a size that has visual impact.
2. Place the tagline on the page in one of the ways described on page 55.
3. Select imagery that supports and helps illustrate the program. Ensure that photographs are bright and have a clear source of light, with active subjects that are not overly posed.
4. Highlight your program name. On covers of marketing and collateral materials, the program name should be treated in lowercase *Roboto Black* to mirror the open and accessible nature of our logo. The program name should align left with the “e” in the logo. All other instances of the program should be capitalized.
5. Building and service site names can appear below the program name. Do not include addresses on the covers of program pamphlets.
6. A short description of the program can also appear on the cover of the material.



Treatment of service sites, programs & location designations

INSPIRATION LAYOUT: WEBSITE

If a program, service or social enterprise has a stand-alone website, it should be updated to reflect the new Easterseals brand.

The name should be treated in Roboto type outside the logo clear space. Use additional visual cues to help highlight the name of the program or service—here, a blue band is being used to give Easterseals New Jersey Solutions™ visual weight.

Treating programs, service sites and social enterprises in type helps retain the visual impact of the new Easterseals logo and avoids “logo overload” while clearly communicating the relationship to our national brand.



Treatment of service sites, programs & location designations

INSPIRATION LAYOUT: POSTER

In this example layout, the Easterseals New Jersey logo still leads at the top of the page, but through the use of color and type size, the social enterprise name is given visual priority.

Visual interest can be added to body copy by using initial capitalization or full capitalization. A dedicated URL and our tagline act as a sign off to this poster.



Treatment of service sites, programs & location designations

INSPIRATION LAYOUT: BROCHURE

Information hierarchy is important when developing your pieces. What is it you want the reader to view first, second and third? Vary the weight and proportions of each brochure element to move the eye smoothly through the communication.

When photos are light and bright, use the full-color logo and color type on the cover. When photos are darker, consider using both a knocked-out logo (white) and type.



Treatment of service sites, programs & location designations

INSPIRATION LAYOUT: SMALL SPACE AD

In a small space ad, think through your information hierarchy. In this instance, we lead with the program or service site name, followed by a short description of that program. Given the space constraints, use the affiliate name and tagline treated in type as a signoff to the body copy.

high school - high tech

Ullabore rnatur? Qui debitas des modiam as estiae. Ut volo dolupti inverepered mos a corest, commodit vitaquiat etur? Lique alia volessunt la same nos excepeles dicitatque. Lique excepeles alia volessunt la same nos dicitatque.

Easterseals New Jersey: Taking On Disability Together



Treatment of service sites, programs & location designations

SIGNAGE

To consistently represent the Easterseals brand in outdoor locations, we have developed a modular signage system. Signage guidelines are currently under development, but we have provided some example imagery at right.

PLEASE NOTE: Any plaque or sign that is commemorative in nature can be retained. These signs and plaques do not need to be updated to mimic the new visual identity or modular signage system as they are specific to a special point in time.

VEHICLES

Vehicles should closely resemble the modular signage system. Use the inspiration image at right as a jumping off point when developing vehicle signage for your affiliate's specific make and model.



Special events

CREATING YOUR LAYOUT

Easterseals affiliates run a variety of well known fundraising and community-building events each year. To ensure that the Easterseals brand does not get lost amidst event artwork, our logo should always be present and prominent. However, a degree of flexibility has been maintained in the layout so that elements specific to the event can be showcased properly.

1. Start with the Easterseals logo. This should be placed in the top left corner whenever possible and in a size that has visual impact.
2. Use language that both visually and verbally ties the event to the Easterseals brand. Here we have used “presents.”
3. Event-specific logos can be retained, as they have a short shelf life and will not confuse the national brand with prolonged exposure.



Sponsors and partners

Many different types of sponsor and partner relationships exist in our national markets and local communities, and our signature system accounts for them. Large, national partnerships may hold a dominant position when locked up with the Easterseals national logo, but Easterseals should always lead when possible.

Smaller, local partnerships should not be locked up to the Easterseals logo, but instead should have some physical distance between our logo and theirs.

NATIONAL SPONSORS/PARTNERS



LOCAL SPONSORS/PARTNERS



PHOTOGRAPHY

Subject matter overview

Photography is one of the most engaging tools we can use to bring our brand to life.

Photographs should represent both individuals and groups, featuring the people and families we serve as well as our dedicated employees and volunteers.

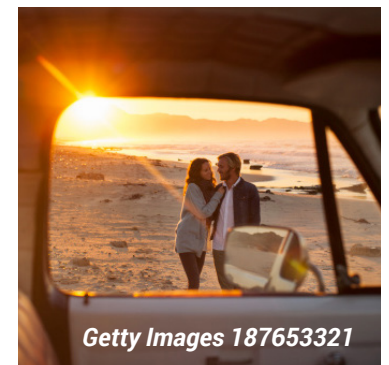
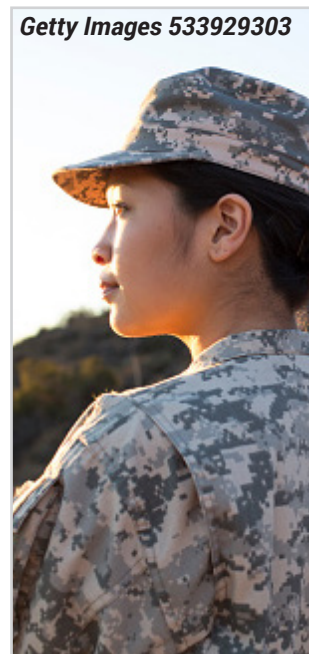
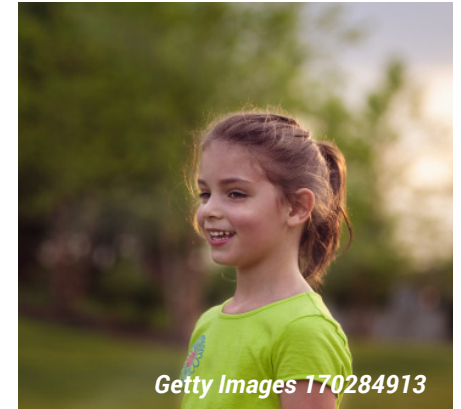
When conducting photo shoots indoors, keep backgrounds blurry so that distracting objects are eliminated.

Imagery should have a clear source of light whenever possible—this symbolizes the positive impact we have in our clients' lives. When a light source is not possible or appropriate, try to create a feeling of warmth, acceptance and support.

Aim to use this photography style when addressing all audiences. The examples on the following pages are for inspiration, look and feel.



Inspiration images: outdoor



Inspiration images: indoor



Getty Images 155381658



Getty Images 530068683



Getty Images 472602672



Getty Images 516215772



Getty Images 607973295



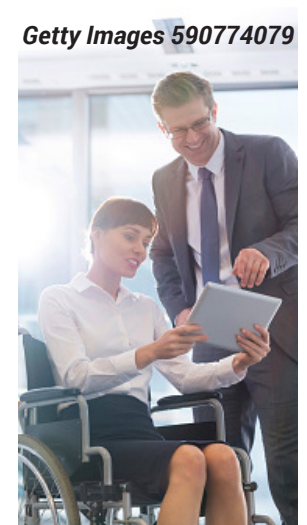
Getty Images 594829413



Getty Images 536908115



Getty Images 497536774



Getty Images 590774079

SUPERGRAPHICS

Supergraphics

Supergraphics are design elements that can be used in a layout or execution to create visual interest. These should be used sparingly and only when they add true impact to your piece. The following pages provide some guidance surrounding their use.

EASTERSEALS HORIZON

This supergraphic references the rounded shapes contained within the new Easterseals logo and can be used as a holding shape for our tagline.

The Easterseals Horizon can be used as a holding shape for our tagline

The Easterseals Horizon supergraphic is a solid orange shape that tapers from left to right, resembling a stylized horizon or a wedge. It is used as a background for the tagline.

taking on disability together

EASTERSEALS BURST

The Easterseals Burst is taken from a portion of our logo and can be used as a watermark for printed materials or a graphic element on tee shirts.

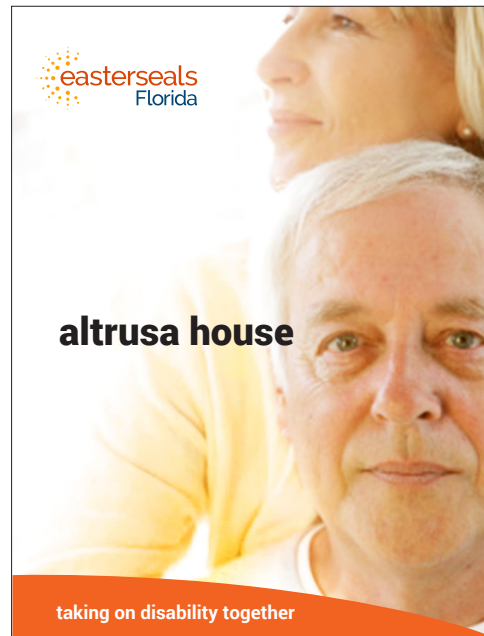
The Easterseals Burst makes reference to our logo and can be used for tee shirts or watermarks



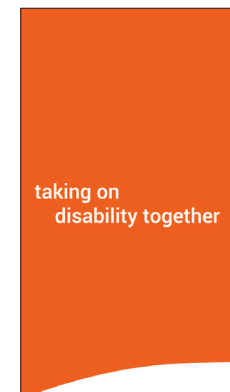
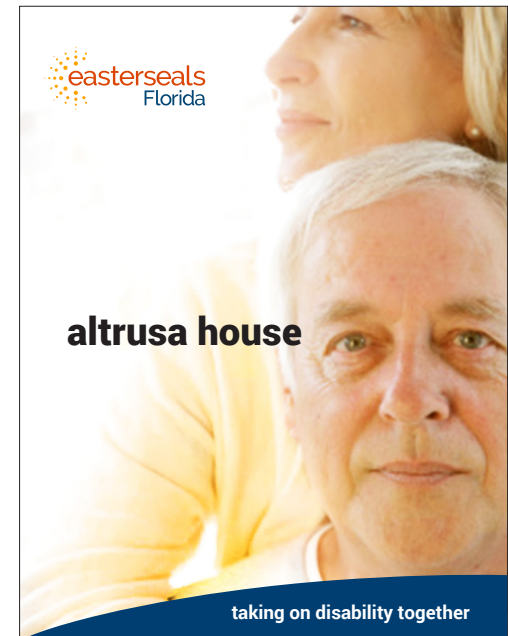
Easterseals Horizon

The Easterseals Horizon should act as a footer on marketing and collateral pieces, providing a pop of color to help emphasize our tagline. **Use the Easterseals Horizon only as shown in the demonstrations at right.**

- Only render the Easterseals Horizon in Easterseals Orange, dark blue, or knocked out to white.
- Only place the Easterseals Horizon at the bottom of a marketing and collateral piece. Do not place on the sides, top, or center of your layout.
- As a footer, the Easterseals Horizon can either break right (graphic element hits bottom right corner of your piece) or break left (graphic element hits bottom left corner of your piece).
- Do not stretch, pinch or distort the Easterseals Horizon



Easterseals Horizon should only be placed as a footer on marketing and collateral pieces



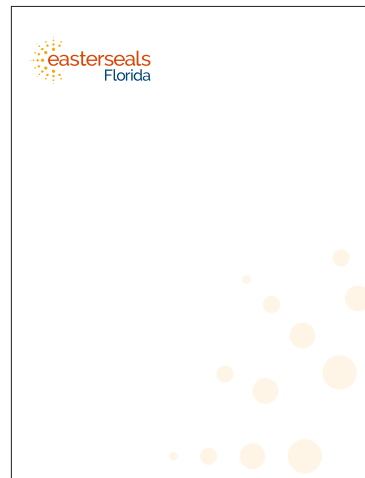
Easterseals Burst

The Easterseals Burst is available for use as a graphic element on print and digital materials and apparel. This element should only be used if the Easterseals logo also appears on that item.

When used on a print piece, the Easterseals Burst:

- **should only** be rendered in Easterseals Yellow or knocked out to white if placed over a photo
- **should only** be placed in the lower left hand or right hand corners
- **should only** be rendered in an opacity less than 10%

When creating tee shirts, the Easterseals Burst can be kept at full opacity but should be placed in the lower left or right hand corners of the shirt. For colored shirts, the Easterseals Burst can be rendered in white.



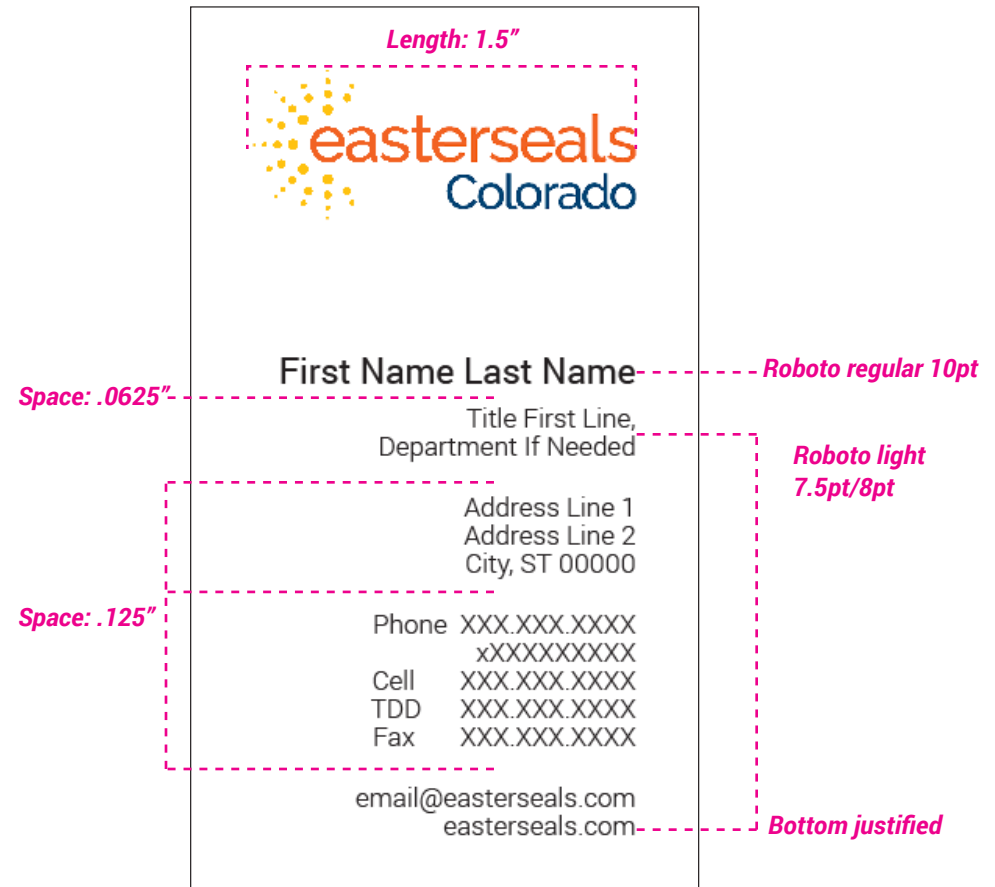
COLLATERAL

Business Card

Dimensions: 3.5" x 2"

Margins: .25"

Paper Stock:
100# White Cougar Cover

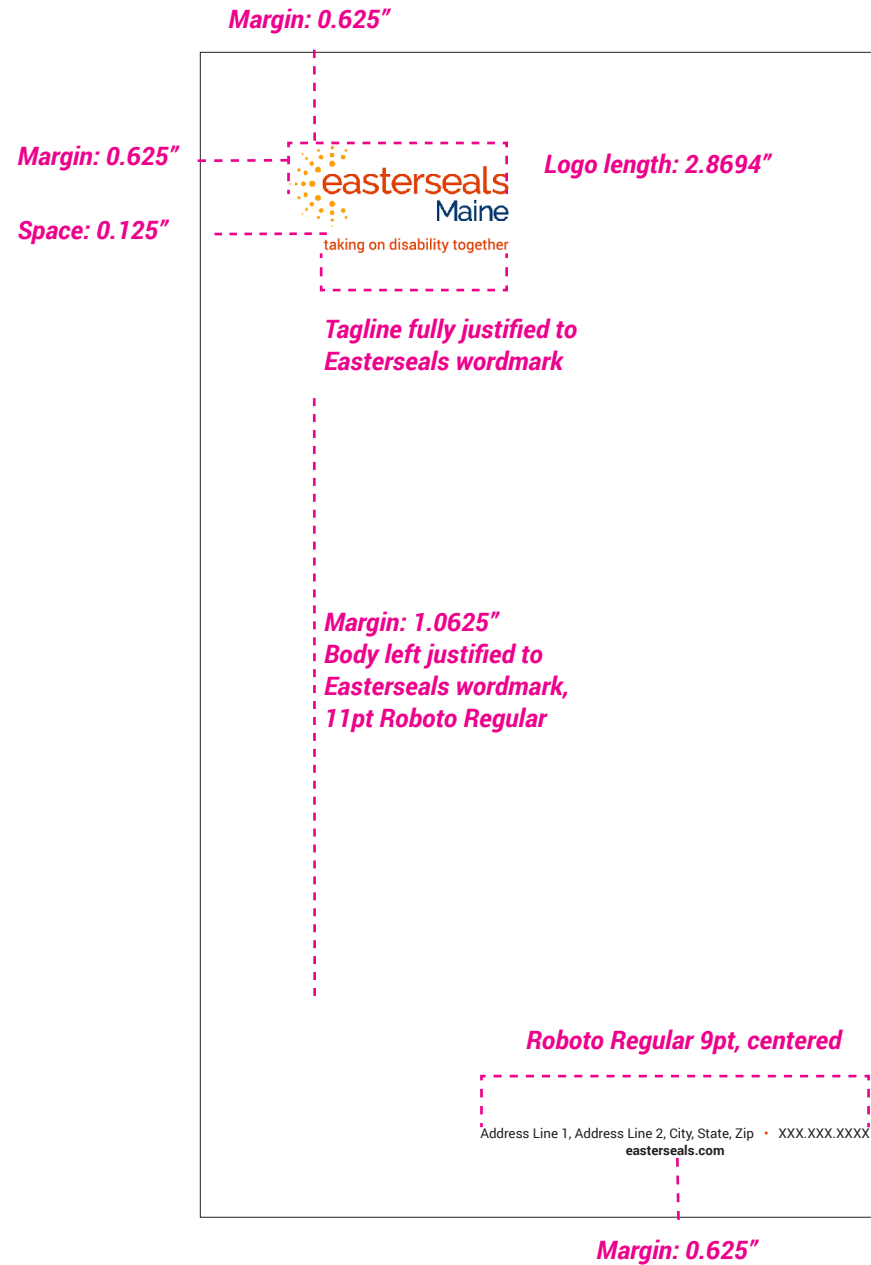


Letterhead

Dimensions: 8.5" x 11"

Margins: 0.625"

Paper Stock:
60# White Cougar Text



6x9 Envelope

Dimensions: 6" x 9"

Margins: 0.25"

Paper Stock:
28# White Wove

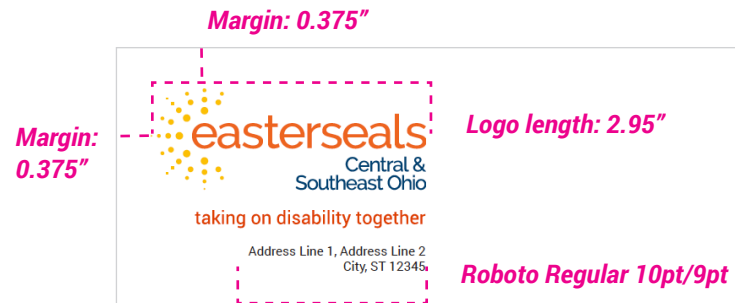


9x12 Envelope

Dimensions: 9" x 12"

Margins: 0.375"

Paper Stock:
28# White Wove

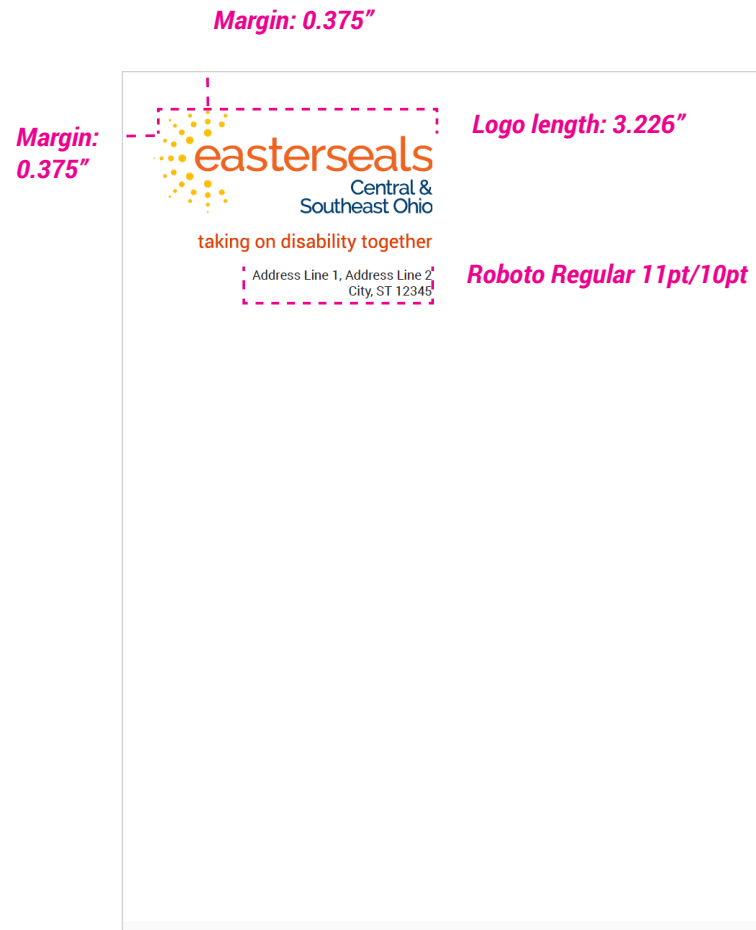


10x13 Envelope

Dimensions: 10" x 13"

Margins: 0.375"

Paper Stock:
28# White Wove



No. 9 Envelope

Dimensions: 3.875" x 8.875"

Margins: N/A

Paper Stock:
24# White Wove

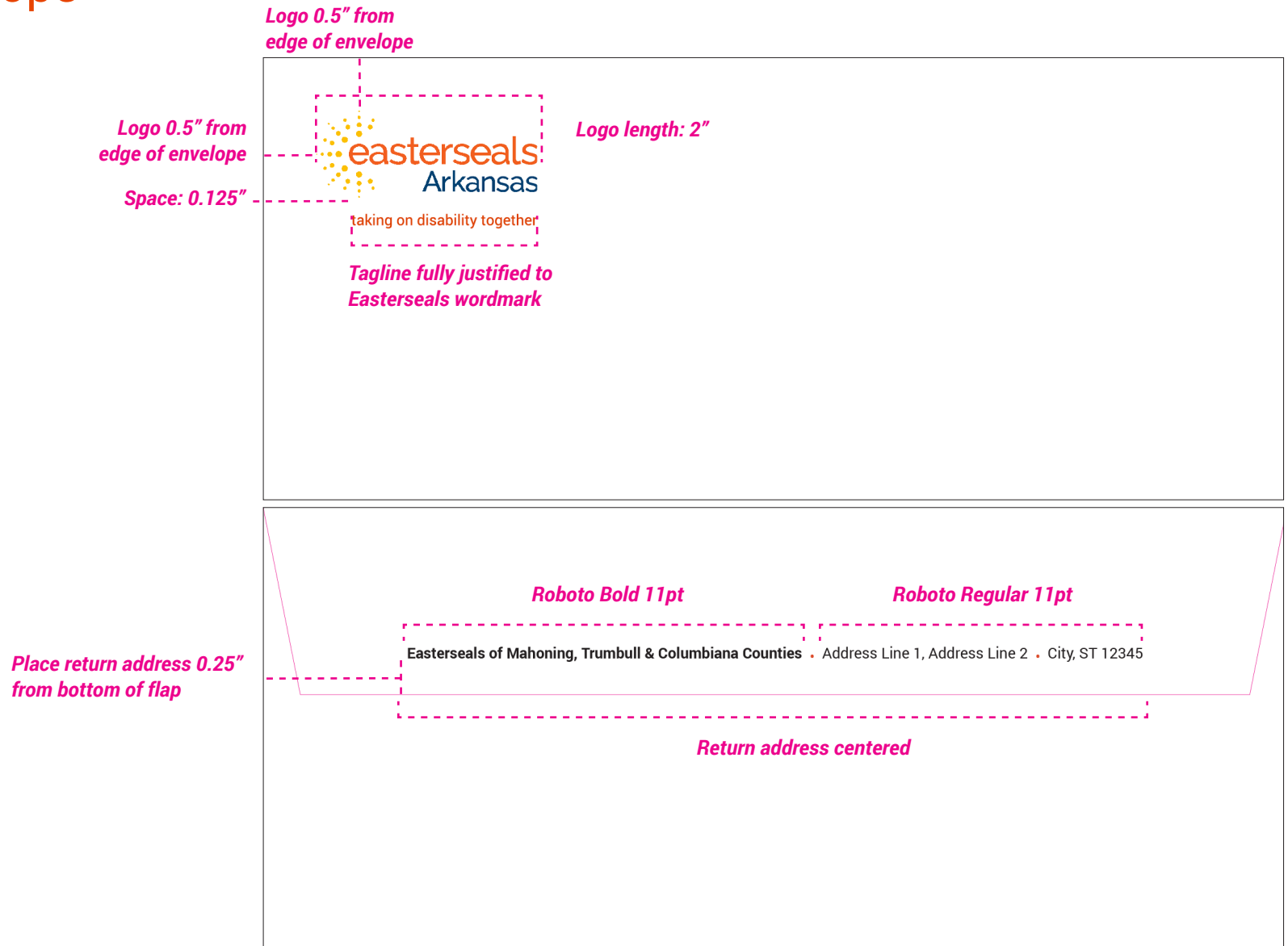


No. 10 Envelope

Dimensions: 4.25" x 9.5"

Margins: 0.5"

Paper Stock:
24# White Wove

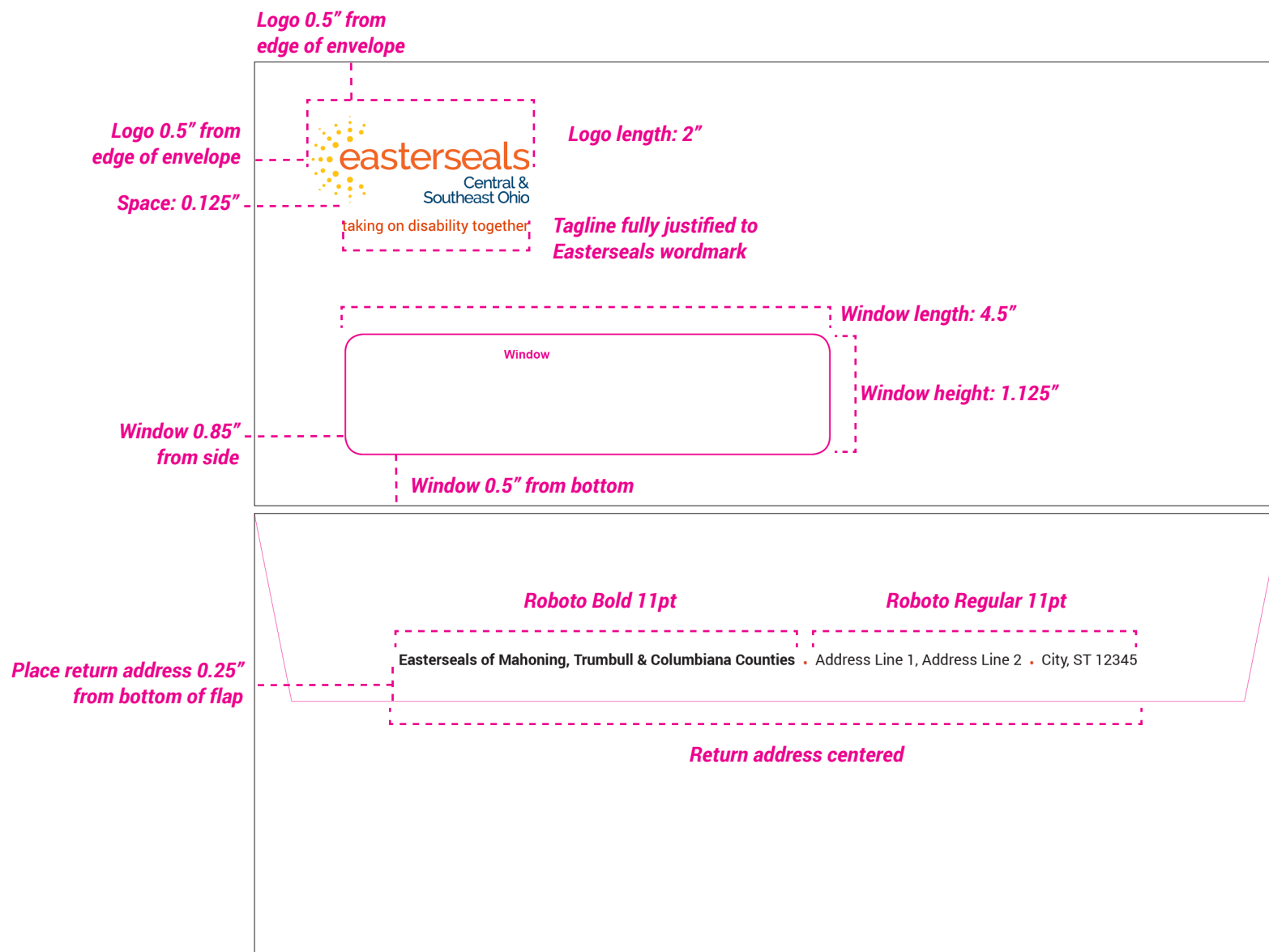


No. 10 Window Envelope

Dimensions: 4.25" x 9.5"

Margins: 0.5"

Paper Stock:
24# White Wove

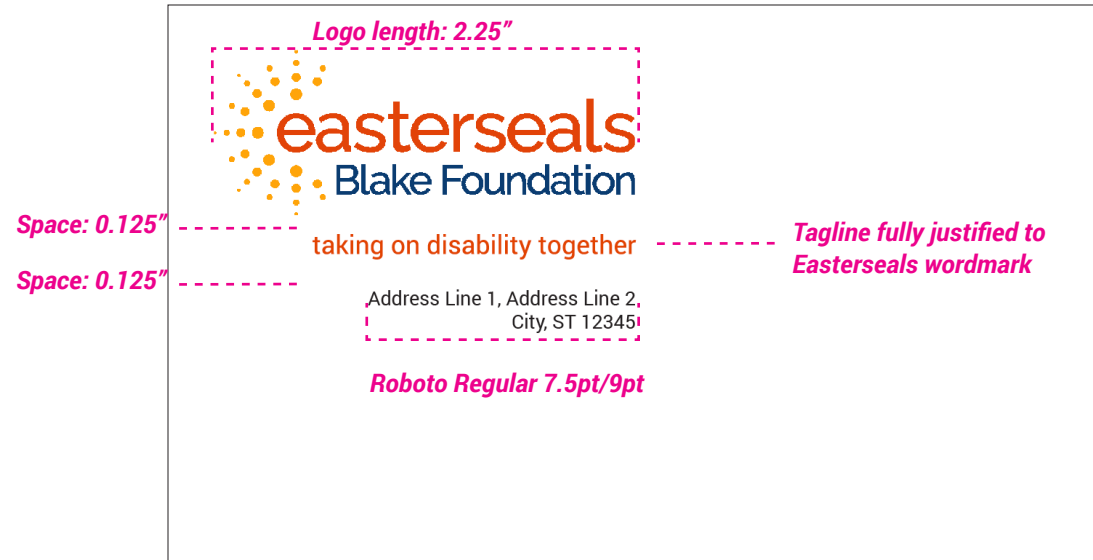


Mailing Label

Dimensions: 5" x 3"

Margins: .25"

Paper Stock:
60# White Crack and Peel



Signature

Font: Arial bold, 14pt

Pat A. Sample

Title, Department

Font: Arial regular, 14pt

Street address 1, Street address 1

City, State Zip Code

P 123.456.7890 • F 123.456.7890

psample@easterseals.com

Font: Arial bold, 14pt

easterseals.com

RGB Logo, .PNG format



Font: Arial regular, 16pt,
Easterseals Orange

taking on disability together

Social icons



Tee Shirt



Tee Shirt with affiliate logo



