



Brand Guidelines

2024

LOGO USAGE

Variations & Spacing

When applying a logo to any document, there are a few 'best practices' to keep in mind. Be sure to pay attention to the variation of your logo - certain variations have different purposes and will be best suited for a specific type of document. It's also important to be aware of the type of document you're placing your logo on. If it will have a dark background, you may want to consider using an all-white logo for easier legibility. You will also want to ensure that your logo is in a clear, visible place and not overly-cluttered. Allow for ample, even spacing around all sides of your logo and try to avoid placing other images or text too close.

Logo Variations



LOGO ONLY



LOGO WITH URL

Color Variations

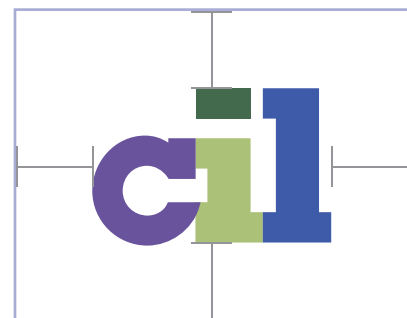


WHITE/LIGHT BACKGROUND



COLOR/DARK BACKGROUND

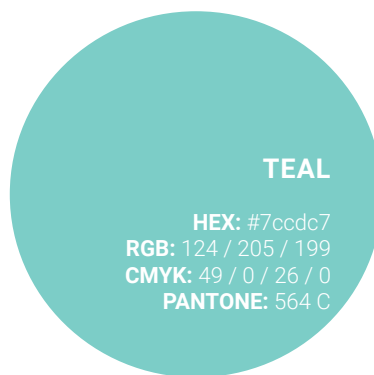
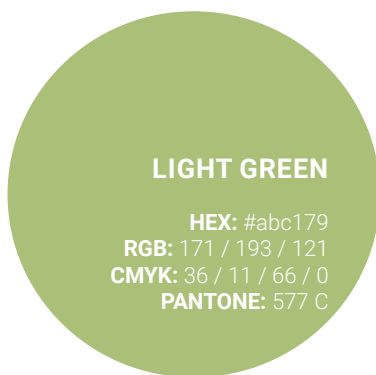
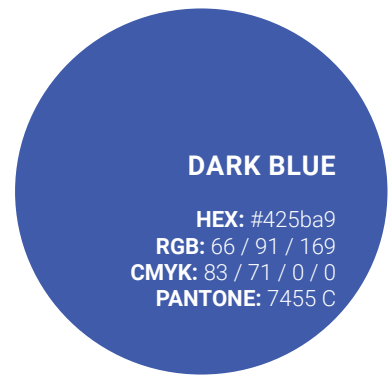
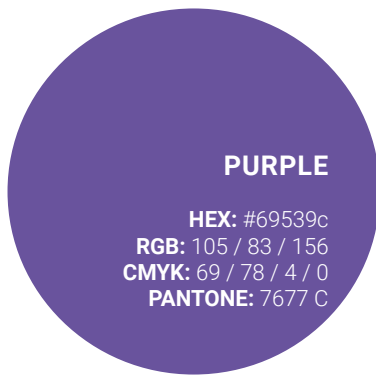
Spacing Guide



USE HALF THE HEIGHT OF THE LETTER "L" AS A GUIDE FOR SPACING

BRAND COLORS

Print & Digital Color Codes



Use hex codes to keep colors accurate during design. When creating new documents, be sure to check that your color modes align with your intended end use:

RGB: Best for digital documents like social media posts and email blasts.

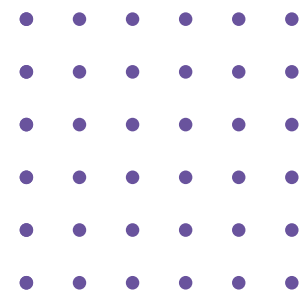
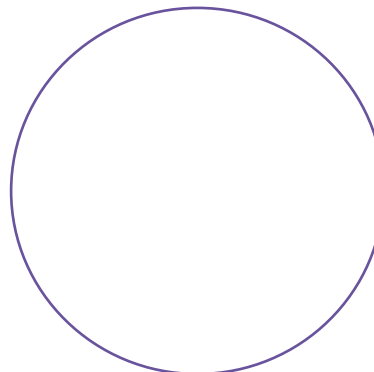
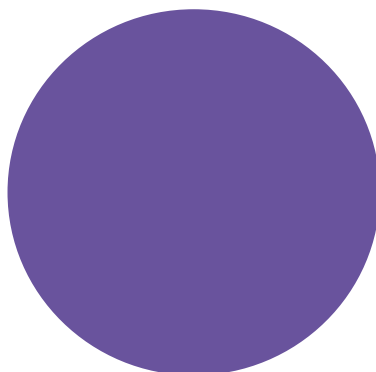
CMYK: Best for printed documents like flyers and brochures.

PANTONE: Best for printed large-scale materials

BRAND ELEMENTS

Repeating Styles & Patterns

Given the boxy letter style of the logo, we decided to use round shapes and stylistic elements that provide visual interest and contrast. This includes both filled in shapes, line, and dot elements.



BRAND FONTS

Typography Variations

The CIL brand identity system is comprised of Roboto as the primary typeface, with Roboto Slab as a secondary font. These fonts were selected as they are clear, legible, and easily accessible. Arial may be substituted for in-house publishing and other applications where when the aforementioned fonts are not available.

Roboto (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&{}=?;

Roboto Slab (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&{}=?;

Roboto (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&{}=?;

Roboto Slab (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&{}=?;

Roboto (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&{}=?;

Roboto Slab (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&{}=?;

PUBLISHING

File Formats

When creating, finalizing, and exporting any document, it's important to consider the ways in which it will be distributed. There are best practices for both printed and digital applications that will ensure high quality during production.

Print Application Best Practices

Export formats: .ai, .eps, .svg

These files are vector, outlined files that can be scaled up or down in size without compromising quality.

.ai = Adobe Illustrator
.eps = Encapsulated Post Script
.svg = Scalable Vector Graphic

For print application, CMYK color values are utilized.

Digital Application Best Practices

Export formats: .png, .jpg

These files (.png and .jpg) are raster, pixel-oriented files that work well for digital applications that don't require extensive enlargement.

.png = exported with a transparent background
.jpg = exported with a white background

For digital applications, RGB color values are utilized.

BRAND IDENTITY

The Hope of Home. The Connection of Community

As a nonprofit, we put people before revenue and personal community growth before all else. We offer clear guidance, as well as straightforward answers and choices every step of the way. We don't talk real estate; we talk vision. We find out what you want to accomplish for the people you serve – and then we help you choose the smartest and best solutions to make it happen. We stand with you on a journey that encompasses so much more than any one project. We act as an extension of your team, so you can focus on the things you do best. We oversee every detail of strategic planning and execution, including site selection and acquisition, building design, and construction. We also provide ongoing, clear guidance for financing and property management – so you never have to worry about what you don't know.

BRAND IDENTITY

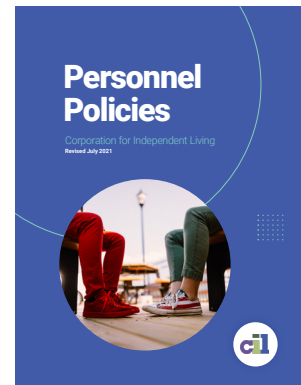
Our Brand in Action



PRINTED FLYERS



SOCIAL MEDIA



INTERNAL DOCUMENTS

BRAND VOICE

Like You, For You: The Non-Profit Advantage

CIL is a nonprofit organization dedicated to helping other nonprofits and people with disabilities. We understand our clients, and we've been in their shoes. Our goal is to be a resource for them and look out for their best interest - even when that means they don't require our services. We maintain a helpful, friendly, and accessible tone in all our communications and marketing materials.

CIL uses person-first language in our communications, i.e. "people with disabilities." CIL never uses euphemisms for the word "disabled," i.e. "differently-abled." Wherever possible, CIL writes in active voice.

OUR BRAND VOICE IS:

- Helpful
- Trustworthy
- Friendly
- Accessible
- Inclusive

OUR BRAND VOICE IS NOT:

- Unapproachable
- Pretentious
- Corporate
- Jargon-filled
- Unclear

ACCESSIBILITY STYLE GUIDE

Print & Digital Marketing

At CIL, we feel it is important to model the way when it comes to inclusion. This is why we prioritize making sure our marketing materials are available in multiple formats for varying needs. Below are accessibility factors we consider before print or digital publication.

Alternate Formats

Wherever possible avoid marginalizing access to marketing materials by creating multiple formats, such as plain text versions of flyers, newsletters, and infographics. When not possible, offer to develop these versions as needed, i.e., "Please ask us for this information in alternative formats."

Plain Language & Person-First Language

CIL makes their content easily understandable by writing in short, simple sentences. We avoid jargon and avoid using phrases that could be confusing, like double negatives. CIL uses person-first language in our brand voice communications, i.e. "people with disabilities." We encourage team members who prefer to use identity-first language to do that when speaking or writing in their own voice. CIL never uses euphemisms for the word disabled, i.e. "differently abled."

Fonts

Keep typeface selection simple and readable. Clean, sans serif fonts tend to be best for digital. Roboto is the primary typeface for the CIL brand. If the Roboto font family is not available, please use Arial in its place.

Contrasting Colors

When making color selections, consider choosing contrasting colors (light on dark, or vice versa), so that elements are easy to see. Colors too close in value may be harder to distinguish.

ACCESSIBILITY BASICS

Checklist

- Alt Text**
- Captions**
- #Formatting**
- Did I check for Emoji Crimes?**
- Content Warning Needed?**
- Color Contrast**
- Fonts Are Accessible**
- Plain Text Version Needed?**
- Plain Language – is my message clear?**

Alt Text, Captions, & Subtitles

Alt text makes images and other graphic elements accessible for people using screen readers. Ensure that all forms of audio and visual media are accompanied by a caption, alt text, or subtitles that accurately describe the visual element(s).

When writing alt text, ask yourself why the image is there in the first place and what is the vital information it provides. That will help you identify the most important details to include, as we do not want to overwhelm by including too much unnecessary detail. Across CIL social media platforms, we do not embed image descriptions to model the way for accessibility.

Hashtags & Emojis

When using hashtags on social media, be sure to #CapitalizeEachWord in a phrase to help readers distinguish and understand the message. Limit usage of emojis and do not use emojis in place of a word.

Content Warnings

Make sure to proactively flag any sensitive content, topics, or post elements.

BEYOND CIL

Associated Brands

Aside from Corporation for Independent Living (CIL), we also house a variety of associated brands within our business, and are responsible for carrying out consistent brand styles for each of the following: AccesSolutions, Atlantic Works, Atlantic Works Conference Center, and Chip In for Accessibility.



ACCESSOLUTIONS



COMMUNITY INNOVATION LAB



ATLANTIC WORKS



ATLANTIC WORKS CONFERENCE CENTER



GOLF FUNDRAISER BRANDING