



Equitable Neighborhoods Initiative

graphic & branding standards manual



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Equitable Neighborhoods Initiative

**about this guide &
about eni**



eni branding manual

The intention of this branding manual is to enable the newly designed logo for the Equitable Neighborhoods Initiative (ENI) to establish a strong and recognizable brand as the ENI team works with marginalized communities across the state of Alabama.

Consistency and repetition are imperative for any successful branding endeavor. Consistent repetition reinforces memorability – without which, a brand will fail.

This is a challenge for any brand, but particularly one that represents many distinct cultural groups. While some of what is outlined here may seem to be minutia, establishing and adhering to guidelines around what makes up a brand, and how these components are used, will ensure that anything bearing the logo and consistent visual language will come to be easily recognized as the Equitable Neighborhoods Initiative.

equitable neighborhoods initiative

ENI was created in response to disproportionate health and economic disparities in marginalized communities as a result of the COVID-19 pandemic. This project will equip communities across the state of Alabama with the necessary information to address COVID-19 issues, as well as establish infrastructure and capacity to deal with future challenges related to social determinants of health.

While long-standing systemic health and social inequities and social determinants of health have always disproportionately affected minority groups, the ENI will work to advance health equity and community development in populations that are at higher risk and underserved.

naming the initiative

The ENI is a program that represents several communities with cultural differences across the state. It strives to bring equity to and level the playing field for specific neighborhoods in Alabama. Upon first reference, always refer to the program as the Equitable Neighborhoods Initiative (please note that neighborhoods is plural). On second reference and after, ENI is okay.

brand characteristics

The ENI brand can be described as positive, forward thinking, energizing, and joyful. The initiative uses a forward-thinking way of approaching health equity and aims to propel these neighborhoods towards a better future. The initiative will operate in a positive way of thinking and lift up the residents of the selected neighborhoods through equity.

about this guide & about eni





Equitable Neighborhoods Initiative

brand elements:
logo



the eni logo

The logo is not the brand but more of a “point of entry” for any brand. It is the most recognizable aspect of the brand and serves as the introduction to the brand. But the brand is more than merely a logo—it is what the logo comes to stand for and exists as more of an ideal than an icon. Since the logo is the point of entry of the brand, it’s important that it have curb appeal, and appear consistently so that the viewer associates it with the brand on sight.

The logo consists of a golden circle with a negative space of a house cut out. The house represents the neighborhoods, but it is also reminiscent of an upwards pointing arrow. The colors throughout the logo are bright, positive, and energizing. The dot on the “i” is golden, adding movement to the design and bringing the eye forward and up. It is also reminiscent of a rising sun, as these neighborhoods will be elevated and risen to a better future.

While the full-color signature is preferred, it will not be usable in every situation. If the logo is being displayed over white or a light color, use the black one-color signature. If it is being displayed over a darker color, use the white one-color signature. The one-color logo should never be used in any color other than white or black.



Equitable Neighborhoods Initiative

signature



Equitable Neighborhoods Initiative

one-color
*when displayed over
white or a lighter color*

one-color
*when displayed
over a darker color*



Equitable Neighborhoods Initiative

brand elements: logo



elements of the eni logo

The logo consists of three primary parts— *pictorial*, *logomark* and *logotype*. When presented together as designed, this is referred to as the *signature*.

The *pictorial* and the *logomark* can be displayed together without the *logotype* in specific instances, but it will likely require some clarification. Example uses would be cases where it is presented with other material/information to provide context, i.e., having just the pictorial and logomark on a t-shirt would not be a good idea, but having it stand alone in a brochure with extra context, for example, could be permissible.

The *pictorial* can also be used on its own in extra special circumstances. For example, it is permissible to only use the *pictorial* on the footer of a Word document or as an element of design, only if the full signature logo is used elsewhere prominently on the document. Using the *logotype* on its own is only permissible when used in the footer of a Word document when the *signature* logo is already used. **Never use only the logomark on its own without the pictorial.**



Equitable Neighborhoods Initiative

signature

Equitable Neighborhoods Initiative

logotype

eni

logomark



pictorial

brand elements: logo elements



clear space

To prevent other graphic elements from visually interfering with the ENI logo, a clear space has been defined that **must be kept clear** of any potentially conflicting elements.



Equitable Neighborhoods Initiative



minimum size

The logo should never be too small as to where the logotype is unreadable. The signature should **never appear any smaller than 0.75"** in overall height.



brand elements: logo clear space & minimum size



logo don'ts

This is not a comprehensive list, but it should give you an idea of the things that will hurt the quality of the ENI logo and the consistency that helps establish brand recognition of ENI.



No **other fonts** should be substituted for the logotype



The **colors** of the logo should not be changed



The logo should never appear **outlined**



The logo should never be **stretched** or **distorted**



Use a file with a **transparent background** when necessary



The logo should never be displayed **low-contrast**



The **logomark** should never be displayed by itself



Objects should never be placed within the **defined clear space**



Logo elements should never be **rearranged**

brand elements: logo don'ts





Equitable Neighborhoods Initiative

brand elements:
colors



primary colors

The logo contains three unique, solid colors that make up the primary palette of usable colors. The logo can also appear as a single color in either black or white. The full color logo is always encouraged unless the background does not allow for it to be seen clearly.



brand elements: primary colors



secondary colors

In addition to the three primary colors, there are three other usable colors that make up the secondary color palette. These colors should not be used to replace the primary colors but may be used to supplement the primary colors in the ENI branded elements.

GREEN

PANTONE 147-8 U
C88 M00 Y100 K48
R00 G107 B45
HEX #006B2D

PURPLE

PANTONE 96-8 U
C84 M100 Y1 K00
R84 G46 B145
HEX #542E91

PINK

PANTONE 65-5U
C00 M61 Y25 K00
R243 G131 B147
HEX #F38394

LIGHT GRAY

PANTONE 179-5U
C00 M00 Y00 K33
R195 G196 B198
HEX #C3C4C6

DARK GRAY

PANTONE 179-12U
C00 M00 Y00 K78
R92 G93 B96
HEX #5C5D60

BLACK

PANTONE PROCESS BLACK
C00 M00 Y00 K100
R00 G00 B00
HEX #000000

brand elements: secondary colors



using brand colors

The logo may be displayed over any of the three primary colors. If the logo is displayed as a single color, it must be only black or white. Secondary colors are meant to supplement primary colors and should not be used without at least one of the primary colors.

using color formulas

Each color has four unique corresponding color codes: CMYK, RGB, HEX, and PMS. Most printing will use CMYK, digital uses RGB, HEX codes correspond with colors on websites, and PMS refers to the Pantone Matching System. It is important to use the correct color code for your application to maintain consistency in colors across different media. Included in the prior two pages are all these color codes for use.



The logo should **never be displayed** as a single color other than black or white



brand elements: color usage





Equitable Neighborhoods Initiative

brand elements:
typography & fonts



display typeface

Typography and font choice are crucial to the Equitable Neighborhoods Initiative brand by helping establish a consistent look and feel. Care has been taken in choosing a strong type family, **Futura PT**, which appears in the logo. Futura PT should be used as a display typeface. It can be used for headers or sub-headers. It should never appear smaller than 14 pt. or be used for more than a few words at a time. Only the demi, heavy, bold, and extra bold versions of this font may be used; never use medium, book or light. This is the only display font for the Equitable Neighborhoods Initiative. Activate Futura PT from Adobe Fonts.

futura pt demi

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

futura pt heavy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

futura pt bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

futura pt extra bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9



body copy typeface

Typography and font choice are crucial to the Equitable Neighborhoods Initiative brand by helping establish a consistent look and feel. Care has been taken in choosing a strong type family, **Playfair Display**, for use in contrast with Futura as all body text. Playfair Display has distinctive differences from Futura PT and works in all types of documents, making it a perfect complementary typeface. Ideal copy size for Playfair Display is 10 pt. This is the only body copy for the Equitable Neighborhoods Initiative. Download Playfair Display from Google Fonts or activate from Adobe fonts.

playfair display regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

playfair display medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

playfair display semiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

playfair display bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

playfair display extrabold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

playfair display black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

brand elements: typography & fonts





Equitable Neighborhoods Initiative

**brand applications:
logo usage**



logo applications

The ENI logo was designed with the full color signature in mind. When the background is simple enough and will not cause readability issues, the full color signature should be used. However, in cases where the background is too busy to convey the full color signature, the single color logo in white or black should be used.



brand elements: logo usage



file types

You have been provided with a full array of logos each saved in three different file types. Each file type has its advantages and disadvantages; we explain these differences below. This is to ensure you are using the appropriate file type when using an Equitable Neighborhoods Initiative logo.

JPG: These files require less memory for use. They are ideal for applications that will only be seen on the screen of a TV, computer, tablet, or smartphone. However, they should never be enlarged beyond three inches in height. They cannot be saved with a transparent background, so it can never be placed over a color other than white.

PNG: These files are ideal for web and online applications. Like .jpg files, they should never be enlarged more than three inches in height. However, they are saved with transparent backgrounds, so they can be placed over any other colors.

EPS: These are graphics files save in an Encapsulated PostScript format. EPS files should be used for anything printed. They are fully scalable in both directions (i.e., can be enlarged without deteriorating in quality), and will result in the crispest possible lines when printed. When working with an .eps file, the background is transparent, so it can be placed on top of other colors.

using the logo files

In addition to using the appropriate file type for the specific application, here are some other guidelines to follow when using the Equitable Neighborhoods Initiative brand logo:

- 1. Always place or insert when you can.** Try to avoid copy/pasting. Consult the instructions for your particular program/application to see how to insert or place the file.
- 2. Always constrain proportions when resizing.** This is usually done by simply holding the “shift” key when resizing or using a Scale Tool, depending on what application you are using.
- 3. Use the correct file and file type.** Descriptions of file types are outlines to the left.
- 4. Never make changes to the files.** This can be easily avoided by never actually opening the file, but inserting or placing it instead.



