GCDD

GEORGIA COUNCIL ON
DEVELOPMENTAL DISABILITIES

Brand Style Guide

January 2018

OVERVIEW

The Georgia Council on Developmental Disabilities (GCDD) is the state's leader in advancing public policy for persons with developmental disabilities and their families. As a federally funded, state agency, we are a leading resource for persons and families living with developmental disabilities.

GCDD's new brand is a symbol of even more good things to come for our organization and the people we serve. It is reflective of our catalyst role, with a personality that is bold, innovative and risk-taking, while at the same time being trustworthy, stable and dependable. Our brand represents our promise to fulfill our mission.

The mission of the Georgia Council on Developmental Disabilities is "to collaborate with Georgia citizens, public and private advocacy organizations, and policy makers to positively influence public policies that enhance the quality of life for people with developmental disabilities and their families. The Council provides collaboration through information and advocacy activities, program implementation and funding, and public policy analysis and research."

By directly reaching our constituents on a regular basis, the GCDD graphics program plays a major role in raising awareness of the GCDD organization and its mission – and every facet of the brand has been designed with this in mind. As a result, the design of marketing collateral, advertising, banners, promotional items and other graphic applications should support the desired image.

In order to ensure consistency of the brand message across all media, we have developed the following style guide for all our partners, who will help us grow the GCDD brand. These include grantees, program partners, coalition partners and sponsor recipients.

You are using our identity as part of an agreement with GCDD, and as part of that agreement, you uphold these terms and conditions.

LOGO

The GCDD logo was selected by focus groups representing the developmentally disabled community, partners/opinion leaders and the general public, and approved by our 27-member Council appointed by the governor. The logo attributes that most appealed to them are:

- Bold, easy-to-read, high-contrast design – demonstrating that GCDD values people with disabilities
- Simple, straight-forward – symbolic of the organization itself
- The departure from the typical "government agency" look

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LOGO VARIATIONS

Although the full color logo is preferred, if only one color production is available, use the blue version of the logo. The black version of the logo should only be used if color production is not available. Only use the reversed out logos against a dark background.

Full-Color

Blue (100%)

Green (100%)

All Blue (One-Color)

Blue (100%)

Blue (30%)

All Black (One-Color)

Black (100%)

Black (30%)

White (On Blue)

White (100%)

Blue (30%)

White (On Black)

White (100%)

Black (30%)

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ACRONYM VARIATIONS

Full-Color

Blue (100%) ⟶

Green (100%) ⟶

All Blue (One-Color)

Blue (100%) ⟶

Blue (30%) ⟶

All Black (One-Color)

Black (100%) ⟶

Black (30%) ⟶

White (On Blue)

White (100%) ⟶

Blue (30%) ⟶

White (On Black)

White (100%) ⟶

Black (30%) ⟶

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BRAND COLORS

GCDD's colors reflect its mission and desired image. The colors are critical to establishing a consistent brand. Always reproduce the logo in its original colors. PANTONE, four-color process, hex values and screen percentage are identified below.

| BRAND COLORS:	Pantone solid	CMYK Process	Hex	Screen

The GCDD Blue

Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith and truth. Blue is considered beneficial to the mind and body. In heraldry, blue symbolizes sincerity.

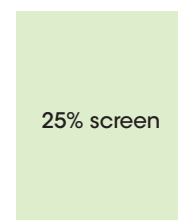| PMS 300C	Cyan 99 / Magenta 44 / Yellow 1 / Black 0		30% screen
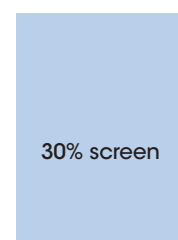
The GCDD Green

Green is the color of nature. It symbolizes growth, harmony and freshness. Green also has great healing power and suggests stability and endurance. In heraldry, green indicates growth and hope.

PMS 376C	Cyan 50 / Magenta 0 / Yellow 99 / Black 0		25% screen

NOTE:

• *No other colors can be used*

• *Match PMS colors*

• *Blue must be the dominant color used of the brand colors*

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ARC ELEMENT

The "open" or concave side of the arcs should always face right. The overall height of the arcs is 3.25 times the width. Be sure to keep the proportion. When used alone, a clear space void of any imagery and typography must always surround the arcs. As shown in the diagram below, the clear space is one-half the width of the arcs and given the value ".25X."
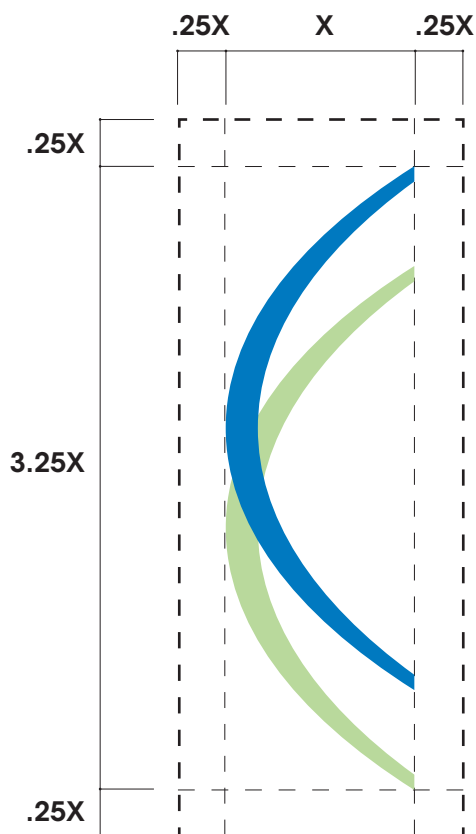
Preferred Uses

Note that when a 1-color application is used, a 30% screen of the background color should be used to separate the two arcs. Always use approved artwork files and do not create from "scratch."

.25X   X   .25X

.25X

3.25X

.25X

CLEAR SPACE

A clear space void of any imagery and typography must always surround the logo. As shown in the diagram below, the clear space is the height of the 2-line tag line, as illustrated below and given the value "X." This area must not contain any mark, graphic or type to allow for spacing room around the identity.

SIZE REQUIREMENTS

Given the wide range of applications in which the brand mark will appear, two different versions are available to ensure legibility. The logo should never be stretched to fill a space. The proportions should always be maintained, as shown below. In all uses, take care to ensure that the integrity and legibility of the logo are preserved.

PRINT SIZE:

Examples: Posters, signage, etc.
Minimum size = 40 points high x 94 points wide
Maximum size = determined by format*

*Always use approved vector formatted files
for enlargements.

WEB SIZE:

Examples: website, email, eblasts, etc.
Minimum size = 80 pixels high x 188 pixels wide
Maximum size = determined by format**

**Always use approved vector formatted files
for enlargements prior to exporting as web
compatible files.

MESSAGING

Mission Statement:
The mission of the Georgia Council on Developmental Disabilities is to collaborate with Georgia citizens, public and private advocacy organizations, and policy makers to positively influence public policies that enhance the quality of life for people with developmental disabilities and their families. The Council provides collaboration through information and advocacy activities, program implementation and funding, and public policy analysis and research.

References:
When referring to GCDD within a body of text, it should always be spelled out on first usage – Georgia Council on Developmental Disabilities. On second and following references, it should be GCDD. It should never be referred to as "The Council."

USAGE DO'S

In order to preserve its integrity and legibility, there are certain rules to follow when using the GCDD logo. These settings include directions for using the logo in clear space, dark space and light space, so there should be no reason to deviate from our graphic standards.

- Do use the logo in areas that allow it to be read legibly.

- Do pull the logo into a solid, clean background to make it pop.

- Do keep the logo intact, without any manipulation or distortion.

- Do use this logo to create inspirational messaging wherever we go.

USAGE DONT'S

Keeping our logo usage consistent will help make it more recognizable with every impression. There are plenty of ways to be extra creative in our communication without going outside the logo guidelines. Here are a few graphic treatments that we should avoid to help maintain the strength of our identity.

• Do not place the logo on complex backgrounds that impair readability or conflict with the logo colors.

• Do not place the logo within bodies of text.

• Do not stretch or warp the logo.

• Do not modify the color or proportions of the logo.

• Do not attempt to recreate the logo font with standard fonts since they are custom.

• Do not use special effects on the logo: no glows, drop shadows, etc.

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FONT

ITC Avant Garde Gothic font is a friendly and approachable typeface that suggests simplicity, quality and empowerment. It is a geometric sans serif type, with letterforms that are built of circles and clean lines—highly effective for headlines and text.

ITC AVANT GARDE GOTHIC

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

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

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

*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*

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

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

Alternate Font:
When ITC Avante Garde is not available, Century Gothic should be used. Century Gothic is an approachable and simple typeface that echoes the lines and traits of ITC Avante Garde, making it a suitable alternate.

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STATIONERY SPECS
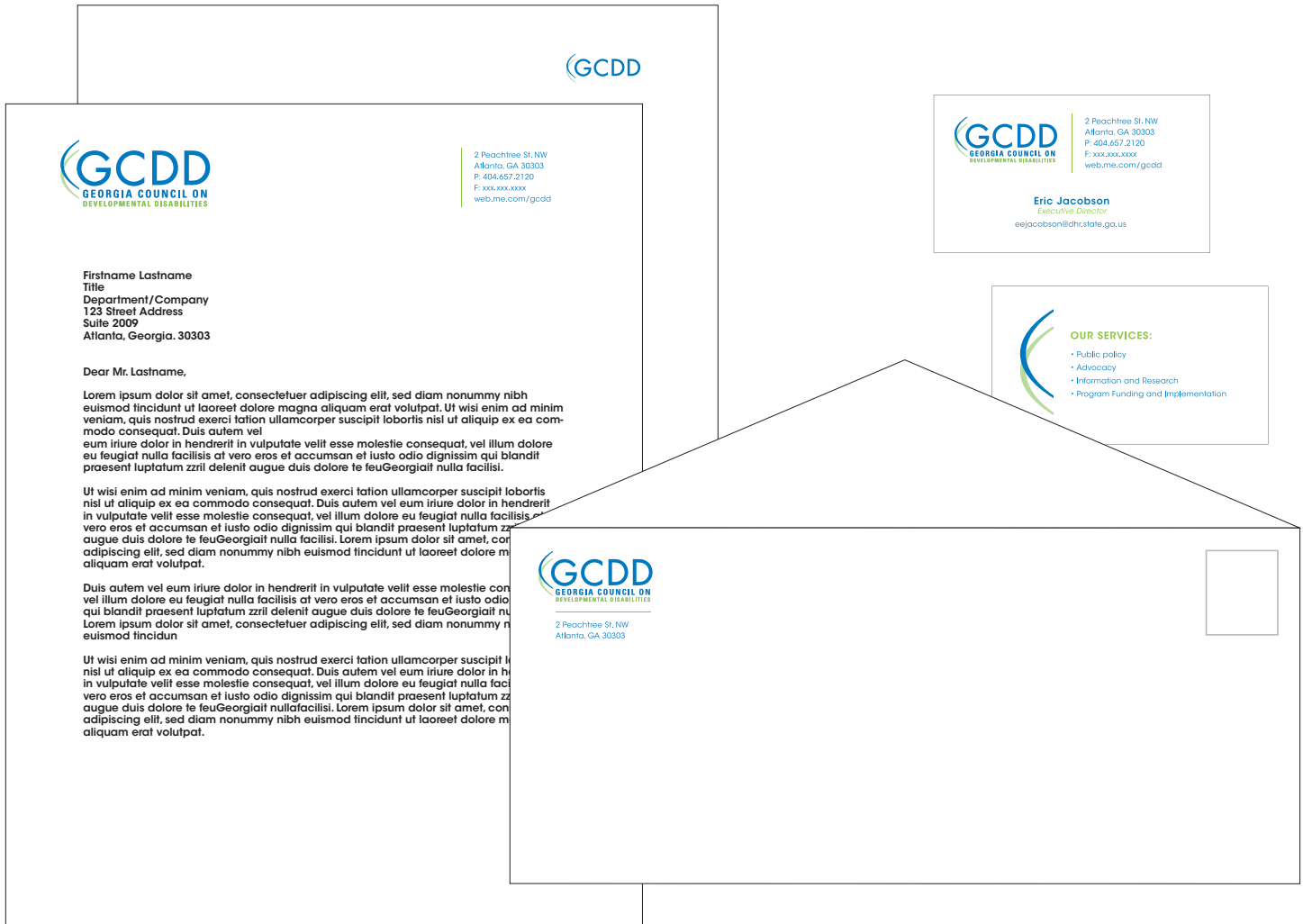
Letterhead and 2nd Sheets
Flat Size: 8.5 x 11 (Standard)
Folded Size: NA
Stock: 80# Classic Crest Text,
Solar White
Composition: 2/0
Ink: PMS 300C, PMS 376C and
PMS black
Address text: 7/10, +25 kerning

Business Cards
Flat Size: 3.5 x 2
Folded Size: NA
Stock: 120# Porcelain Silk Cover
Composition: 2/2
Ink: PMS 300C, PMS 376C and PMS black
Front name text: 9/10.8, +50 kerning
Front title text: 7/8.4, +25 kerning
Front email text: 7/10, +25 kerning
Front address text: 7/10, +25 kerning

#10 Mailing Envelope
Flat Size: Standard Size
Folded Size: NA
Stock: 70# Classic Crest Text,
Solar White
Composition: 2/0
Ink: PMS 300C, PMS 376C and
PMS black
Address text: 7/10, +25 kerning

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BRAND MANAGER CONTACT

*Should you have any questions
regarding use of our brand,
please contact:*

Maria Pinkleton
Social Media Director
2 Peachtree St. NW, Suite 26-246
Atlanta, GA 30303
P: (404) 657-2121
maria.pinkleton@gcdd.ga.gov