The Meadowlark Initiative

HEALTHY PREGNANCIES & SECURE FAMILIES

Style Guide

Basic Guidelines for
The Meadowlark Initiative
Brand Integrity

Colors

The brand is primarily built around PMS 7686 C and PMS 659 C, with supporting colors of PMS 123 C and 40% Black. PMS 123 C can be used as an accent color. PMS 158 C and PMS 7491 C are the remaining two colors in the logo and should not be used as support colors except in special circumstances.

Primary Colors

PMS 7686 C	PMS 659 C
C 97 M 70 Y 0 K 2	C 58 M 27 Y 1 K 0
R 29 G 79 B 145	R 106 G 160 B 211
Hex #1D4F91	Hex #6AA0D3

Supporting Colors

PMS 123 C	40% Black
C 0 M 35 Y 85 K 0	C 0 M 0 Y 0 K 40
R 251 G 176 B 64	R 153 G 153 B 153
Hex #FBB040	Hex #999999

Other Logo Colors

PMS 158 C	PMS 7491 C
C 8 M 65 Y 100 K 1	C 54 M 32 Y 95 K 11
R 224 G 117 B 37	R 124 G 136 B 60
Hex #E07525	Hex #7C883C

Logo Color

The Meadowlark Initiative logo should be used in full color unless a piece is black and white. For black and white documents, always use the B/W logo found in the logo package. The B/W logo has varying tints of black to maintain similarity to the color logo and is not 100% black.

COLOR

The Meadowlark Initiative
HEALTHY PREGNANCIES
& SECURE FAMILIES

B/W

The Meadowlark Initiative
HEALTHY PREGNANCIES
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Acceptable Logo Use

The Meadowlark Initiative logo can only be used with the minimum amount of space around the logo as shown. Altering the opacity, color or relationship of the elements to one another is not acceptable. No elements on the page should encroach upon the logo's safe space, with the possible exception of business cards or name tags where space does not allow.

X

X

The Meadowlark Initiative
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& SECURE FAMILIES

x = Height of "Meadowlark Initiative"

Minimum Size

The minimum size for the full logo with the tagline is 1" in height. If the logo must be smaller than that, please use the version without tagline, with a minimum size of 0.5" in height. There is no maximum size limit for these two logos, but they must stay proportional.

FULL LOGO

1" Minimum

The Meadowlark Initiative
HEALTHY PREGNANCIES
& SECURE FAMILIES

NO TAGLINE

0.5" Minimum

The
Meadowlark
Initiative

Logo Versions

The Meadowlark Initiative
HEALTHY PREGNANCIES & SECURE FAMILIES

The Meadowlark Initiative

Preferred Use

The preferred logo for The Meadowlark Initiative is the full version with tagline. When the logo needs to be smaller than 1" tall, the version without the tagline is preferred.

File Formats

PRINT
(.tif)
These files are set up using the CMYK color profile. Use these files for traditional print materials such as brochures and newsletters.

DIGITAL
(.png)
These files are set up using the RGB color profile. These files can be placed in PowerPoints, MS Word documents, Excel, emails or on the web. The .png files have a transparent background making it easy to layer on top of a color if needed, but this should only be done on a near-white background and otherwise avoided.

VECTOR
(.eps)
These are considered "source" files and produce the highest quality reproduction. Be selective when releasing these files as they are editable. The .eps files in the PMS (Pantone) folders are set up using spot colors (PMS color profile) for exact color reproduction for large-scale and advanced printing projects

File Naming

The
Meadowlark
Initiative
HEALTHY PREGNANCIES
& SECURE FAMILIES

Color Profile

Meadowlark_ColorLogo_WithTagline_RGB.eps

Type of Mark   File Format

Logo Misuse

Do not lighten the logo or change the colors of the logo.

Do not change the text placement, reset the text in any other typeface, or rotate the logo.

Brand Typography

The Meadowlark Initiative brand is built around the font families Adriane Text and Avenir. The logo uses Adriane Text Regular for the name and Avenir Heavy for the tagline. For body copy, use Avenir Medium at 55% black unless it is printing too light, then increase until legible.

Adriane Text

Adriane Text Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   1234567890 $%&(.,:;#!?)

Avenir

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   1234567890 $%&(.,:;#!?)

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   1234567890 $%&(.,:;#!?)

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   1234567890 $%&(.,:;#!?)