



# Brand Standards Manual

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**THE ABILITY CENTER**

Updated November 2019



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# Brand Platform

*The Ability Center is a non-profit Center for Independent Living serving northwest Ohio.*

*For over 100 years, the organization has provided vital resources, programming and advocacy to help people with disabilities live, work and socialize in a fully accessible community.*



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### VISION

Together we will work to make our region the most disability-friendly community in the nation.



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### MISSION

The Ability Center advocates, educates, partners and provides services supporting people with disabilities to thrive within their community.



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### VALUE PROPOSITION

- We believe in consumer control and community inclusion.
- We believe in the power of partnership and collaboration.
- We believe in advocacy.
- We believe in delivering best practice programs.
- We believe in establishing high expectations for success among people with disabilities.
- We believe in and support accessible and inclusive communities for people living with disabilities.





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## PROMISE

Join us, and together we will work to make our region the most disability-friendly community in the Nation.



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## IMPLIED BENEFITS

- Our community becomes better when people help and support one another; when you empower people and work together, the possibilities are limitless.
- We work to provide solutions that break down barriers that impact people with disabilities.
- Accessibility and universal solutions can improve everyone's lives—not only those living with a disability.
- Everyone should be seen and accepted by others for their abilities. Being fully valued and welcomed allows each person to engage, participate and contribute fully to society.



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## BRAND POSITIONING STATEMENT

Accessible and inclusive communities matter because doing well and being well becomes an option for everyone. The Ability Center works to support people with disabilities to live, learn, work, play and socialize as active, independent and contributing members of society.

## BRAND PLATFORM

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### PILLARS

## *Independence*

We will work tirelessly to empower all people with disabilities to live independently and have choice and control over their lives.

## *Equity*

We recognize that barriers exist and that people do not all start from the same place. The Ability Center will work to ensure that everyone has equal access to opportunities by acknowledging inequity and working to correct the imbalance.

## *Inclusion*

Inclusion goes beyond simply providing an opportunity for someone. Inclusion is about understanding and embracing what makes each of us unique and valuable members of society—breaking down the social stigma that gets in the way of a natural environment or personal relationships.





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## *Education*

We believe that educating the community about the issues that impact people with disabilities is key to paving the way toward broader societal enlightenment and solutions that strengthen the fabric of our community.

## *Community*

We facilitate collaborative efforts between people with and without disabilities to remove barriers to equal opportunity and community inclusion.



*Visionary. Empathetic.  
Unique. Bold. Friendly. Trusted.  
Creative. Thoughtful. Accessible.  
Dynamic. Warm. Collaborative.  
Innovative. Diverse. Inclusive.  
Inspiring. Educated. Reliable.  
Approachable. Experienced.  
Engaged. Caring. Valuable.*







## BRAND PLATFORM

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### LANGUAGE

*Brand language will be written from a people first perspective in second person. Language is conversational, but avoids being overly casual. The “conversation” will center around what matters to you, what’s meaningful to you, and what moves you.*

### PERSONALITY

*The brand personality of The Ability Center is optimistic and knowledgeable, tempered by the importance of our mission. Approachable and inclusive, The Ability Center is an engaging brand that thoughtfully provokes, engages and advocates on behalf of those with disabilities.*

***The voice of The Ability Center is aspirational. Inviting the community to learn why being a disability-friendly community benefits everyone—challenging us to look deeper and become a champion and ambassador.***







# Logo

*The Ability Center Logo is the most commonly consumed visual representation of our brand.*

*As such, it should be used in all communications generated on behalf of the organization.*

*Appropriate and consistent usage of this mark is essential to the proper communication of our brand and our association identity.*

## LOGO

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### PRIMARY LOGO: HORIZONTAL LOGO

Like a personal signature, the Ability Center Logo must be consistent in all printed and digital communications.

Always place the logo on a plain background, never against a busy photo or pattern.

### FULL COLOR LOGO



### FULL COLOR REVERSAL



### LOGO ONE COLOR VARIATIONS



## PRIMARY LOGO: CONSTRUCTION

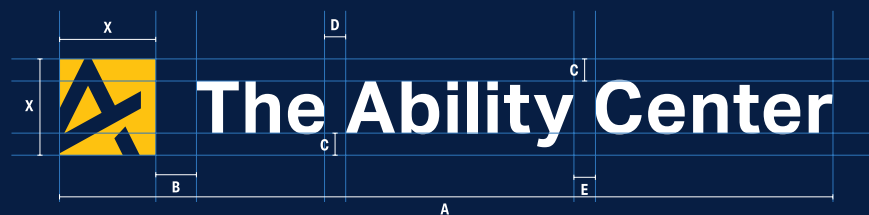
Let X serve as the height and width of the icon.

The rest of the measurements are all relative to X.

## LOGO LAYOUT



## LOGO GRID



### WIDTH OF ICON = X

A = 8.03x

B = 0.42x

C = 0.23x

D = 0.220x

E = 0.224x

## PRIMARY LOGO: CLEAR SPACE

The Ability Center Horizontal Logo should always be surrounded by enough space to stand out and ensure a strong presence.

As a rule of thumb, objects or graphic elements should not be closer than half the width of the icon.





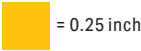
LOGO

PRIMARY LOGO: MINIMUM SIZE

The minimum size for all forms of the logo revolves around the icon's size. Within the logo lock-up, the icon's minimum size is a quarter inch wide, by a quarter inch tall.



KEY



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## PRIMARY LOGO: MISUSES

It's important to always adhere to the established guidelines for configuration, color and clear space when presenting The Ability Center Horizontal Logo.

Shown here are examples of incorrect usage of the logo.



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**DO NOT ALTER  
THE COLORS**



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**DO NOT ALTER  
THE TYPEFACE**



---

**DO NOT ALTER  
THE LAYOUT**



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**DO NOT STRETCH THE  
LOGO VERTICALLY**



---

**DO NOT STRETCH THE  
LOGO HORIZONTALLY**



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**DO NOT ROTATE  
THE LOGO**

## LOGO

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### SECONDARY LOGO: STACKED LOGO

The Ability Center Stacked Logo must be consistent in all printed and digital communications.

Always place the logo on a plain background, never against a busy photo or pattern.

### FULL COLOR LOGO



### FULL COLOR REVERSAL



### LOGO ONE COLOR VARIATIONS



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## SECONDARY LOGO: CONSTRUCTION

Let X serve as the height and width of the icon.

The rest of the measurements are all relative to X.

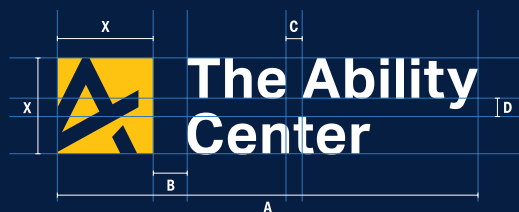
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## LOGO LAYOUT



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## LOGO GRID



### WIDTH OF ICON = X

A = 4.390x

B = 0.354x

C = 0.169x

D = 0.192x

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## SECONDARY LOGO: CLEAR SPACE

The Ability Center Stacked Logo should always be surrounded by enough space to stand out and ensure a strong presence.

As a rule of thumb, objects or graphic elements should not be closer than half the width of the icon.





**STACKED LOGO**

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**SECONDARY LOGO: MINIMUM SIZE**

The minimum size for all forms of the logo revolves around the icon's size. Within the logo lock-up, the icon's minimum size is a quarter inch wide, by a quarter inch tall.



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**KEY**

 = 0.25 inch

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## SECONDARY LOGO: MISUSES

It's important to always adhere to the established guidelines for configuration, color and clear space when presenting The Ability Center Stacked Logo.

Shown here are examples of incorrect usage of the logo.



---

**DO NOT ALTER  
THE COLORS**



---

**DO NOT ALTER  
THE TYPEFACE**



---

**DO NOT ALTER  
THE LAYOUT**



---

**DO NOT STRETCH THE  
LOGO VERTICALLY**



---

**DO NOT STRETCH THE  
LOGO HORIZONTALLY**



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**DO NOT ROTATE  
THE LOGO**

LOGO

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THE ABILITY CENTER ICON

The Ability Center Icon must be consistent in all printed and digital communications.



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**STAR**  
Icon of the original logo

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**"A" FOR THE  
ABILITY CENTER**  
Pointed A from the  
original logotype

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**REDESIGNED ICON**  
A nod to the past,  
while acknowledging  
the future.

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## ICON: MISUSES

It's important to always adhere to the established guidelines for configuration and color when presenting The Ability Center Icon.

Shown here are examples of incorrect usage of the icon.



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**DO NOT ALTER  
THE COLORS**



---

**DO NOT ALTER  
THE ARTWORK**



---

**DO NOT ALTER  
THE LAYOUT**



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**DO NOT STRETCH THE  
ICON VERTICALLY**



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**DO NOT STRETCH THE  
ICON HORIZONTALLY**



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**DO NOT ROTATE  
THE ICON**









# Color

*A color palette has been developed to support The Ability Center brand and identity. The palette features primary, secondary, and tertiary colors for both print and digital applications. This extended palette allows for flexibility of design.*

*To ensure consistency of brand image, it is important that these color variants are met when creating any communication tools used to promote The Ability Center brand.*

## COLOR

### COLOR VALUES

Pantone and CMYK values are provided for each color as a baseline for printing. Adjust the CMYK values accordingly for printing conditions and paper selections to match the Pantone color as closely as possible. To ensure consistency of brand image, it is important that these color variants are met when creating any communication tools used to promote The Ability Center.

RGB color values are provided for use when creating communication tools that will appear on-screen.



#### ACT NAVY

Hex # 071f45  
C100 M86 Y35 K52  
R7 G31 B69  
Pantone 282



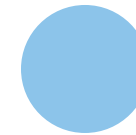
#### ACT GOLD

Hex# ffc20e  
C0 M25 Y100 K0  
R255 G194 B14  
Pantone 7408



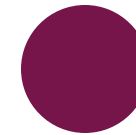
#### ACT MEDIUM BLUE

Hex# 3777bc  
C80 M50 Y0 K0  
R55 G119 B188  
Pantone 285



#### ACT LIGHT BLUE

Hex# 8cc4eb  
C42 M10 Y0 K0  
R140 G196 B235  
Pantone 284



#### ACT PURPLE

Hex# 76174b  
C45 M100 Y44 K30  
R118 G23 B75  
Pantone 249



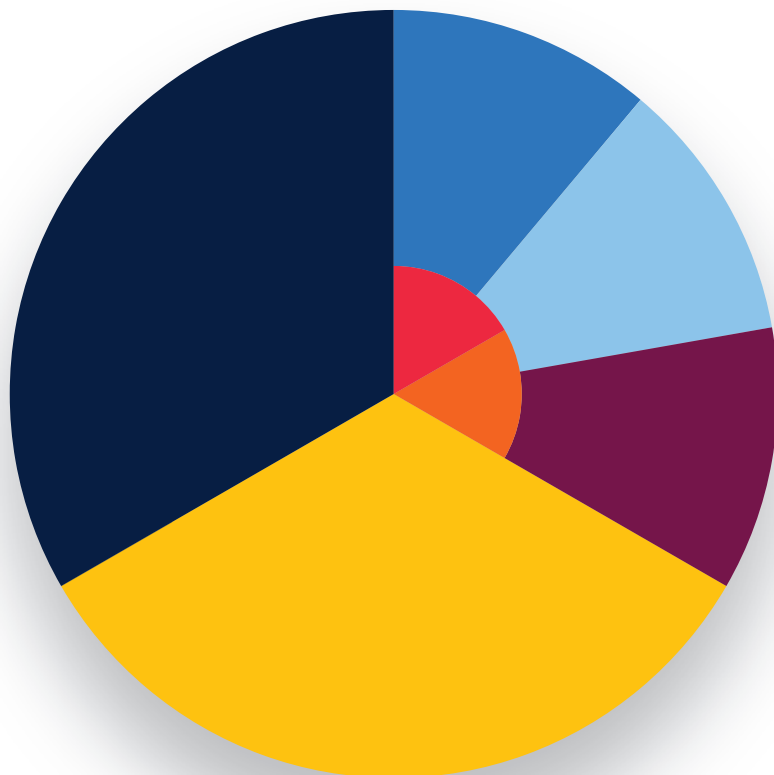
#### ACT RED

Hex# ee2c41  
C0 M96 Y76 Y0  
R238 G44 B65  
Pantone 192



#### ACT ORANGE

Hex# f26522  
C0 M75 Y100 K0  
R242 G101 B34  
Pantone 166



#### **PRIMARY COLORS**

ACT Navy  
ACT Gold

#### **SECONDARY COLORS**

ACT Medium Blue  
ACT Light Blue  
ACT Purple

#### **TERTIARY COLORS**

ACT Red  
ACT Orange

### **COLOR PROPORTIONS**

The primary palette consists of the two colors that make up the logo, and will be the most recognizable colors of the brand.

The secondary color palette is provided to use in support of the primary color palette, with limited application.

The tertiary color palette is provided to use in support of the primary and secondary color palette. The application of these colors should also be limited and never used as full-flood colors. Most notably, you will use these as an extended palette for charts and graphs to visually differentiate units.





# Typography

*When producing communication materials on behalf of The Ability Center, the consistent and correct use of typefaces (fonts) is critical to maintaining the appropriate image for the brand.*

*As such, we have identified a type family to be used in all branded materials, as well as a secondary typefaces for shared applications that will best suffice for formats that don't allow users to access the primary type family.*



## TYPOGRAPHY

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### PRIMARY TYPEFACE: AKTIV GROTESK

The Aktiv Grotesk type family has been selected as the primary brand typeface use in all professionally designed applications. The font is available in an assortment of weights, providing the flexibility to meet a variety of applications.

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### SECONDARY TYPEFACES: ARIAL & HELVETICA

Whenever possible, the primary typeface (identified as Aktiv Grotesk) should be used in professionally designed applications.

Since the availability of the primary typeface cannot be insured or regulated in all cases, Arial and Helvetica have been selected as alternatives. The usage of Arial and/or Helvetica, while not within the selected typography families, is preferred to messages being displayed in random default typefaces.

NOTE: Arial or Helvetica should only be chosen when Aktiv Grotesk cannot be used. One example of this situation will be for use in The Ability Center Powerpoint presentation.

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### AKTIV GROTESK

Hairline

*Hairline Italic*

Thin

*Thin Italic*

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

Bold

*Bold Italic*

**XBold**

***XBold Italic***

**Black**

***Black Italic***

Hairline

Hairline Italic

Thin

*Thin Italic*

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

Bold

*Bold Italic*

**XBold**

***XBold Italic***

**Black**

***Black Italic***

Hairline

Hairline Italic

Thin

*Thin Italic*

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

Bold

*Bold Italic*

**XBold**

***XBold Italic***

**Black**

***Black Italic***







# Photography

*Along with color and type, photography plays an integral part to the look of the brand. Photography should be high quality, contemporary and should portray subjects in the highest regard.*

*All images used in The Ability Center materials should be chosen to visually represent the Brand Pillars: Independence, Equity, Inclusion, Education, and Community. These images will be supported by the layout and text to convey the company's dynamic culture.*

## PHOTOGRAPHY

### VISUAL REPRESENTATION

When using photographs to visually represent the brand, it is important to follow these guidelines:

Choose photographs that utilize natural lightning.

Avoid shots that appear overly processed or digitally manipulated.

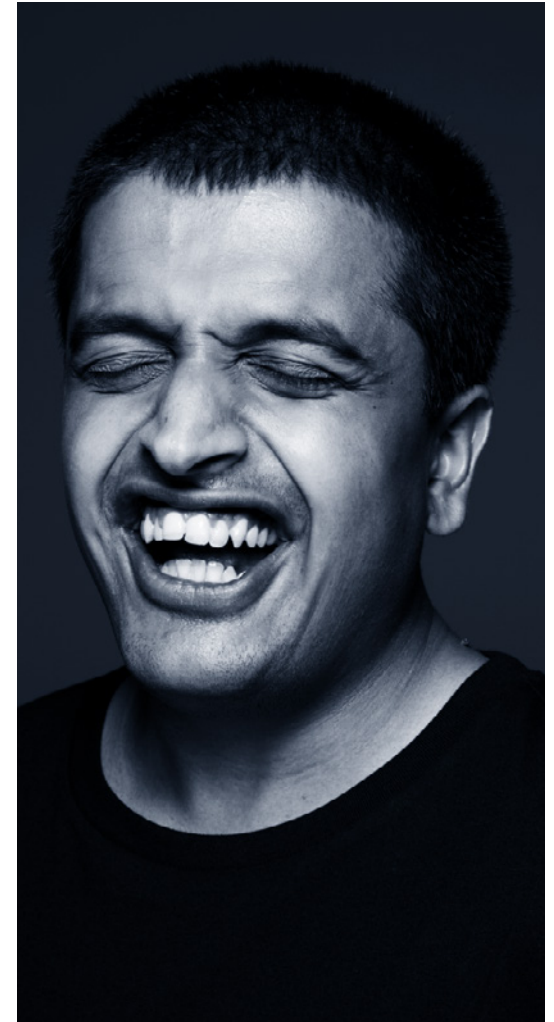
Avoid shots that appear overly posed / set-up. It is important to portray the subject with a natural, relaxed attitude, in a real-life situational environment.

Avoid shots with cluttered backgrounds / foregrounds that distract from the subject.

### INDEPENDENCE



### EQUITY





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## INCLUSION



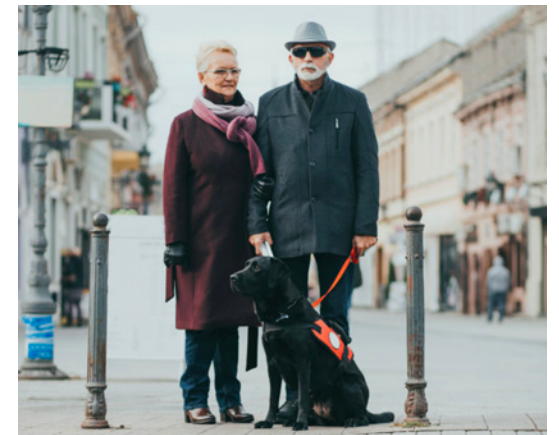
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## EDUCATION



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## COMMUNITY



## PHOTOGRAPHY

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### PHOTOGRAPHY STYLES: ICON APPLICATION

Combining The Ability Center's icon with a photo is considered a special application and should be used on a limited basis. It is important to follow the established rules for photography and consider the final application before using The Ability Center's icon in this way. Potential applications for this mark include posters or large scale graphics, where the photo and the icon will be equally recognized.





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#### CONTACT INFORMATION

This graphic standards manual outlines and provides the general framework for consistent application of The Ability Center brand. However, for additional information and/or guidance on using these guidelines please contact:

**Mallory Crooks**

Community Relations Specialist

419-885-5733

[mcrooks@abilitycenter.org](mailto:mcrooks@abilitycenter.org)



