Brand Standards Manual

TABLE OF CONTENTS

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.

VISION

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

MISSION

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

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.

PROMISE

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

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.

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.

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.

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.

CORE ATTRIBUTES

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

LANGUAGE

PERSONALITY

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.

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.

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

The Ability Center

FULL COLOR REVERSAL

The Ability Center

LOGO ONE COLOR VARIATIONS

The Ability Center

The Ability Center

PRIMARY LOGO: CONSTRUCTION

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

The rest of the measurements are all relative to X.

Icon

Logotype

The Ability Center

Full Logo

LOGO GRID

X

D

C

X

C

B

A

E

WIDTH OF ICON = X

A = 8.03x

B = 0.42x

C = 0.23x

D = 0.220x

E = 0.224x

The Ability Center

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.
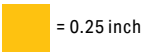
0.5X

0.5X

The Ability Center

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

 = 0.25 inch

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.

**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**

**DO NOT ROTATE
THE LOGO**

LOGO

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
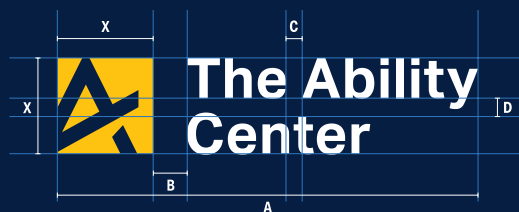

LOGO ONE COLOR VARIATIONS

SECONDARY LOGO: CONSTRUCTION

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

The rest of the measurements are all relative to X.

Icon   Logotype

The Ability Center

Full Logo

LOGO GRID

X

C

X

D

B

A

WIDTH OF ICON = X

A = 4.390x

B = 0.354x

C = 0.169x

D = 0.192x

The Ability Center

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.

0.5X

0.5X

The Ability Center

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.

The Ability Center

The Ability Center

KEY

= 0.25 inch

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
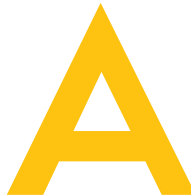LOGO VERTICALLY**

**DO NOT STRETCH THE
LOGO HORIZONTALLY**

**DO NOT ROTATE
THE LOGO**

THE ABILITY CENTER ICON

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

STAR
Icon of the original logo

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

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

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.

**DO NOT ALTER
THE COLORS**

**DO NOT ALTER
THE ARTWORK**

**DO NOT ALTER
THE LAYOUT**

**DO NOT STRETCH THE
ICON VERTICALLY**

**DO NOT STRETCH THE
ICON HORIZONTALLY**

**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.

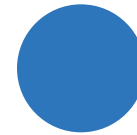RGB color values are provided for use when creating communication tools that will appear on-screen.

ACT NAVY
Hex # 071f45
C 100 **M** 86 **Y** 35 **K** 52
R 7 **G** 31 **B** 69
Pantone 282

ACT GOLD
Hex# ffc20e
C 0 **M** 25 **Y** 100 **K** 0
R 255 **G** 194 **B** 14
Pantone 7408

ACT MEDIUM BLUE
Hex# 3777bc
C 80 **M** 50 **Y** 0 **K** 0
R 55 **G** 119 **B** 188
Pantone 285
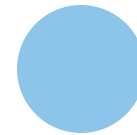
ACT LIGHT BLUE
Hex# 8cc4eb
C 42 **M** 10 **Y** 0 **K** 0
R 140 **G** 196 **B** 235
Pantone 284

ACT PURPLE
Hex# 76174b
C 45 **M** 100 **Y** 44 **K** 30
R 118 **G** 23 **B** 75
Pantone 249

ACT RED
Hex# ee2c41
C 0 **M** 96 **Y** 76 **Y** 0
R 238 **G** 44 **B** 65
Pantone 192

ACT ORANGE
Hex# f26522
C 0 **M** 75 **Y** 100 **K** 0
R 242 **G** 101 **B** 34
Pantone 166
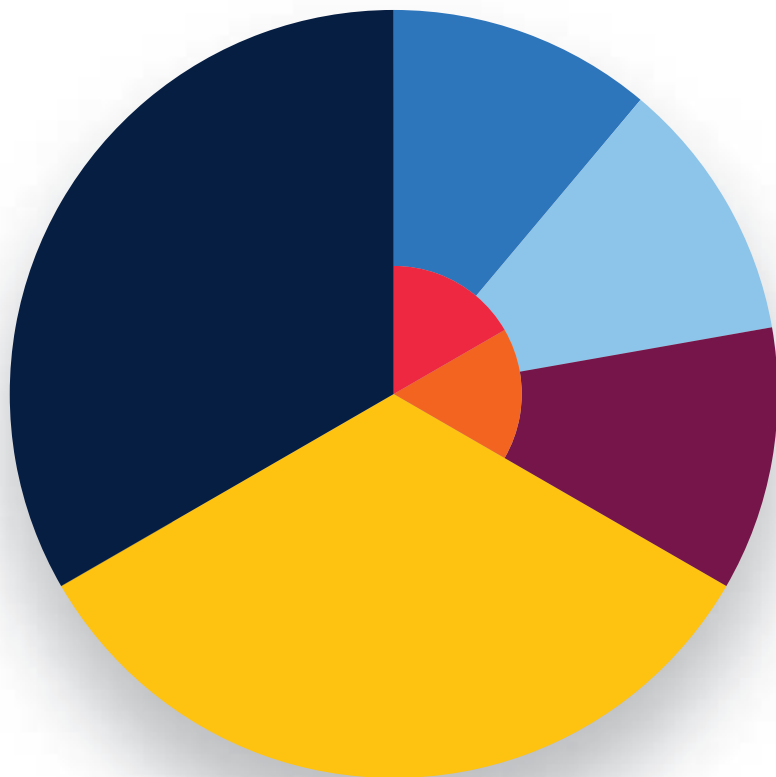
PRIMARY COLORS
ACT Navy
ACT Gold

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

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.

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.

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

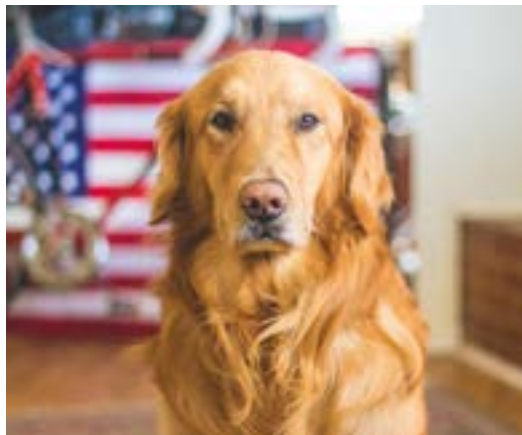When using photographs to visually represent the brand, it is important to follow these guidelines:

Choose photographs that utilize natural lightning.

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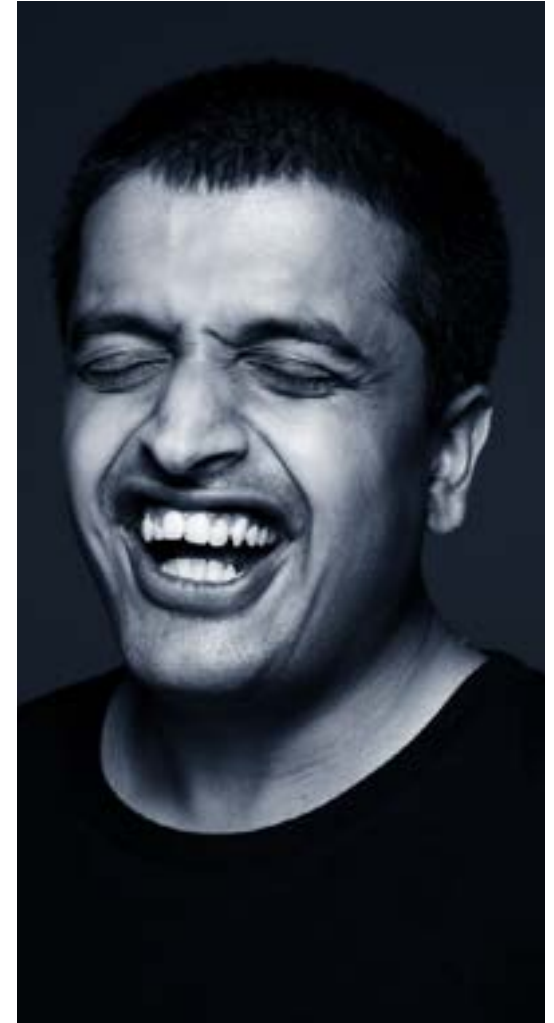
Avoid shots that appear overly posed / set-up. It is important to portray the subject with a natural, relaxed attitude, in a real-life situational environment.

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

INDEPENDENCE

EQUITY

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.

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