

# Early Learning Hub Identity Guide

Madison Ave. Collective // September 8, 2015



|                           |   |
|---------------------------|---|
| Logo, vertical            | 2 |
| Logo, horizontal          | 3 |
| Color palette             | 4 |
| Supporting fonts          | 5 |
| Design elements           | 6 |
| Stationery/business cards | 7 |

Logo // vertical format



Icon

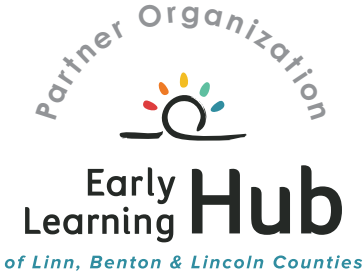
Early Learning **Hub**

Logotype

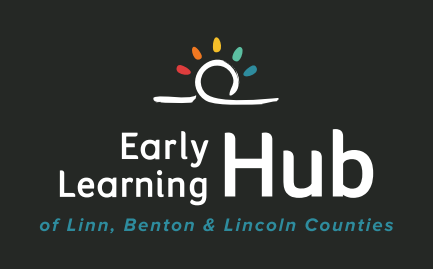
Tagline *of Linn, Benton & Lincoln Counties*



Alternate logo (no tagline)



Partner Organization logo

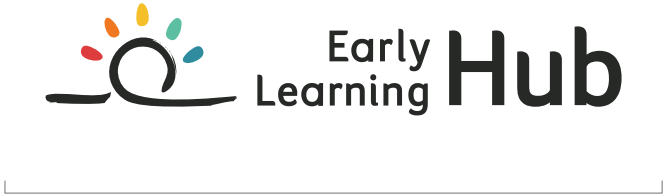


Logo on dark background

# Logo // horizontal format

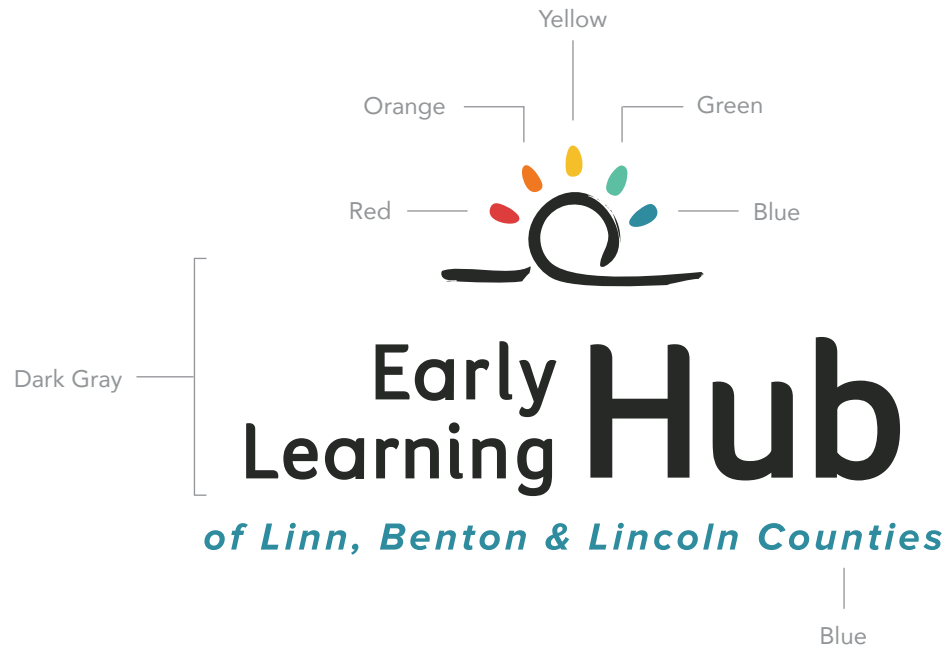


Alternate logo (one color)

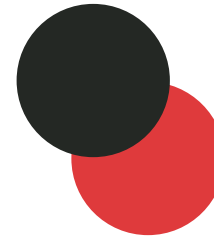


Alternate logo (no tagline)

# Color palette

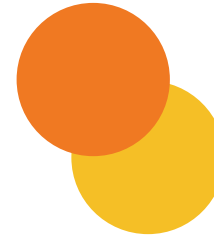


Dark Gray  
**C72 M63 Y67 K68**  
**R38 G41 B38**  
**PMS 426 C**



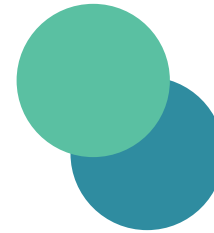
Red  
**C7 M91 Y81 K1**  
**R222 G61 B61**  
**PMS 179 C**

Orange  
**C2 M65 Y100 K0**  
**R239 G120 B34**  
**PMS 158 C**



Yellow  
**C4 M25 Y95 K0**  
**R244 G191 B38**  
**PMS 123 C**

Green  
**C62 M1 Y47 K0**  
**R93 G192 B161**  
**PMS 563 C**



Blue  
**C79 M31 Y32 K2**  
**R46 G140 B158**  
**PMS 7459 C**

# Supporting fonts

Century Gothic Regular

Aa Bb Cc 1 2 3

Century Gothic Bold

**Aa Bb Cc 1 2 3**

*Century Gothic Italic*

*Aa Bb Cc 1 2 3*

Century Gothic Bold, 14pt

Century Gothic Bold, 10pt

Century Gothic Regular, 10pt

## Headlines & Titles

### Subheads & Taglines

To apply color to headlines, titles, and subheads, select from the color palette on page 4. For best readability and printing, avoid using yellow.

One num as reicaepuda veni ant magnit et quiaeperae volupta quiaes delitati to tem ventur? Berum nam quiatiu sapedignis autem aute sitibust que nus in excea voluptidi ipicient velici odi quam, utatetur? Quid ut que veleceprem di occulpa volum fugit rest eium ea se ne quidus, sint incium ea nullabo repudae. Et harum etur? Erundest, quis sinverio endaaestem sent perio. Ipid quid est mo tempell orroriscilit et lam dolor autem et ra dolum quidio estiorpos moditaquae dem repuda dolorem.

# Web only

Muli Regular (web only)

Aa Bb Cc 1 2 3

*Muli Italic (web only)*

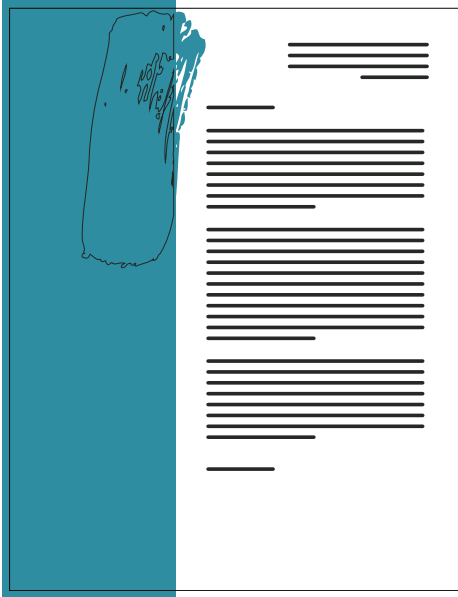
*Aa Bb Cc 1 2 3*

# Design elements



Example of use : cropped brush stroke applied over dark background

Example of use: complete brush stroke applied over matching color



# Stationery/business cards

Business card, back



Business card, front

Thank you card



Blank card

Standard letterhead

**Governing Board Members**

**Bill Hall, Co-Chair**  
Lincoln County Commissioner

**Jill Manning, Co-Chair**  
Benton Health Services

**Carolina Amador**  
Benton Health Services

**Marcia Benavides**  
Department of Human Services

**DeAnn Brown**  
Confederated Tribes of the State of Oregon

**Rebecca Cohen**  
Harpert Public Library

**Jill Davis**  
Linn-Benton Community College

**Jim Golden**  
Gresham Amory Public Schools

**Guadalupe Diaz**  
Parent

**Paula Gracia**  
Benton County Foundation

**Antonio Hernandez**  
Parent

**Stephany Koehn**  
EEO & Compliance at Linn County

**Tony Lewis**  
Lewis, Hanson, & Co

**Mary McCoy**  
Linn-Benton Lincoln Education Service District

**Jennifer Moore**  
Unified Way of Benton & Lincoln Counties

**Debra Morgan**  
Parent

**Anne Peller**  
Refined, Linn County Public Health

**Salina Schamp**  
OHSU Center

**Paul Smith**  
Strengthening Rural Families

**Jill Swaddon**  
Linn County Health Department

**Mick Tiplinan**  
Albion School District

**Betsy Wilcox**  
Benton County School District

**Ushl Wood**  
Coastal Pediatric Associates

**Family Resources and Education Center**  
Linn-Benton Community College  
4500 Pacific Blvd. SW, LM-101  
Albany, OR 97321

Dear members,

Lorem ipsum dolor sit amet, eu vel eimod sanctus voluptatibus, vis an error volutpat voluptaria. Et soluta numquam scriptorem eam, partiendo moderatus et nam. Hendereit querehendum interpretatis per eu, accusam quodsi que ex. Fabellas conseletur sea ad, mel ex liber dicam causae, aliquid aperiam cu mea. Est et magno altert exerci.

Mel purto altera necessitatibus ad. Porro eripuit delentit no has. Eo soluta conseletur has, offendit legendas iudicabit te pro.

Pri et mentium platorem, tollit fastidi perfecta et nam. Vix odio officis elefend on, id dicat dolores est, has eu soluta vivendo, eu sus aperiam iuvaret. Affert doming legendas per eu, ne qui lulus delicata percipitur, id accusam partiendo accommodare usu. Ad usu quis partiendo.

Consequat nuncius, sem nunc gravida justo, quis elefend arcu velit quis lacus. Duis elementum dui ut augue. Aliquam vehicula mi at mauris, Maecenas placerat. Nis at consequat nuncius, sem nunc gravida justo, quis elefend arcu velit quis lacus.

Morbi magna magna, finciunt a, mattis non, imperdiet vitae, tellus. Sed odio est, auctor ac, sollicitudin in, consequat vitae, arci. Fusce id felis. Vivamus sollicitudin metus eget eros. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. In posuere felis nec tortor. Pellentesque faucibus. Ut accusam ultricies elit. Maecenas at justo id velit placerat molestie. Donec dictum lectus non odio. Cras a ante vitae enim lacula aliquam. Mauris nunc quam, venenatis.

Nec, euimod sit amet, egestas placerat, est. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras id elit. Integer quis urna. In ante enim, dapibus molestuada, fringilla eu, condimentum quis, tellus. Aenean partitor eros vel dolor. Donec convallis pede venenatis nibh. Duis quam. Nam eget lacus. Aliquam erat volutpat. Quisque dignissim congue leo. Mauris vel lacus vitae felis vestibulum volutpat.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. In laculis facilis massa. Etiam eu urna. Sed porta. Suspendisse quam leo, molestie sed, luctus quis, feugiat in, pede. Fusce tellus. Sed metus augue, convallis et, vehicula ut, pulvinar eu, ante. Integer arci tellus, tristique vitae, consequat nec, porta vel, lectus. Nulla sit amet diam. Duis non nunc. Nulla imperius dictum metus. Curabitur tristique mi condimentum arci. Proxetis pellentesque aliquam enim. Proin dui.

Sincerely,  
Mr. E. Lope

**Early Learning Hub**  
Family Resources & Education Center  
Linn-Benton Community College  
4500 Pacific Blvd. SW, LM-101  
Albany, OR 97321

Letterhead including board members

**Early Learning Hub**  
Family Resources & Education Center  
Linn-Benton Community College  
4500 Pacific Blvd. SW, LM-101  
Albany, OR 97321

Mr. L. Head,  
15 Henley Street,  
Stafford-Upton-Avan,  
Warwickshire,  
England, UK

Dear Mr Letter,

Lorem ipsum dolor sit amet, conseletur adipscing elit. Nam cursus. Morbi ut mi. Nullam enim leo, egestas id, condimentum at, laoreet mattis, massa. Sed elefend nonummy diam. Praesent mauris ante, elementum et, bibendum at, posuere sit amet, nibh. Duis finciunt lectus quis dui viverra vestibulum. Suspendisse vulputate aliquam dui. Nulla elementum dui ut augue. Aliquam vehicula mi at mauris. Maecenas placerat. Nis at consequat nuncius, sem nunc gravida justo, quis elefend arcu velit quis lacus. Duis finciunt lectus quis dui viverra vestibulum. Suspendisse vulputate aliquam dui. Nulla elementum dui ut augue. Aliquam vehicula mi at mauris, Maecenas placerat. Nis at consequat nuncius, sem nunc gravida justo, quis elefend arcu velit quis lacus.

Morbi magna magna, finciunt a, mattis non, imperdiet vitae, tellus. Sed odio est, auctor ac, sollicitudin in, consequat vitae, arci. Fusce id felis. Vivamus sollicitudin metus eget eros. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. In posuere felis nec tortor. Pellentesque faucibus. Ut accusam ultricies elit. Maecenas at justo id velit placerat molestie. Donec dictum lectus non odio. Cras a ante vitae enim lacula aliquam. Mauris nunc quam, venenatis.

Nec, euimod sit amet, egestas placerat, est. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras id elit. Integer quis urna. In ante enim, dapibus molestuada, fringilla eu, condimentum quis, tellus. Aenean partitor eros vel dolor. Donec convallis pede venenatis nibh. Duis quam. Nam eget lacus. Aliquam erat volutpat. Quisque dignissim congue leo. Mauris vel lacus vitae felis vestibulum volutpat.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. In laculis facilis massa. Etiam eu urna. Sed porta. Suspendisse quam leo, molestie sed, luctus quis, feugiat in, pede. Fusce tellus. Sed metus augue, convallis et, vehicula ut, pulvinar eu, ante. Integer arci tellus, tristique vitae, consequat nec, porta vel, lectus. Nulla sit amet diam. Duis non nunc. Nulla imperius dictum metus. Curabitur tristique mi condimentum arci. Proxetis pellentesque aliquam enim. Proin dui.

Sincerely,  
Mr. E. Lope