

Early Learning Hub Identity Guide

Madison Ave. Collective // December 16, 2021



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Logo // vertical format



Icon

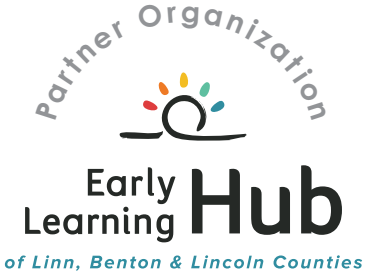
Early Learning **Hub**

Logotype

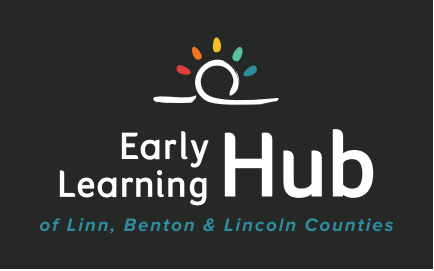
Tagline *of Linn, Benton & Lincoln Counties*



Alternate logo (no tagline)



Partner Organization logo

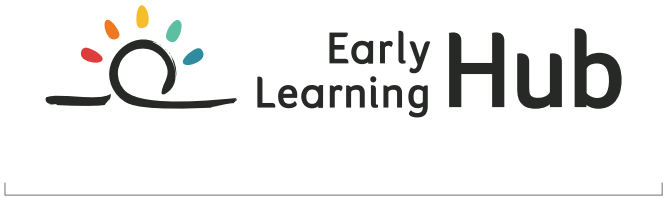


Logo on dark background

Logo // horizontal format

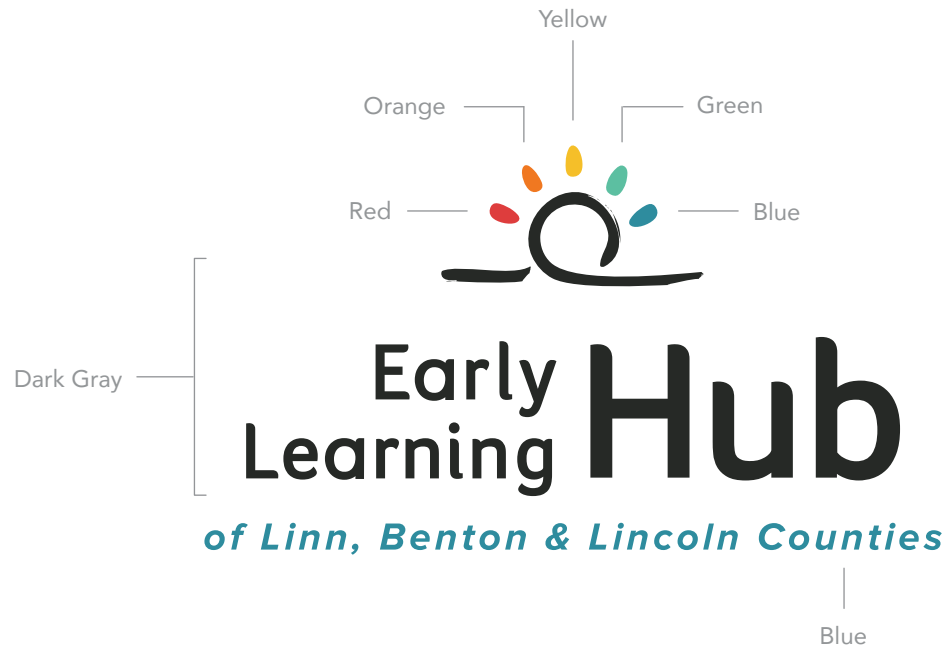


Alternate logo (one color)

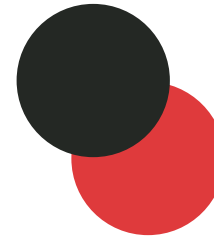


Alternate logo (no tagline)

Color palette

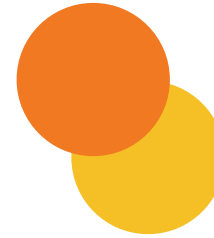


Dark Gray
C72 M63 Y67 K68
R38 G41 B38
HEX 262926
PMS 426 C



Red
C7 M91 Y81 K1
R222 G61 B61
HEX DE3D3D
PMS 179 C

Orange
C2 M65 Y100 K0
R239 G120 B34
HEX EF7822
PMS 158 C



Yellow
C4 M25 Y95 K0
R244 G191 B38
HEX F4BF26
PMS 123 C

Green
C62 M1 Y47 K0
R93 G192 B161
HEX 5DC0A1
PMS 563 C



Blue
C79 M31 Y32 K2
R46 G140 B158
HEX 2F8B9E
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

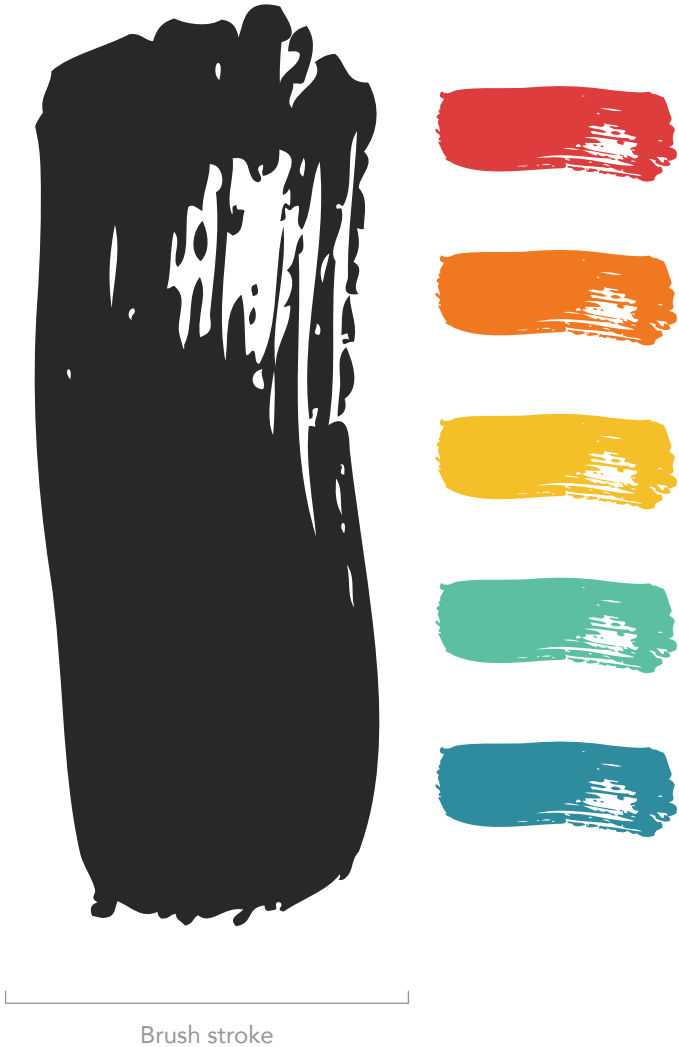
Muli Regular (web only)

Aa Bb Cc 1 2 3

Muli Italic (web only)

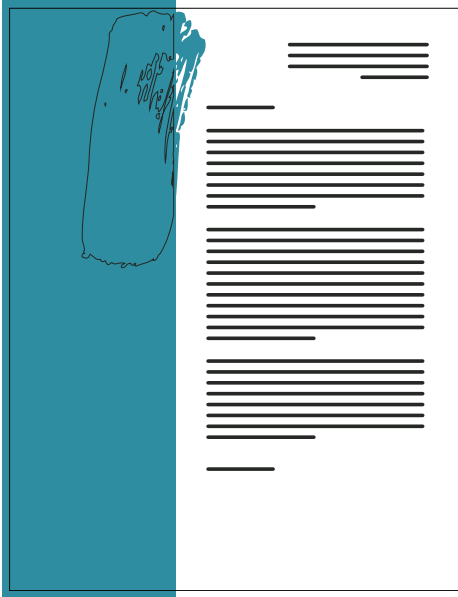
Aa Bb Cc 1 2 3

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



Letterhead including board members

