





### **Maintaining the Integrity of the Brand Identity**

The brand identity for Striving for More is an important asset. A great deal of time and expense was invested in its development, but even more important, the Striving for More identity represents what we do and who we are. As we continue to develop our marketing and communications materials consistency is essential to maintaining brand integrity.

This style guide gives you the basic tools you need to apply the identity in various applications, colors and styles. Adhering to these standards will preserve the value of this important asset, as well as build and maintain the distinctiveness of the brand for our core audiences.

### Using the Logo

The logo includes a specially designed graphic that represents the organization. You should not attempt to construct the logo on your own. Never re-typeset the letter forms, so that the balance and size relationship with the typeface and graphic is maintained. Use the appropriate version supplied to you by the marketing team.



three-color positive logotype



grayscale positive logotype



one-color positive logotype

**Reverse Applications**

When a reversed-out logotype is being considered, it must follow one of the three variations shown below.



three-color logotype  
with reverse tagline



two-color reverse logotype



one-color reverse logotype

### Reversing Out of a Field of Color

If you cannot use the three-color logotype, the entire mark must be reversed out of a background with ample contrast. The colors are an integral element and should be identical in color to the color palette. Using a reversed logotype may be considered when an application requires single color printing or more protective space surrounding the logo for impact. Instances: Web banners, exhibit design banner, etc. **The solid colors recommended for reversing the signature are shown here.**



one-color reverse logotype



two-color reverse logotype



two-color reverse logotype

### Logotype Clear Space & Minimum Sizes

A protected area of clear space should always surround the logotype. The clear space is measured by using the x height of the logo as illustrated below. Always ensure that it is surrounded by ample clear space and that it is not reduced below the size shown below.



If the logo should appear less than 1 7/8” inches wide, then the tag line should be removed. This modified version may go as small as 7/8” inches wide for print and no smaller than 20 pixels in height for electronic use.

#### minimum size for print

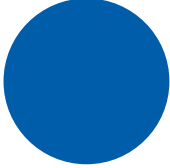
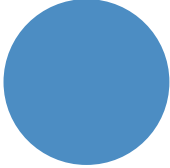
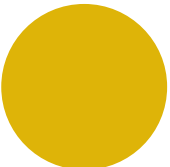
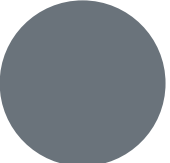


#### minimum size for electronic use



The color palette consists of the brand's core colors. These colors can be used for text, background and other branded elements.

## color palette

|   |                         | print                            | multi-media                | web safe    |
|---|-------------------------|----------------------------------|----------------------------|-------------|
|    | S4M Blue<br>PMS 286     | C: 100<br>M: 66<br>Y: 0<br>K: 2  | R: 0<br>G: 93<br>B: 170    | HEX: 005DAA |
|    | S4M Blue<br>70% PMS 286 | C: 71<br>M: 47<br>Y: 0<br>K: 0   | R: 84<br>G: 125<br>B: 189  | HEX: 547DBD |
|   | S4M Gold<br>PMS 117     | C: 0<br>M: 18<br>Y: 100<br>K: 15 | R: 222<br>G: 180<br>B: 8   | HEX: DEB408 |
|  | S4M Gray<br>PMS 431     | C: 11<br>M: 1<br>Y: 0<br>K: 64   | R: 106<br>G: 115<br>B: 123 | HEX: 6A737B |

Gotham is the approved typeface for marketing materials. When setting headlines, subheads or body text, or typing letters, proposals, memos, envelopes or email correspondence, this approved typeface is recommended.

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$\$%

Gotham Medium

**abcdefghijklmnopqrstuvwxy**

Gotham Bold

**abcdefghijklmnopqrstuvwxy**

Gotham italic

*Uptat aute dit ip ex falice esed et, volor asec min utla  
conul put accum vel dut augait tatis.*

Gotham  
Bold Italic

***Aute dit ip ex ex esed et, volorer asecte min ut la conulput accum vel dunt au gait  
tat ing erosdolore veliquam, quat aliquat, sum non exero eugue vel dolumolute.***

## logotype misuse

The signature must **not** be placed on backgrounds which decrease its legibility, or threaten its integrity. This includes 2, 3, and 4-dimensional applications, and is extremely critical at smaller reproduction sizes. Often, a certain visual effect or meaning is intended at the expense of the logotype; ultimately infringing on the on the integrity of the brand identity. The graphic elements of the logo should not be separately used and new elements should ever be added to the logotype.



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