



MindSpeak

CENTER FOR NEUROLOGICAL DIFFERENCES

## **Creative Standards Guide**

Our goal in creating this style guide is to help you understand and implement our brand in a cohesive and efficient manner.

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# The MindSpeak Center for Neurological Differences Logo

## Pantone® Colors



**No color substitutions** or other combinations of colors other than those provided herein, are approved for use.

Please refer to the MindSpeak Brand Color Palette section for the optimum 4-color process, HEX and RGB mixes, depending on your intended use.



**MindSpeak**

CENTER FOR NEUROLOGICAL DIFFERENCES



**MindSpeak**

CENTER FOR NEUROLOGICAL DIFFERENCES



The MindSpeak Center for Neurological Differences corporate logo is composed as shown above. When the corporate logo is shown in color, the correct use of color should always be PMS 293 blue and black, both 100%.

For ad specialties and special purpose items, the monochrome version may be used, particularly for gold or silver leaf finishes.

Both a positive and negative version of the logo are available and approved for use as shown above.

## Appropriate Use of Clear Space

**As a Rule of Thumb**, the ideal clear space around the MindSpeak logo should be one “M” or “wave” space around the logo. This is also the minimum distance between the logo and any surrounding edges.



# Logo No-No's

The MindSpeak Center for Neurological Differences **logos are not to be altered in any way.**

A few examples of improper logo usage may be seen at right.

## Correct

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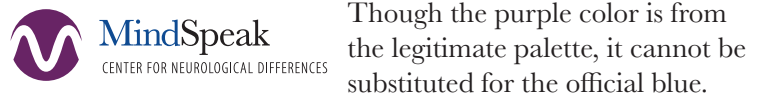


The "bug" or symbol is PMS 293.  
The words "MindSpeak Center for Neurological Differences" are black.

## Incorrect

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### Examples of Changes in Color Use



### Examples of Adding to and Subtracting From



### Manually Typeset Logo & Incorrect Typeface



**MindSpeak Center for Neurological Differences**

## Using the Logo with Photography

Sometimes it is necessary for the logo to be placed atop a background image, field of color, or complex pattern. It is appropriate to do so, provided that the legibility of the logo is not compromised. Correct versus incorrect usage is shown at right.



Versus



● Busy background photo hampers logo readability.



● Not enough contrast between logo and background.

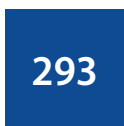


● Complex pattern obliterates logo readability.

## Colors

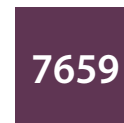
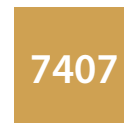
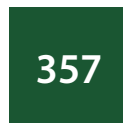
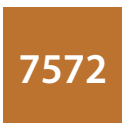
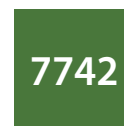
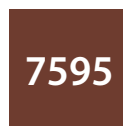
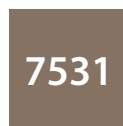
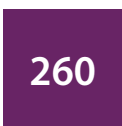
Color consistency formulas have been developed for ease of use throughout a wide range of processes and software.

### Pantone® Primary Color Palette



The MindSpeak Center for Neurological Differences logo consists of PMS 293 blue, and black. These two colors would be considered our signature colors and, therefore, are considered our primary color palette.

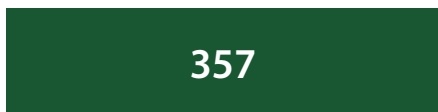
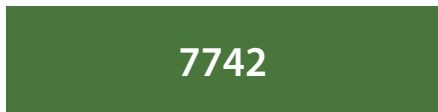
### Pantone® Supporting Color Palette



MindSpeak's supporting color palette presents a balance between somewhat saturated to more muted hues and warm and cool. These colors have been selected as a reflection of MindSpeak's positioning as a center for children with neurological differences.

The supporting palette may be used throughout collateral as needed for emphasizing information and building charts.

If color use will not be achieved using spot color, please refer to the chart that follows for the appropriate 4-color process mix, RGB values and Web Hex numbers to maintain brand consistency.



## 4-color, RGB and Hex Values

C = 100  
M = 80  
Y = 11  
K = 2

R = 15  
G = 75  
B = 145

Hex # 003DA6

C = 66  
M = 99  
Y = 29  
K = 16

R = 105  
G = 38  
B = 102

Hex # 682666

C = 45  
M = 49  
Y = 59  
K = 15

R = 134  
G = 115  
B = 98

Hex # 867363

C = 38  
M = 74  
Y = 76  
K = 41

R = 111  
G = 61  
B = 48

Hex # 6F3D30

C = 74  
M = 32  
Y = 96  
K = 19

R = 74  
G = 119  
B = 59

Hex # 4B783C

C = 36  
M = 35  
Y = 38  
K = 1

R = 167  
G = 156  
B = 148

Hex # A7BC94

C = 22  
M = 60  
Y = 94  
K = 7

R = 188  
G = 114  
B = 48

Hex # BC7230

C = 33  
M = 93  
Y = 74  
K = 38

R = 122  
G = 35  
B = 47

Hex # 7A232E

C = 85  
M = 40  
Y = 91  
K = 38

R = 29  
G = 87  
B = 50

Hex # 1D5732

C = 19  
M = 36  
Y = 79  
K = 1

R = 206  
G = 161  
B = 82

Hex # CEA1 52

C = 59  
M = 83  
Y = 42  
K = 32

R = 96  
G = 54  
B = 83

Hex # 5F3653

# Typeface & Font

## Headlines and Subheads

Headlines and subheads are set in Myriad Pro Regular, Semi-bold or Bold.

**Headline A** ... Myriad Pro Black

**Headline B** ... Myriad Pro Bold

**Subhead** ... Myriad Pro Semi-bold

Eyebrow...Futura Light Condensed

### For MicroSoft Word

Baskerville Oldface

**Franklin Gothic**

### PowerPoint Presentations:

Calibri or **Calibri Bold**

## Body Copy

Body copy is set in Baskerville. Baskerville is a serif typeface, and as such, lends itself to easier reading, since the serifs carry the eye through each letter, word and so forth.

Typically, body copy set in Baskerville appears as 10-point type with 15-point leading.

### PowerPoint Presentations:

Calibri or *Calibri Italic*

## Fonts and Type Family Choices

Consistent type usage enhances the impact of MindSpeak’s brand identity.

The primary typeface for MindSpeak Center for Neurological Differences is Myriad Pro. All weights show below may be utilized as needed unless another rule specifically prohibited by this creative style guide.

### Myriad Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

12345678910 !@#\$%&?

Myriad Pro Regular & *Regular Italic*

**Myriad Pro Semibold & *Semibold Italic***

**Myriad Pro Bold & *Bold Italic***

**Myriad Pro Black & *Black Italic***

### FUTURA LIGHT CONDENSED

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

12345678910 !@#\$%&?

### Baskerville

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

12345678910 !@#\$%&?

Baskerville Regular & *Regular Italic*

**Baskerville Bold & *Bold Italic***

This is an example of this typeface, Baskerville Regular set at 10/15, that is to say, 10 point type size with 15 point leading — or “line space” between paragraphs.

**For Microsoft Word**

Baskerville Oldface

**Franklin Gothic**

**PowerPoint Presentations:**

Calibri family

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**Franklin Gothic**

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

12345678910 !@#\$%&?

Franklin Gothic Book & *Italic*

Franklin Gothic Medium & *Italic*

**Franklin Gothic Demi & Demi Italic**

**Franklin Gothic Heavy & Bold Oblique**

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Baskerville

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

12345678910 !@#\$%&?

Baskerville Regular & *Regular Italic*

**Baskerville Bold & Bold Italic**

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**Calibri**

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

12345678910 !@#\$%&?

Calibri Light

Calibri Regular & *Italic*

**Calibri Bold & Bold Italic**

## Photography

Photography is provided by MindSpeak, and ideal images show options of students, teachers and parents in a candid situation reacting to each other naturally.

