



Children's Services Council

of Broward County
Our Focus is Our Children.

LOGO / STANDARD CENTERED



LOGO OVERVIEW

LOGO USAGE

CLEAR SPACE & MINIMUM SIZE

To ensure the logo stands out beautifully, please review the guidelines on minimum size and clear space.

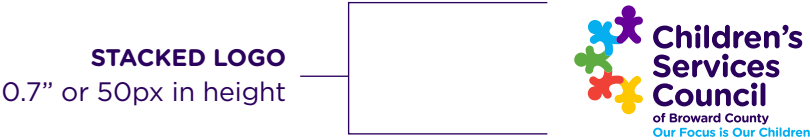
Clear space is based on the height of “Children’s Services” stacked and is measured from all four sides of the logo. No text, image, or other graphic element should encroach on this space.

In order to remain legible at small sizes the logo has a minimum size of 50px tall for digital and .7” for tall for print collateral.

CLEAR SPACE



MINIMUM SIZE



LOGO USAGE

PART 1

LOGO ON COLOR

When placing the logo on a color, gradient backgrounds or images the preferred logo version has a minimal white border around the mark and white logotype.

BLACK & KNOCKOUT

The black logo is used for single color printing options on white.

The white knockout logo is to be used over a colored background in cases where a color logo is either not permitted or when only one color is an option.

LOGO ON COLOR



BLACK & KNOCKOUT



LOGO USAGE

PART 2

BEST PRACTICES

Consistent use of the Children’s Services Council logo is paramount in gaining instant recognition across all media channels. By following the “do’s” and avoiding the “do not’s,” the Children’s Services Council logo will remain clear and legible.

DO
Provide enough clear space.



DO
Use the logo at the minimum size or larger.



DO NOT
Change the size relationship of the Mark and the Logotype.



DO NOT
Distort the logo vertically or horizontally.



DO NOT
Place full color logo over any color other than white



DO NOT
Alter the mark or logotype color.



DO NOT
Place the logo over complicated backgrounds



DO NOT
Use the logotype without the icon.



TYPEFACES

TYPEFACES USAGE

To ensure consistency, readability and a professional appearance, the Gotham font is to be used for all Children's Services Council print and digital needs.

WEBSAFE FONT

In cases where Gotham is not an accepted webfont the Proxima Nova font may be used. This is only for digital applications where Gotham is not allowed. Proxima Nova is not to be used with any printed material as to remain consistent with the branding of CSC.

HEADLINES | GOTHAM ROUNDED/ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BODY COPY | GOTHAM/BOOK & LIGHTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WEBSAFE ALTERANTE FONT | PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLOR PALETTE

COLOR PALETTE

LOGO FONT

This is the color of the logotype only. This color is not to be used as a background or used in conjunction with the the other colors in the CSC primary or secondary palette.

PRIMARY COLOR PALETTE

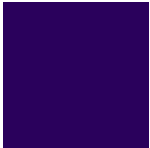


C 70 **M** 100 **Y** 0 **K** 0
R 102 **G** 0 **B** 153
#71009f
PMS 2597 C



C 68 **M** 15 **Y** 0 **K** 0
R 4 **G** 174 **B** 239
#00AFF4
PMS 299 C

LOGO FONT COLOR



C 92 **M** 100 **Y** 22 **K** 31
R 47 **G** 0 **B** 96
#2f0060
PMS 2685 C

SECONDARY COLOR PALETTE



C 76 **M** 4 **Y** 100 **K** 0
R 94 **G** 171 **B** 65
#3aae2a
PMS 361 C



C 0 **M** 95 **Y** 89 **K** 0
R 239 **G** 65 **B** 54
#ff2626
PMS Red 032 C



C 0 **M** 22 **Y** 100 **K** 0
R 255 **G** 198 **B** 0
#ffc600
PMS 7408 C

URL NAMING GUIDELINES

CSC URL NAMING GUIDELINES

- **Short and Concise** - whenever possible, shorten URLs by trimming unnecessary parameters.
- **Use all lowercase letters**
- **Contain no special characters**
- **Use dashes** (rather than underscores and spaces)
- **Human readable** (words instead of numbers)
- **Ability to edit URL** - able to redirect to old URL after changes (avoid dead URLs)

EXAMPLES:

Preferable: one sub-folder the max

<https://www.cscbroward.org/news/food-insecurity-mitigation-rfp>

URL should match title of page - **limit** filler words such as - and, but, of, the

<https://www.cscbroward.org/news/procurements-and-funding-opportunities>

Not ideal: numbers together and special characters

<https://www.cscbroward.org/fy20212022proposedprogramservicesbudget>

<https://www.cscbroward.org/providers#education-and-training>

QUESTIONS?

Should you have any questions regarding the usage of the style guide, please contact:

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