Sunbeam
FAMILY SERVICES

STYLE GUIDE
MAY 2015

PRIMARY LOGO*

LOGO VARIATIONS*

*Logo variations may be used whenever space does not allow for usage of the primary logo.
*Black and white versions must only be used when 4-color printing is not available.

LOGO FAMILY

The logo family has been created to assist in identifying each of the four core programs available at Sunbeam Family Services.

Whenever using these logos or the colors associated with them, it is the number one priority to ALWAYS keep the Sunbeam Family Services brand in mind. All standards provided in this guide are to be followed when using any logo that utilizes the primary Sunbeam Family Services logo.

Color formulas have been identified for each of these logos and are provided within this document.

SAFETY ZONE

For all variations of the Sunbeam Family Services logo, a safety zone around the symbol (indicated in light yellow) will ensure visibility and impact. As illustrated, the minimum safety zone for the primary logo is equal to the size of the letter "S."

Use the safety zone between the symbol and other graphic elements such as type, images and other logos to ensure it retains a strong presence wherever it appears.
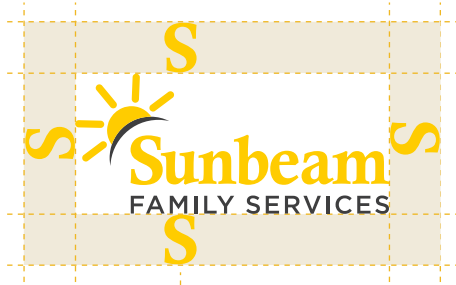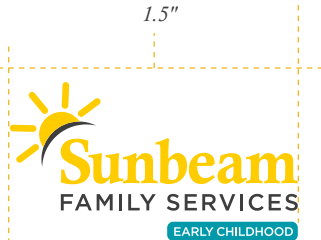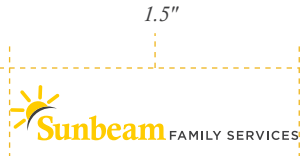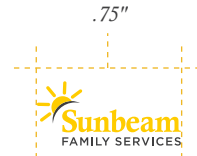
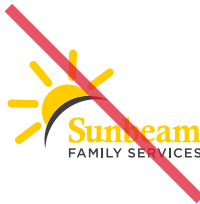*Equal to the size of the letter "S"*
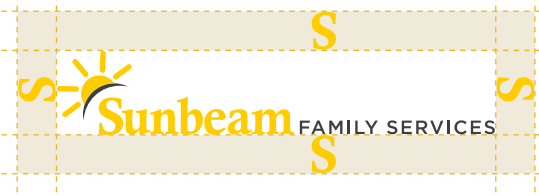
MINIMUM SIZE

For clarity and brand equity, the Sunbeam Family Services logo and program logos may be scaled down to a minimum size of .75" for the primary logo and 1.5" for all other variations.

.75"   1.5"   1.5"

HOW NOT TO USE*

NEVER TILT
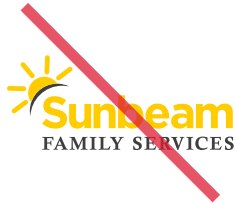The Sunbeam Family Services logo should always be level and read from left to right.

NEVER CHANGE SCALE OF ELEMENTS
Do not adjust the sizes of individual elements within the Sunbeam Family Services logo independently from the whole. Always expand or reduce the ENTIRE mark as a single unit.

NEVER CHANGE COLORS
The Sunbeam Family Services logo should never be used in any color or combination of colors that are not expressly included among the approved color palette contained herein.

NEVER STRETCH OR SQUEEZE
Do not alter the height or the width of the Sunbeam Family Services logo independently. The logo should always be scaled in size as a whole.

NEVER CHANGE FONTS
The individual letter-forms within all accepted versions of the Sunbeam Family Services logo are not to be altered in any way.

NEVER USE THE SUNSHINE ICON ALONE
The sunshine should always be used in combination with Sunbeam Family Services and never used alone, be it internal or external.

*Any deviation of the Sunbeam Family Services logo not adherent to these graphic standards is strictly forbidden.
*These violations diminish the equity of the Sunbeam Family Services identity and should not be allowed under ANY circumstances.

TYPOGRAPHY*

The Sunbeam Family Services primary fonts are CALISTO and GOTHAM. These fonts are uniquely chosen for the Sunbeam Family Services brand and should be used whenever possible.

When in doubt, for headlines, it is encouraged to use the font GOTHAM ULTRA and for body copy, CALISTO. Other variations of the CALISTO AND GOTHAM font families may also be used.

ARIAL will take the place of the primary font when the primary font is not available (i.e. email, web).

GOTHAM (primary)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

CALISTO MT (primary)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

ARIAL (alternate)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Other variations of the CALISTO MT and GOTHAM font families (not shown) may also be used.

COLOR*

PRIMARY COLORS
The Sunbeam Family Services primary colors are uniquely chosen for the Sunbeam Family Services brand and should be used whenever possible. Only approved Sunbeam Family Services colors may be used. The yellow is always to be Pantone 116. The gray is always to be Pantone NEUTRAL BLACK.

| PANTONE 116 | R 255 G 206 B 0 |
| C 0 M 18 Y 100 K 0 | WEBSAFE FFCE00 |

| PANTONE NEUTRAL BLACK | R 65 G 64 B 66 |
| C 0 M 0 Y 0 K 90 | WEBSAFE 414042 |

SECONDARY TINT
There may be certain circumstances where a secondary color may be used to enhance the primary colors. A tint may be used as a lighter accent to the primary color.

USAGE EXAMPLE: Website, print or digital ads, collateral, video graphics, etc.

| PANTONE 7402 | R 237 G 216 B 153 |
| C 7 M 12 Y 46 K 0 | WEBSAFE EDD899 |

| PANTONE 420 | R 188 G 190 B 192 |
| C 0 M 0 Y 0 K 30 | WEBSAFE BCBEC0 |

SECONDARY SHADE
There may be certain circumstances where a secondary color may be used to enhance the primary colors. A shade may be used as a darker accent to the primary color.

USAGE EXAMPLE: Website, print or digital ads, collateral, video graphics, etc.

| PANTONE 112 | R 157 G 132 B 18 |
| C 38 M 40 Y 100 K 10 | WEBSAFE 9D8412 |

| PANTONE NEUTRAL BLACK | R 65 G 64 B 66 |
| C 0 M 0 Y 0 K 90 | WEBSAFE 414042 |

COMPLEMENTARY COLORS
Sunbeam Family Services complementary colors have been established to assist in identifying the four core programs offered by Sunbeam Family Services. These colors are intended to complement the primary colors and should be used sparingly, even when a core program is the subject matter.

USAGE EXAMPLE: Accents, bullets, marketing materials. These colors are never to replace the primary color palette, only complement.

COUNSELING	PANTONE 320	R 0 G 153 B 169
	C 100 M 11 Y 37 K 1	WEBSAFE 0099A9
EARLY CHILDHOOD	PANTONE 207	R 171 G 0 B 51
	C 22 M 100 Y 78 K 15	WEBSAFE AB0033
SENIOR SERVICES	PANTONE 362	R 76 G 157 B 46
	C 74 M 15 Y 100 K 2	WEBSAFE 4C9D2F
FOSTER CARE	PANTONE 717	R 214 G 95 B 0
	C 12 M 74 Y 100 K 2	WEBSAFE D65F00

The Pantone (also referred to as PMS) colors should be used for one- two- or three-color printing (also called spot printing). The CMYK should be used for four-color or process printing. RGB and websafe colors should only be used for digital applications such as the internet, TV or video.