Sunbeam
FAMILY SERVICES







SUNBEAM BRAND GUIDELINES

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LOGO FAMILY



LOGO

The logo is the art that identifies the brand and its mission.

The logo was created to offer an inviting and legible view into the Sunbeam Family Services brand. 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 Sunbeam Family Services logo.

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LOGO ALTERNATES

When choosing which version of the logo to display, always go with the primary logo if possible. For instances when the primary logo is not a good fit, use alternative logo options. Always use a logo where the contract and viability enhance the brand. To elevate Sunbeam Family Services brand these are the suggested logos:



Primary Logo

Alternate Logos

AREA OF ISOLATION

When displaying the Sunbeam Family Services logo always place at the distance of the width of the mark sun circle from the next object. This space lets the logo breathe and creates prominent whitespace.







SCALING

Always scale the Sunbeam Family Services logo to maintain consistency and readability.

2.5 inches

FULL LOGO, HORIZONTAL
Optimal Width: 2.5 inches

1.5 inch

FULL LOGO, HORIZONTAL
Minimum Width: 1.5 inch

1 inch

SUNBEAM ONLY LOGO, HORIZONTAL Minimum Width: 1 inch

For use when logo goes under 1.5 inch

LOGO DO NOT

1. Do not alter or reposition the words.
2. Do not alter the logo mark.
3. Do not alter the typography.
4. Do not improperly scale or distort the logo.
5. Do not place the logo on busy backgrounds or patterns.
6. Do not recolor the logo or rearrange the colors of the logo.





LOGO USAGE

When sending this guide to a third party, like a partner, the guide should be accompanied by the logo in a range of formats, including EPS, JPG, and PNG.

PRINT LOGO FORMATS

EPS (preferred for large signs and banners)
EPS (Encapsulated PostScript) is a vector format designed for printing to PostScript printers and image-setters. It is considered the best choice for printing illustrations in high resolution. EPS files are created and edited in illustration programs, such as Adobe Illustrator.

JPG (preferred for images)
JPG (pronounced jay-peg) is a file format best used for photo images that must have very small file sizes – for example, those used in websites or email. However, it also has applications in print media.

WEB LOGO FORMAT

PNG (preferred for images that require transparent
backgrounds)
PNG (Portable Network Graphics) is a file format
created as a more powerful alternative to the GIF.
PNGs are not restricted to 256 colors, as GIF files
are, and have better compression. A PNG file can
be saved with a transparent background, which allows you to place your image atop another image without an outlining white box.

PANTONE (PMS)

For use in print applications where special inks or paints are used (e.g., logo printing on specialty items).

CMYK

For use in print applications where special inks are used (e.g., logo printing on specialty items).

RGB

For use in digital applications (e.g., Word documents or digital presentations).

BLACK AND WHITE

For use when color cannot be applied (e.g., newspaper inside pages, fax documents).

HEX

For use on websites and in e-marketing.



BRAND COLORS

Sunbeam Family Services should always display colors that are inviting and legible.







PRIMARY COLORS

To expand on the Sunbeam Family Services brand, the color palette has been expanded and brighten to create an inviting and welcoming feel.

SUNBEAM YELLOW

LIGHTBEAM YELLOW

SUNSET ORANGE

RUBY RED

ENERGY GREEN

WATERLOO BLUE

AZURE

SERVICE BLUE

SLATE GRAY

WHITE





COLOR BREAKDOWNS

In color theory, a tint is the mixture of a color with white, which increases lightness. Tints are useful in printing – they reduce costs by negating the need for additional color plates.

SUNBEAM YELLOW
PMS: 116 C
CMYK: 0, 18, 100, 0
RGB: 255, 205, 0
HEX: ffcd00

LIGHTBEAM YELLOW
PMS: 100 C
CMYK: 7, 2, 73, 0
RGB: 242, 231, 103
HEX: f2e767

SUNSET ORANGE
PMS: 164 C
CMYK: 1, 60, 82, 0
RGB: 242, 130, 66
HEX: f28242

RUBY RED
PMS: 710 C
CMYK: 8, 89, 65, 0
RGB: 223, 67, 82
HEX: df4352



COLOR BREAKDOWNS CONT.

In color theory, a tint is the mixture of a color with white, which increases lightness. Tints are useful in printing – they reduce costs by negating the need for additional color plates.

ENERGY GREEN
PMS: 2413 C
CMYK: 71, 0, 68, 0
RGB: 63, 185, 127
HEX: 3fb97f

WATERLOO BLUE
PMS: 298 C
CMYK: 64, 13, 4, 0
RGB: 75, 176, 220
HEX: 4bb0dc

AZURE
PMS: 7711 C
CMYK: 80, 22, 31, 0
RGB: 14, 154, 170
HEX: 0e9aaa

SERVICE BLUE
PMS: 7687 C
CMYK: 100, 93, 0, 1
RGB: 38, 58, 149
HEX: 263a95





COLOR BREAKDOWNS CONT.

In color theory, a tint is the mixture of a color with white, which increases lightness. Tints are useful in printing – they reduce costs by negating the need for additional color plates.

SLATE GRAY
PMS: 419 C
CMYK: 73, 65, 64, 72
RGB: 32, 35, 35
HEX: 202323

WHITE
PMS: WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: ffffff





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COLOR USAGE

Sunbeam Yellow (Pantone 116 C) is the primary color and thus should be displayed prominently in marketing materials.



TYPOGRAPHY

This section will go over type usage and brand fonts and typefaces.



PRIMARY TYPEFACE

HEADERS AND TITLES : GOTHAM BOLD, ALL CAPS

Body Copy : Gotham Light, sentence case.

Gotham Black

aAbBcCdDeEfFgGhHiIjJkKlLmMn-NoOpPqQrRsStTuUvVwWxXyYzZ 1234567890!@#$%^&*()_

Gotham (Regular)

Lorem ipsum dolor sit amet, massa vivaus vulputate quam sed at adipiscing, diam dolor, imperdiet masa sem egestas non vestibulum,

Gotham (Medium)

Lorem ipsum dolor sit amet, massa vivaus vulputate quam sed at adipiscing, diam dolor, imperdiet masa sem egestas non vestibulum,

Gotham (Bold)

Lorem ipsum dolor sit amet, massa vivaus vulputate quam sed at adipiscing, diam dolor, imperdiet masa sem egestas non vestib-



WEBSAFE TYPEFACE

HEADERS AND TITLES : ARIAL BLACK, ALL CAPS

Body Copy : Arial, sentence case.

ARIAL BLACK

aAbBcCdDeEfFgGhHiIjJkKlLmMn
NoOpPqQrRsStTuUvVwWxXyYzZ
1234567890!@#$%^&*()_

Arial (Regular)

Lorem ipsum dolor sit amet, massa vivaus vulpu- tate quam sed at adipiscing, diam dolor, imperdiet masa sem egestas non vestibulum, risus erat.

Arial (Bold)

Lorem ipsum dolor sit amet, massa vivaus vulputate quam sed at adipiscing, diam dolor, imperdiet masa sem egestas non vestibulum,





SECONDARY TYPE CALL-OUTS

Call-outs : Bennett display black
Bennett is also a websafe font

Bennett Display

aAbBcCdDeEfFgGhHiIjJkKlLmMn-
NoOpPqQrRsStTuUvVwWxXyYzZ
1234567890!@#$%^&*()_

Quote Display

These are options for displaying quotes. You may copy and paste and replace with your own quote.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit...

Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit...

TYPE HIERARCHY

HEADERS AND TITLES

Header Gotham Bold OR Arial Bold all caps. Suggested Line 5 pt.

Body copy begins equal distance from bar as header. Body copy is in Gotham Light on white backgrounds and *Gotham Medium* on color backgrounds. The Body copy should be no more than 12pt type with 18pt leading. All copy should be concise and to the point. When using in copy call-outs use **Gotham Bold.** *Gotham Light Italic* should be used for references.

Spacing should be 1.08.

Body copy Gotham Light OR Arial sentence case. Suggested 12 pt type weight.



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Questions?

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United Way
United Way of Central Oklahoma Community Partner