PROJECT SIDEWALK

Brand Guidelines

01.

BRAND MARK

The brand is a combination of a side-walk and a handicap symbol. The handicap icon, courtesy of the accessible icon project, is meant to portray accessible needs as active, and no longer passive as with the old symbol.

Logo should be presented clearly. Logo has to be proportionate, do not distort. A secondary vertical option is provided in cases where space may be limited. The primary version should be used whenever possible.

PROJECT SIDEWALK

01. Primary mark. The primary version should be used whenever possible.
02. Secondary mark. The secondary version of just the word mark may be used when space is limited.

PROJECT SIDEWALK

01. Primary logo reverse & one color

Color Variations.

Both the primary version and the secondary version has a black, reverse, and 4-color version. In cases of screen printing a one color version of blue should be used (as shown here).

PROJECT
SIDEWALK

PROJECT
SIDEWALK

02. Secondary logo reverse & one color

PROJECT
SIDEWALK

PROJECT
SIDEWALK

Area of Isolation.

There must be a sufficient amount of space around and no other elements must be present in the area of isolation.

Minimum Size.

The smallest size that the logo will appear legible. The logo should always be at least one inch high, and should always be proportionally sized.

02.
COLOR
PALETTE

The brand is a combination of one hero color and 4 secondary colors. Whenever possible the hero color should be used in place of black.

**PANTONE®
5255**

C=81
M=78
Y=48
K=51

HEX 2d2a3f

PANTONE 5255

**PANTONE®
7417**

C=3
M=68
Y=75
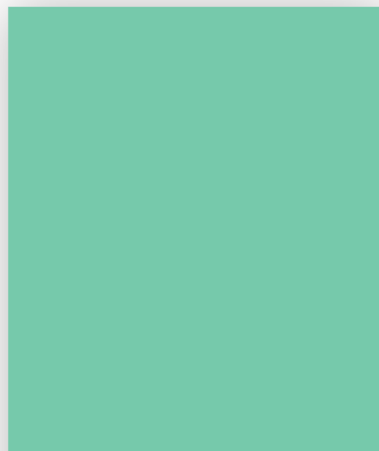K=0

HEX eb734d

PANTONE 7417

**PANTONE®
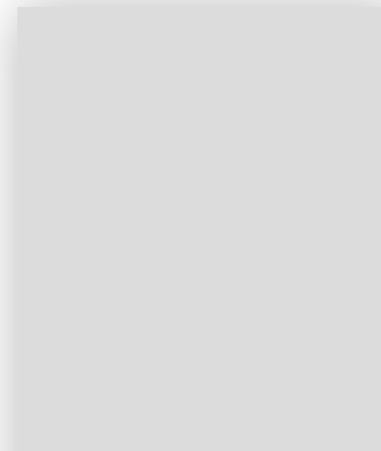7403**

C=2
M=15
Y=53
K=0

HEX fbd78b

PANTONE 7403

**PANTONE®
7472**

C=53
M=0
Y=41
K=0

HEX 78c9ab

PANTONE 7472

**PANTONE®
435**

C=13
M=10
Y=10
K=0

HEX dcdbdb

PANTONE 435

Typography

For the typography of the brand, the headline font will always be Raleway bold, while the secondary font for body copy, will be Adelle.

Primary font

RALEWAY BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Secondary font

Adelle

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Don'ts

In general the logo should not be modified, altered or enhanced from the original design provided.

01.

02.

03.

04.

05.

06.

01. No drop shadow
02. Do not stretch logo
03. Do not stretch logo
04. Do not go off brand colors
05. Do not change word mark colors
06. Do not outline mark

Graphic Element

This graphic element may be used to compliment a design. This should be used at a large size and on the blue. Typography can be placed around the element.

06.
Logo Applications

The following examples show how the Project Sidewalk logo can be used on various marketing materials.