



Graphic Standards Guide
2015

INTRODUCTION

The importance of a consistent image for our Foundation cannot be emphasized enough. A consistent presentation of our identity raises awareness of our organization, reinforces our message, and is a primary piece of our marketing strategies.

The information contained in this manual represents the specific guidelines for the use of the Alive In Me logo. It is imperative that these guidelines are observed by our organization, affiliates, services vendors, and any entity using all or part of the identity.

For information regarding the use of this manual, or the use of the identity for an application not represented in this manual please contact:

CEO/Founder

Jenelle Shamrell
319-610-2633
info.aliveinme@gmail.com

Graphic Designer

Deanna Weaver
208.861.6546
deanna@accentdesign.me

We have included the most common file and color formats with the guide. If a specific application requires a file and/or color format that is not provided, please contact us to request the appropriate file.

Below is a list of some of the common file types and their uses.

Logo File Formats and Applications:

file extension	type of file	application
.eps	vector graphic	commercial printing
.pdf	vector graphic	commercial printing
.jpg	compressed bitmap image	web / t.v.
.png	compressed bitmap image	Internal software application (Microsoft Office/Quickbooks/etc.)

Approved colors for ALL Logos:



Pantone®	CMYK	RGB	HTML
354	C-81 M-0 Y-92 K-0	R-0 G-177 B-64	00B140
116	C-0 M-14 Y-100 K-0	R-255 G-205 B-0	FFCD00
Black	C-0 M-0 Y-0 K-100	R-44 G-42 B-41	2C2A29

Fonts used in logo: Shannon - Book & Kidprint

PRIMARY LOGO IDENTIFICATION

Approved Horizontal 3 Color Logo:



These are the only approved logos for use.

The logo should always be used in one of these approved formats to maintain consistency.

Approved Horizontal Black & White Logo:



Approved Horizontal 3 color logo with words in Green:



Approved Horizontal 2 Color Logo on Green:



PRIMARY VERTICAL IDENTIFICATION

These are the only approved logos for use.

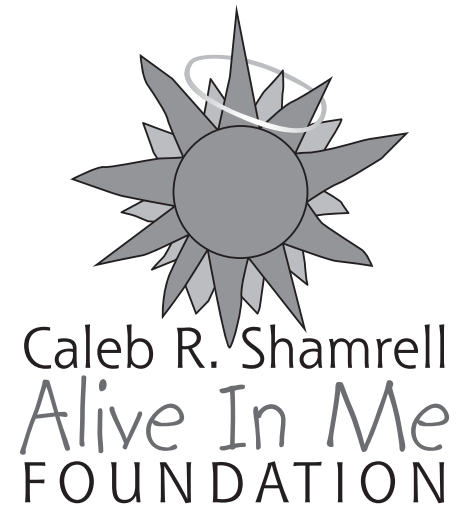
The logo should always be used in one of these approved formats to maintain consistency.

For Web or Facebook the 3 color version of this logo is great for the profile picture.

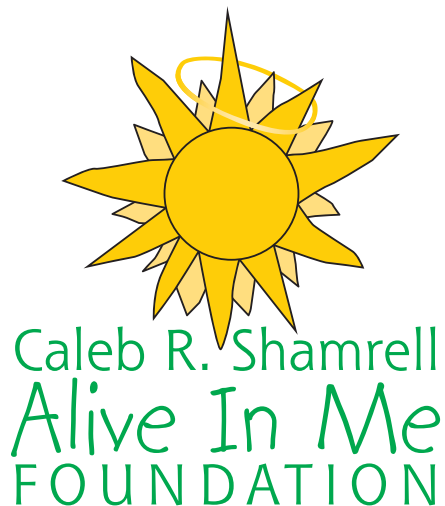
Approved Vertical 3 Color Logo:



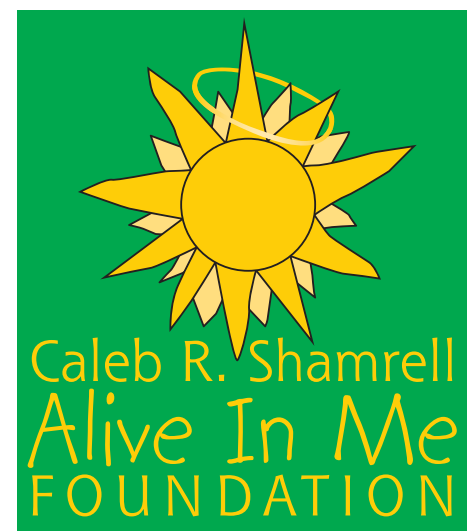
Approved Vertical Black & White Logo:



Approved Vertical 3 Color Logo with words in Green:



Approved Vertical 2 Color Logo on Green:



PRIMARY WORDS IDENTIFICATION

Approved Words 2 Color Logo:

Caleb R. Shamrell
Alive In Me
FOUNDATION

When we do not use the sun as part of the logo.

Approved Words Black & White Logo:

Caleb R. Shamrell
Alive In Me
FOUNDATION

Approved Words One Color Yellow Logo:

Caleb R. Shamrell
Alive In Me
FOUNDATION

Approved Words One Color Green Logo:

Caleb R. Shamrell
Alive In Me
FOUNDATION

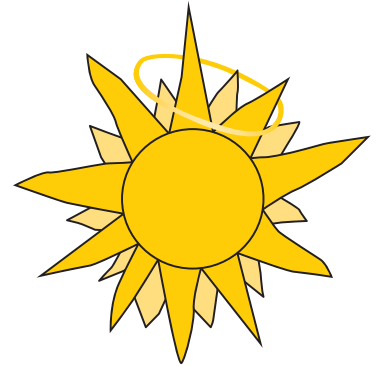
Approved Words One Color White Logo:



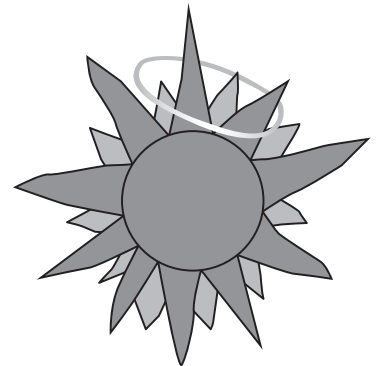
SUN ELEMENT

In some designs we use the Sun element on its own. When doing so we use at 100 opacity and it can also be used at an opacity of 50-20%.

Approved Vertical 2 Color Sun:



Approved Horizontal Black & White Sun:



SECONDARY IDENTIFICATION

Approved Horizontal 3 Color Logo:



These are the only approved logos for use.

The logo should always be used in one of these approved formats to maintain consistency.

For use when we do not want to include Caleb's name.

Approved Horizontal Black & White Logo:



Approved Horizontal 3 Color Logo with words in Green:



Approved Horizontal 2 Color Logo on Green:



SECONDARY VERTICAL IDENTIFICATION

These are the only approved logos for use.

The logo should always be used in one of these approved formats to maintain consistency.

For use when we do not want to include Caleb's name.

Approved Vertical 3 Color Logo:



Approved Vertical Black & White Logo:



Approved Vertical 3 Color Logo with words in Green:



Approved Vertical 2 Color Logo on Green:



SECONDARY WORDS IDENTIFICATION

Approved Words 2 Color Logo:

Alive In Me
FOUNDATION

When we do not use the sun or
Caleb's name as part of the logo.

Approved Words One Color Black Logo:

Alive In Me
FOUNDATION

Approved Words One Color Yellow Logo:

Alive In Me
FOUNDATION

Approved Words One Color Green Logo:

Alive In Me
FOUNDATION

Approved Words One Color White Logo:



PART (A) IDENTIFICATION

This logo represents a different part of the Foundation it deals with our children's charitable efforts.

Approved Vertical 3 Color Logo:



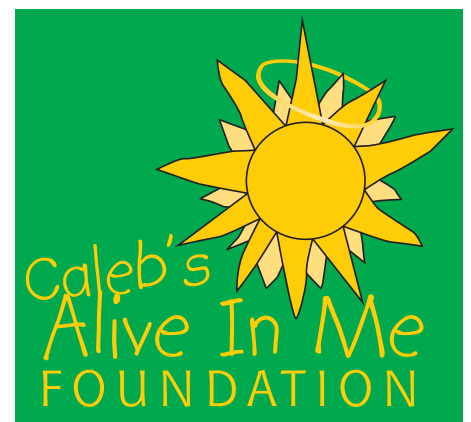
Approved Vertical Black & White Logo:



**Approved Vertical 3 Color Logo
with words in Green:**

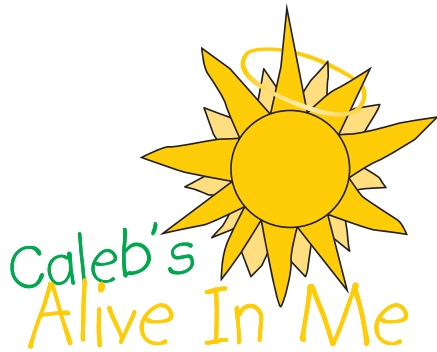


**Approved Vertical 2 Color Logo
on Green:**

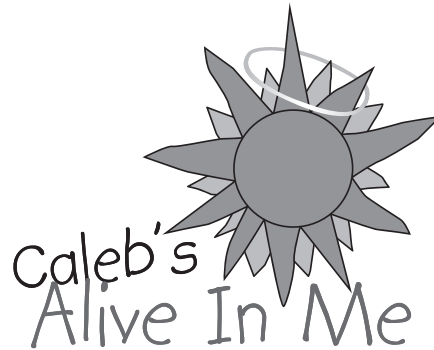


PART (A2) IDENTIFICATION

Approved Vertical 3 Color Logo:



Approved Vertical Black & White Logo:



This logo represents a different part of the Foundation it deals with our children's charitable efforts.

Approved Vertical 3 Color Logo
with words in Green:



Approved Vertical 2 Color Logo
on Green:



PART (A) WORDS ONLY IDENTIFICATION

When we do not use the sun as part of the logo.

Approved Words 2 Color Logo:

Caleb's
Alive In Me
FOUNDATION

Approved Words Black & White Logo:

Caleb's
Alive In Me
FOUNDATION

Approved Words One Color Yellow Logo:

Caleb's
Alive In Me
FOUNDATION

Approved Words One Color Green Logo:

Caleb's
Alive In Me
FOUNDATION

Approved Words One Color White Logo:



PART (A2)
WORDS ONLY
IDENTIFICATION

Approved Words 2 Color Logo:

Caleb's
Alive In Me

When we do not use the sun as
part of the logo.

Approved Words Black & White Logo:

Caleb's
Alive In Me

Approved Words One Color Yellow Logo:

Caleb's
Alive In Me

Approved Words One Color Green Logo:

Caleb's
Alive In Me

Approved Words One Color White Logo:

Caleb's
Alive In Me

PART (B1) IDENTIFICATION

When we do not use the word
"Foundation" as part of the logo.

Approved Vertical 3 Color Logo:



Approved Vertical Black & White Logo:



Approved Vertical 2 Logo on Green:



Approved Words One Color Green Logo:

Alive In Me

When we do not use the word
"Foundation" as part of the logo.

Approved Words Black Logo:

Alive In Me

Approved Words One Color Yellow Logo:

Alive In Me

Approved Words One Color White Logo:

Alive In Me

COMPACT OPTION IDENTIFICATION

The sun is at a 20% opacity with
words in green on top.

Great for Facebook Profile photo.

Approved Vertical 3 Color Logo:



CLEAR SPACE

To maintain legibility and integrity of the logo, it is important to always ensure sufficient space around the logo.

Never let other graphic element, text or other logos encroach on the clear space.

When using the logo on imagery or backgrounds, always position the logo in an area that allow for this clear space. If no clear space is available on the imagery or background, position the logo in an area that is light enough to allow clear legibility of the logo, or consider using another approved version of the logo.

Below is the minimum clear space suggestions.

X = Minimum Space



Space around the logo

Standard Minimum space = "X"
Which is the size of the Capital letter X in 12 pt Myriad Pro font.

For a logo to be effective it requires ample clear space, this is only the required minimum. For most applications use as much clear space as feasible.

SIZING

Minimum size for use of the logo should be as follows:



For a logo to be effective, it must be both noticeable and readable, at any size.

Minimum sizes are suggested for the most effective presentation of the logo.