



Play and Learn through Art and Yoga

STYLE GUIDE 2019

PLAY PHOENIX

Established in 2017, PLAY is an innovative, Phoenix-based non-profit, focused on enhancing well-being, compassion, and joy in youth and families through an integrated approach to mindfulness, art, and yoga. We offer in-depth support and evidence-based teaching to youth and the parents and professionals who support them. Our curriculum is unique, and we consider it our mission to help students cultivate positive and healthy responses to the normal challenges and stresses inherent in every day life.

OUR MISSION

PLAY, we offer in-depth support and evidence-based teaching to youth and the parents and professionals who support them. PLAY's unique curriculum is gentle and effective, helping cultivate a stronger mind-body connection and empowering students to apply mindfulness in their daily life.

LOGOMARK

PLAY Phoenix's logotype is a 5 color horizontal depiction of the word "PLAY". The letter "Y" is a depiction of a tree like person embracing the other letters under a rainbow.

When placing the logo, make sure that the surrounding padding is at least the width of the letter "L"



COLORS

PLAY color scheme is playful and energetic. The tone of each color can be adjusted to add depth and interest within design elements and collateral. Red is the preferred accent color.



RED

Hex: #e95459

RGB: 233 84 89
CMYK: 3 82 61 0



YELLOW

Hex: #fcc00
CMYK: 0 19 100 0



GREEN

Hex: #8ead45

RGB: 142 173 69
CMYK: 50 16 96 1



BLUE

Hex: #00aaad
CMYK: 77 10 35 0

TYPOGRAPHY

We have chosen Proxima Nova as our headline typeface due to it's legibility and versatility.

Proxima Soft is used for smaller copy purposes.

Proxima Nova Bold

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
!@#\$%^&*()_{}:?

Proxima Soft Regular

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
!@#\$%^&*()_{}:?

HEIRARCHY

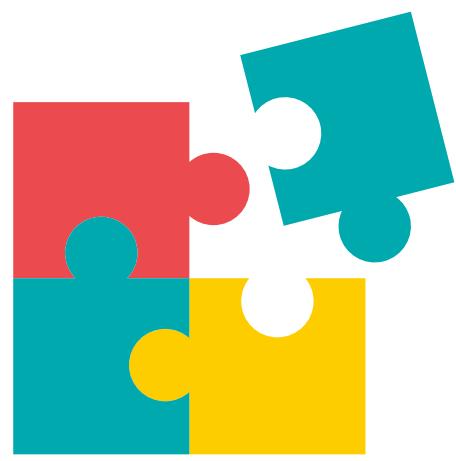
Use the hierarchy outlined on this page as a general idea of relative sizes to be used in communications.

Headline set at this size.

Headline set at this size.

 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.

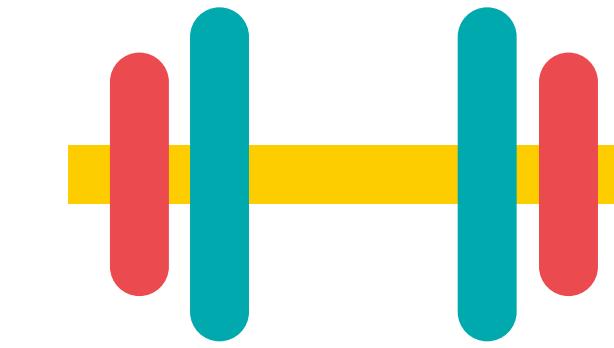
ICONOGRAPHY



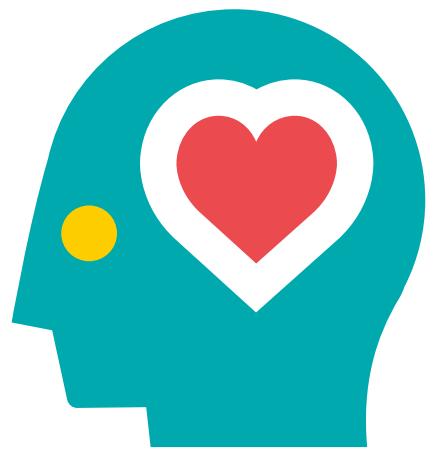
Mind-body Connection



Self Awareness



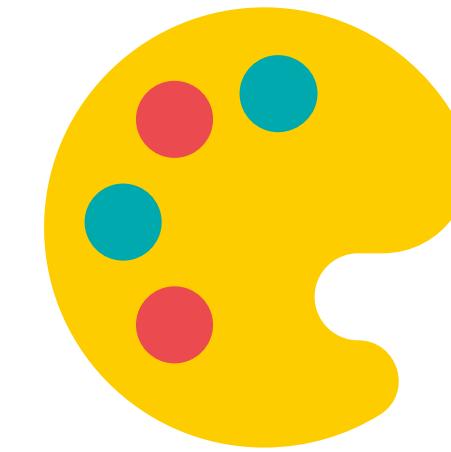
Strength



Mindfulness



Yoga



Art

LAYOUT GUIDE

Begin by constructing a 10 column grid aligning content along the grid lines to maintain structure throughout the design.

Overlay blocks of color at reduced opacities to add playfulness to the images.



PLAYPHOENIX.COM

PLAY is built on the Squarespace platform.

This means:

- Squarespace is your web hosting provider.
- Set hosting to auto-renew or pay annually to keep your website online.
- Editing copy and swapping images is done very easily.



LOGIN

Visit

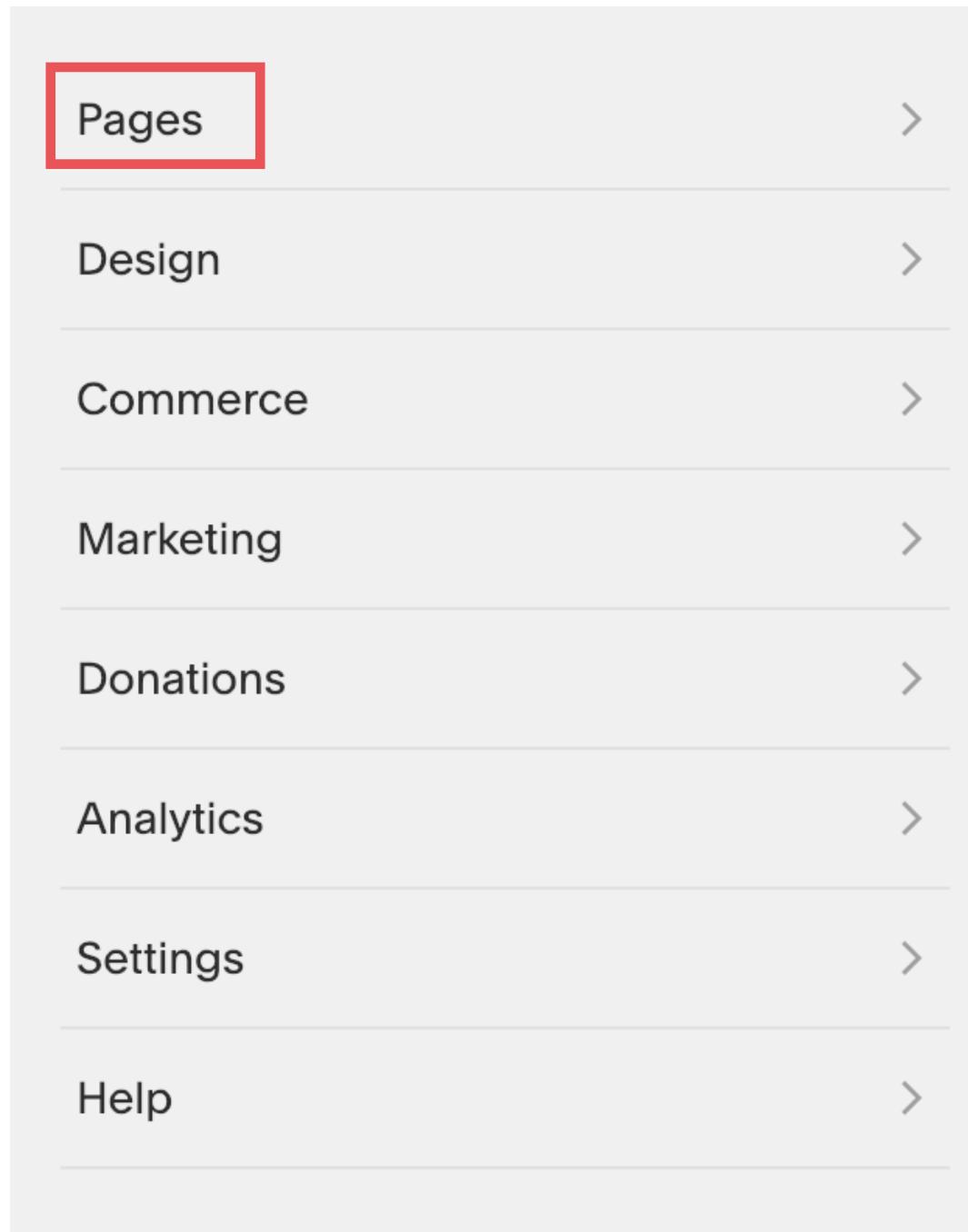
<https://www.squarespace.com/login>

Username: playartyoga@gmail.com

Password: playphoenix

NAVIGATION

Upon logging in, your dashboard will present you with the PLAY website. Clicking the website thumbnail should open a menu on the left side that looks like this.



EDIT TEXT AND IMAGES

To edit text or replace photos, click “pages” and navigate to the page you wish to edit. When hovering over a section, squarespace will provide you with the option to click edit. From there, clicking on text will allow you to edit it. Clicking on an image will let you swap images.

Hit save after all changes.

