



Style Guide

CHICAGO CARES

How to Use

This is the Chicago Cares Style Guide. This serves as a guide to the usage and restrictions for the Chicago Cares brand identity.

This document will set guidelines on the visual representation of Chicago Cares, including our primary logo, logo usage, primary and secondary color selections, typeface selections, and the restrictions in regards to the usage of Chicago Cares brand elements.

CHICAGO CARES

Our Mission

Chicago Cares creates volunteer experiences that connect people and communities to meet critical needs and build a stronger Chicago.

Our Vision

To utilize volunteer service to transform Chicago and inspire a lifelong passion for community engagement and leadership.

CHICAGO CARES

PRIMARY MARK

The standard,
primary logo of
Chicago Cares.

The space above & below the Chicago Cares logo should be equal to the height of the Chicago Cares logo.



The space left & right of the Chicago Cares logo should be equal to the width of one character of the Chicago Cares logo.

ISOLATION ZONES

The amount of space the primary mark of Chicago Cares should have to breathe from other pieces of content.

GRAY MARK

The standard logo of Chicago Cares in brand gray.



B&W MARK

The standard logo of Chicago Cares in black.



WHITE MARK

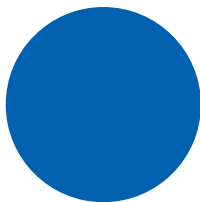
The standard logo of Chicago Cares, reversed on brand blue in white.

The logo for Chicago Cares is displayed in white on a blue background. It consists of the word "CHICAGO" in a bold, sans-serif font, followed by a circular icon made of horizontal lines, and then the word "CARES" in the same bold, sans-serif font.

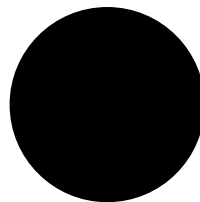
CHICAGO  CARES

PRIMARY LOGO COLORS

The primary colors used for Chicago Cares logo / the only ones to be used unless grayscale (see secondary accent colors for gray).



C = 100 M = 64 Y = 0 K = 0
PMS = 286
RGB = # 0062AF



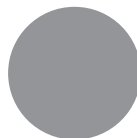
C = 0 M = 0 Y = 0 K = 100
PMS = 426
RGB = #000000

SECONDARY COMMUNICATION COLORS

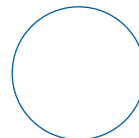
The secondary colors used for Chicago Cares. These colors will be used as accents in designs, both on white and reversed on brand blue.



C = 54 M = 0 Y = 100 K = 0
PMS = 368
RGB = #82C341



C = 0 M = 0 Y = 0 K = 50
PMS = COOL GRAY 9
RGB = #939598



C = 0 M = 0 Y = 0 K = 0
PMS = WHITE
RGB = #FFFFFF

GOTHAM BOLD

To be used as a header or to highlight important copy.

Gotham Book

To be used as the primary body copy.

Georgia

To be used as the serif body copy.

**THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG. The quick
brown fox jumps over the lazy dog.**

THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG. The quick
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THE QUICK BROWN FOX JUMPS
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CENTURY GOTHIC

(Bold)

To be used as a backup font in place of Gotham Bold as a header if needed.

THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG. The quick
brown fox jumps over the lazy dog.

CENTURY GOTHIC

(Regular)

To be used as a backup font in place of Gotham Book as body copy if needed.

THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG. The quick
brown fox jumps over the lazy dog.

INAPPROPRIATE USAGE

The proper use of colors, placement and other elements is essential to project a consistent image and maintain the value and impact of the Chicago Cares Style Guide.



NO alternate colors.



NO distorting the logo.



NO unapproved lock ups.



NO deleting elements.



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