

CP360
CEREBRAL PALSY'S
GLOBAL NETWORK



Brand Guidelines

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Logo

Master Logo

This is the primary logo for CP360. This full colour logo should be used primarily across brand assets.

The logomark should be paired with the wordmark in most situations.



Mono Logo

The black and white logos should be used as needed for printing and other restricted situations.



Logo Variations

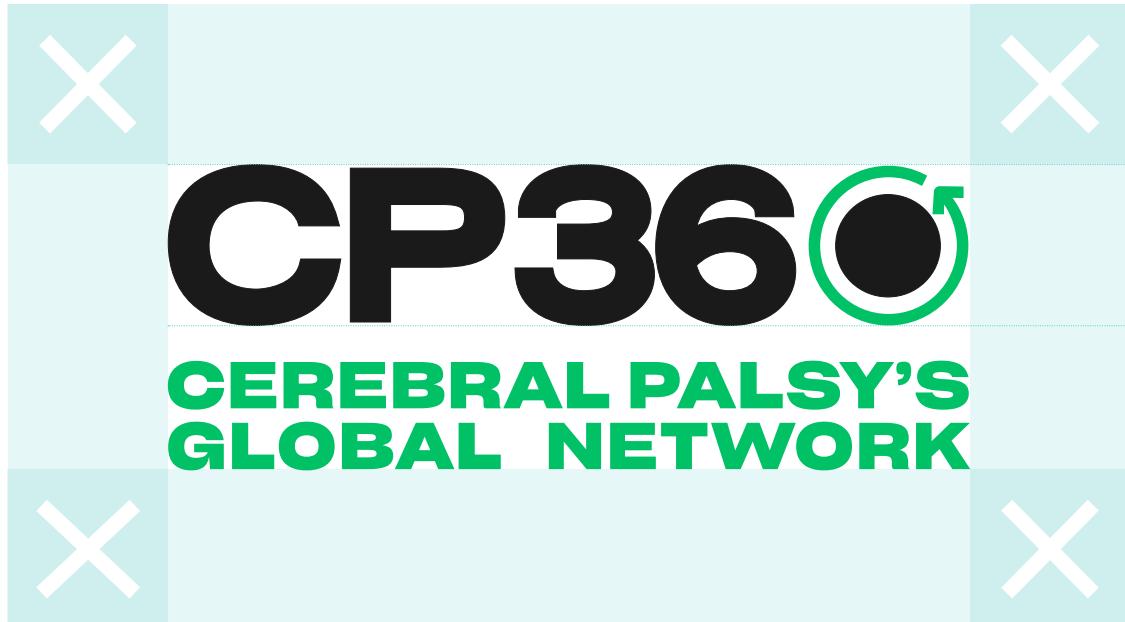
The logo has an variant that does not include the wordmark to allow for flexibility across layouts.



Clearspace + Minimum Size

Clearspace and minimum space are important to retain legibility and establish brand clarity.

Clearspace



X = Vertical height
of the circle in the
logo mark



Minimum Size



Print: 23mm
Screen: 60px

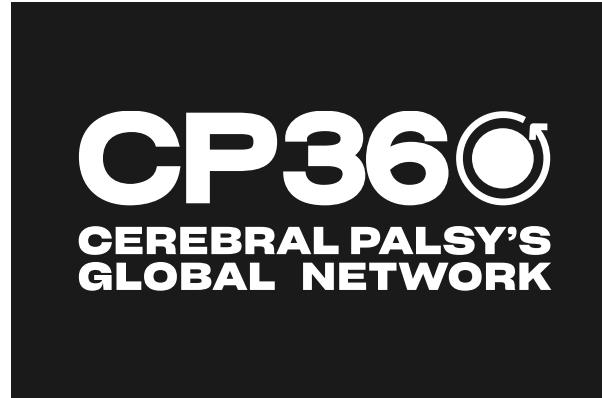
Note: Do not alter the size of the text in relation to the logomark

Logo Use

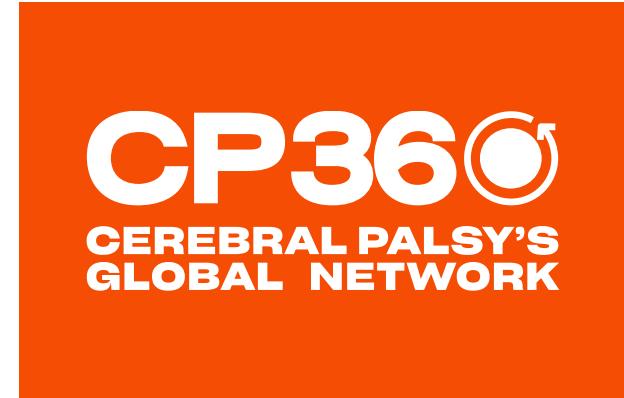
Below are examples of approved logo use.



Full colour to be used on white and other light neutral colours.



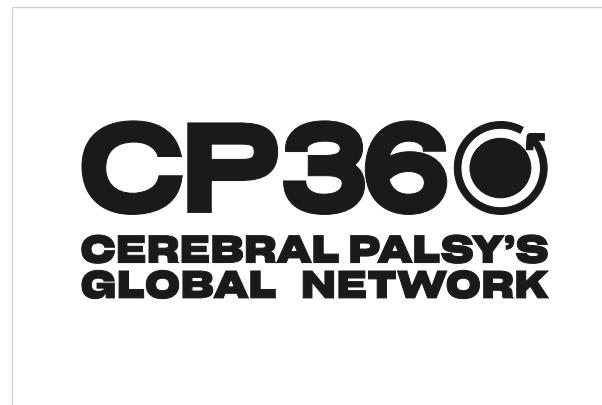
Knocked-out white to be used over charcoal/colours.



Knocked-out white to be used over a solid colour.



Knocked-out white to be used over photography.



Mono black for limited use only. Should only be used when color printing is not available.



Knocked-out white to be used over a colour background with graphic shapes.

Logo Misuse

Below are examples of how not to use the logo.

Please refrain from manipulating the logo in these ways.



Do not stretch, squeeze or distort any part of the logo. Always scale uniformly.



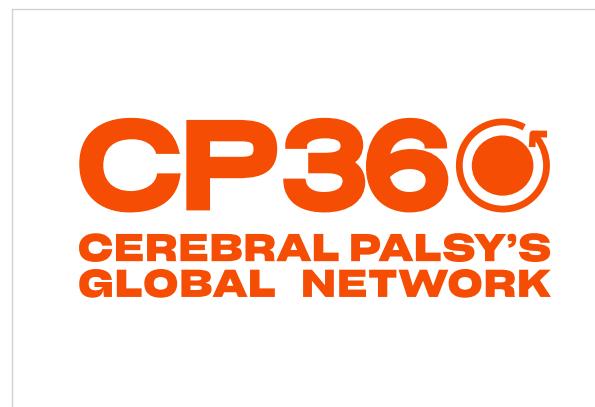
Do not add any effects to the logo.



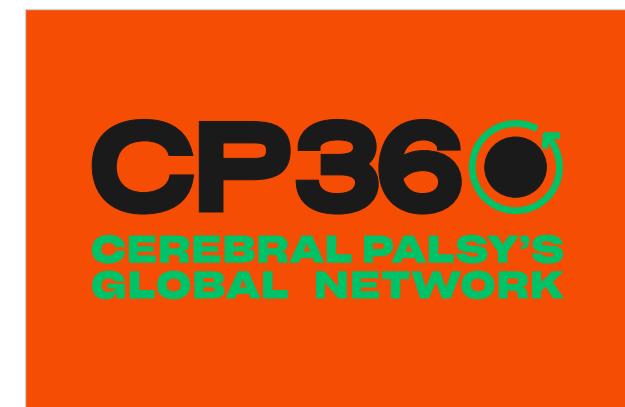
Do not change the typeface within the wordmark.



Do not place the logo over a congested or low contrast part of an image.



Do not use any unspecified colors in the logo.



Do not use colour logo on a colour background.

Co-Branding

When pairing CP360's logo with a partner logo, use the guidelines shown below. Scale will vary across partners; adjust accordingly to achieve the most visually balanced lock up.

Note: Use a thin black line between partner logos for clarity.



Clearspace

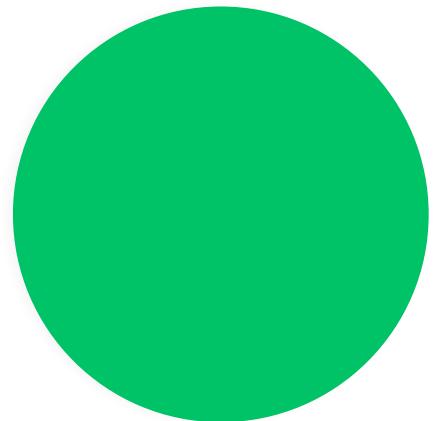
The clearspace between our logo and a partner logo is approximately the width of the circle found in the mark.



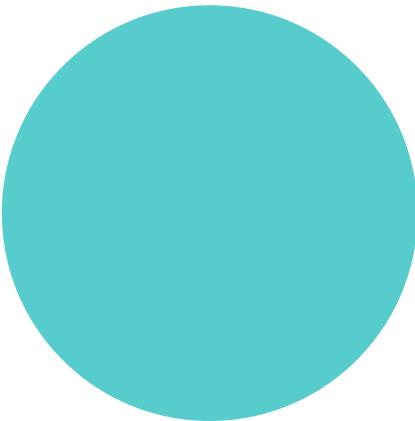
Colour

Primary Colours

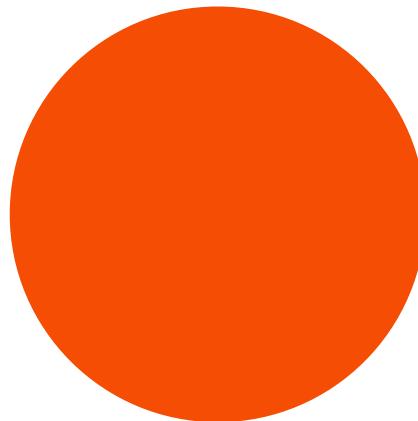
These are the primary colours associated with Re-Alliance



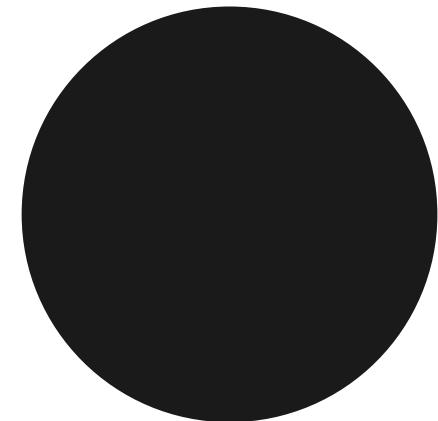
CMYK: C74 M0 Y82 K0
RGB: R0 G193 B101
HEX: #00C165



CMYK: C58 M0 Y24 K0
RGB: R86 G204 B204
HEX: #56CCCC



CMYK: C0 M84 Y100 K0
RGB: R244 G77 B3
HEX: #F44D03

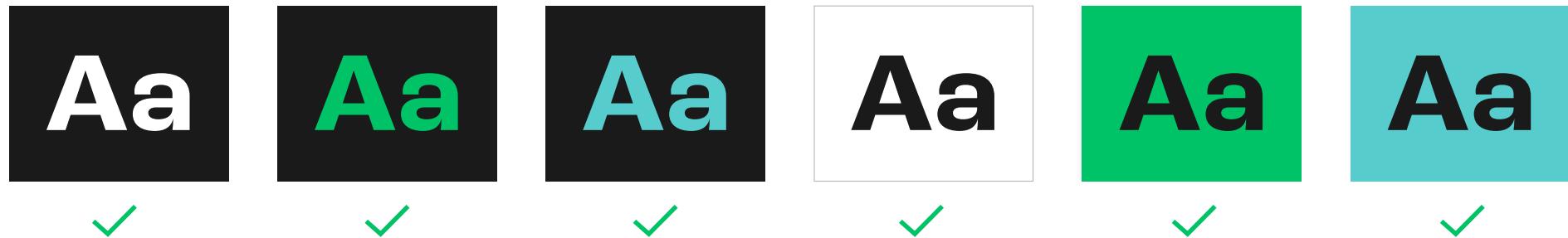


CMYK: C72 M66 Y65 K78
RGB: R26 G26 B26
HEX: #1A1A1A

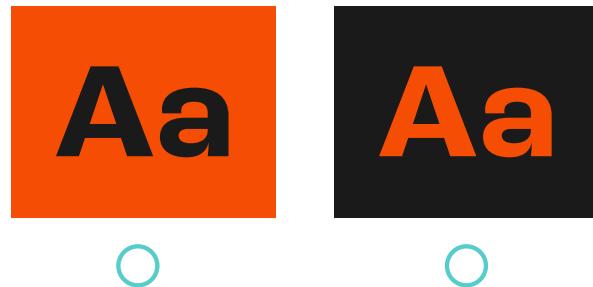
Colour Usage

For accessibility purposes and ADA compliance, only use the following colour combinations in brand graphics and layouts.

Most accessible colours (AAA)



Less accessible (AA)



Large text only (AA18)



Do not use (DNP)



Typography

Typefaces

Our brand has 2 primary typefaces. The weights utilised within each type family are highlighted below.

Roc Grotesk

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Subheadings

Regular
Medium
Bold

Secondary Headlines

Medium
Bold

Body Copy

Regular
Light

Roc Grotesk Wide

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Headlines

Bold
Extrabold

Secondary Headlines

Medium
Bold

Body Copy

Medium
Bold

Typeface Specifications

The general hierarchy for typography use is outlined below.

Primary Heading
Roc Grotesk Wide Extrabold

We are CP360

Primary Subheading
Roc Grotesk Regular

Bus quas nitatur? Nat. Bercia nus apiet untinveni venem. Totatur sim facestrum sinverro odi aliandante volupti orehenis prestiur rent quo de molor miliquo ssimoluptas ut valoribus esedigni.

Secondary Heading
Roc Grotesk Wide Medium

Tur, quam reptae lis dignimi nvelit ium et re velibus excearum.

Body Copy
Roc Grotesk Regular

Fici ariore im ent adisi inullanitem estorum evenis magnis quat excesse quibus, quisquam denore et ut omnis ex eos accum veribusdae velic torae. Lum que dis ipiendi aut quias et reptati utae qui non ernat litius, nobis excescius ea quasinctiam, odit, sero eum hil is voluptaepere quat. Ipiditatat. Tur, quam reptae lis dignimi nvelit ium et re velibus excearum.

Small Copy
Roc Grotesk Regular

Nam nulpacit. Us valorumqui iur accusis porehenit, quisim eatem andis aut ande volupta quatur? Odit, qui udem et dolorrum ime quia solupta ad undandi officto estium autem facerferro id quiae cullorepudis vellam, expere, simin comnimusam, es ressimi nimodit anduci ditia se sitaque lam elendae quam quat deri nes.

URL
Roc Grotesk Wide Bold

Join Us

Photography

Photography Overview

Photography should be natural, intimate, bright and diverse. Please see some examples below.



Icons

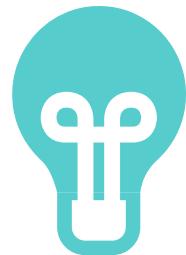
Iconography

The icons below can be used to add visual interest and to communicate content. Additional icons can be made in the same style.

Network



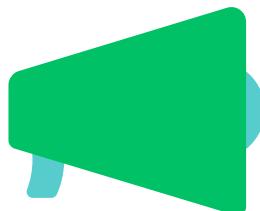
Resources



Global



Advocate



Educate



Celebrate



Graphic Device

Logo Motif

The abbreviated logomark may be used separately from the wordmark in certain situations, such as document footers and logo extensions.



Graphic Device In Use

The logo motif may be used as a pattern to add texture or framing with photography.



Thank you

Brand and Identity by Purpose

