

COLORS

Color is one of the most important components in brand identity. Color is the first element of a brand to make an impression. Consistent use of CASA/GAL brand colors will not only aid in making a more favorable impression, it will also aid greatly in brand recognition and recall.

PRIMARY COLORS

FOR PRINT (logo only)

CMYK 0-95-100-0 RGB 238-49-36 HEX EE3124	PMS 485 U
CMYK 100-57-0-40 RGB 0-68-124 HEX 00447C	PMS 295 U

SECONDARY COLORS

CMYK 0-0-0-100 RGB 0-0-0 HEX 000000	CMYK 0-0-0-60 RGB 128-130-133 HEX 808285
CMYK 0-0-0-0 RGB 225-225-225 HEX FFFFFFFF	

TYPOGRAPHY

NATIONAL CASA FONTS

A brand’s typography is an important part of creating a consistent feel. It reinforces that all messaging is coming from the same place.

National CASA/GAL uses two main typefaces for all of its marketing materials. Brandon Grotesque is used for headlines and is the “face” of the brand. There are multiple weights of Brandon Grotesque available. Proxima Nova is used for subheads and body copy.

Two more fonts are included for limited, special-use cases. For creative that must follow ADA guidelines, Serifa STD, a serif font, may be used in place of Proxima Nova for body copy.

For web applications, Montserrat is available as a free web-safe font from Google.

WHERE TO GET THE FONT FILES

Brandon Grotesque is a new font and is available from National CASA/GAL in the following weights: regular, light, black and italic. Proxima Nova is a current CASA/GAL font.

HEADLINES

Brandon Grotesque

An elegant, geometric sans serif font with a warm touch. Strong letterforms, but made approachable by the rounded points and wide curves. Appropriate for a child-centric brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SUBHEADS & BODY COPY

Proxima Nova

A simplified, friendly geometric sans serif font that complements Brandon Grotesque. Featuring multiple weights, this versatile, modern font is legible at reduced sizes and on screen.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PHOTOGRAPHY

A consistent photography style is essential for successful brands.

In general, National CASA/GAL should use documentary-style photography that shows a connection between volunteer and child in foster care. Photos shouldn't feel staged or forced.

Photos specific to this campaign are available for download from the member portal.

