

Logo

The logo is friendly, inviting and inspiring with a round shape that depicts a no-boundaries “openness.” The primary color blue represents healing, while the orange accent is uplifting. People linked in the heart of the logo represent the connection that parents and caregivers have with one another — the reality that they’re “not alone.”

The Circle of Parents logo is the primary visual element of the identity system.

- A. Primary color logo
- B. Black & white half tone logo
- C. Reverse with color logo
- D. Black & white logo

A.



B.



C.



D.



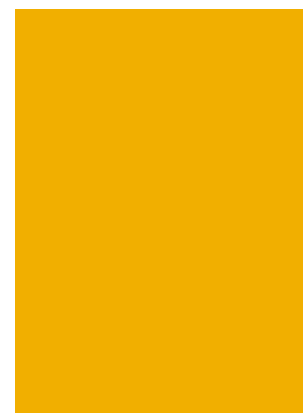
Colors

The logo colors are PMS 286 and PMS 144 (Pantone Matching System). Program name prints in either blue and orange or black and white, depending on usage. Nomenclature type on all stationary prints in blue (PMS 286).

When print limitations allow the use of only one color, you may print in black.



(PMS 286)



(PMS 144)

Typography

Organization name is set in Filosofia Unicafe.

The tagline is set in Garamond Book Italic.

CIRCLEof Parents®

Sharing Ideas. Sharing Support.

Tagline with logo

The tagline can be combined with the logo CIRCLE OF PARENTS.

"Sharing Ideas. Sharing Support."

The tagline should be centered directly under the CIRCLE OF PARENTS name. It should print in blue (PMS 286) and the font is Garamond Book Italic.



CIRCLEof Parents®

Sharing Ideas. Sharing Support.

Circle of Parents Logo with another group logo

The Circle of Parents logo would be secondary to another group logo. It would appear below the primary logo flush left, and 25% smaller than the primary logo. The type "In collaboration with" will sit directly above the Circle of Parents logo in 7pt. Helvetica Regular.



In collaboration with

CIRCLEof Parents®

Sharing Ideas. Sharing Support.

Signatures with logo

The signature combines the logo and the program name plus specific caregivers group.

Each site can input their group name directly under the word PARENT, flush right. The group names print in orange (PMS144) and the font is Filosofia Unicafe. The caregiver name should be spelled out, not abbreviated.



CIRCLEof Parents®

FOSTER PARENTS



CIRCLEof Parents®

GRANDPARENTS



CIRCLEof Parents®

FATHERS

Logo use in Ads

When preparing media advertising campaigns, develop an underlying grid to organize the graphic elements. Each ad must have a complete signature with logo and caregiver group name.

Minimum size for Circle of Parents logo ad is one inch width, from "C" in Circle to "S" in Parents. The example below is for signature placement only, not for the creative direction on work you produce.



Welcome to the family

A new baby isn't the only one who needs a little attention.

Everyone must adjust to the new baby in the family. Older brothers and sisters may have an especially difficult time making the adjustment. They may demand more attention, cry more often, disobey, or return to behaviors they have outgrown. These are their ways of

telling you they need attention, too. Most older brothers and sisters are afraid they will lose your love because you must spend so much time with the new baby. This is a time to offer them reassurance that you still love them, and the baby will not take their place



CIRCLEofPARENTS®
Sharing Ideas. Sharing Support.

◄ 1" ►

One inch in width is the smallest size the logo can be used