EYFP
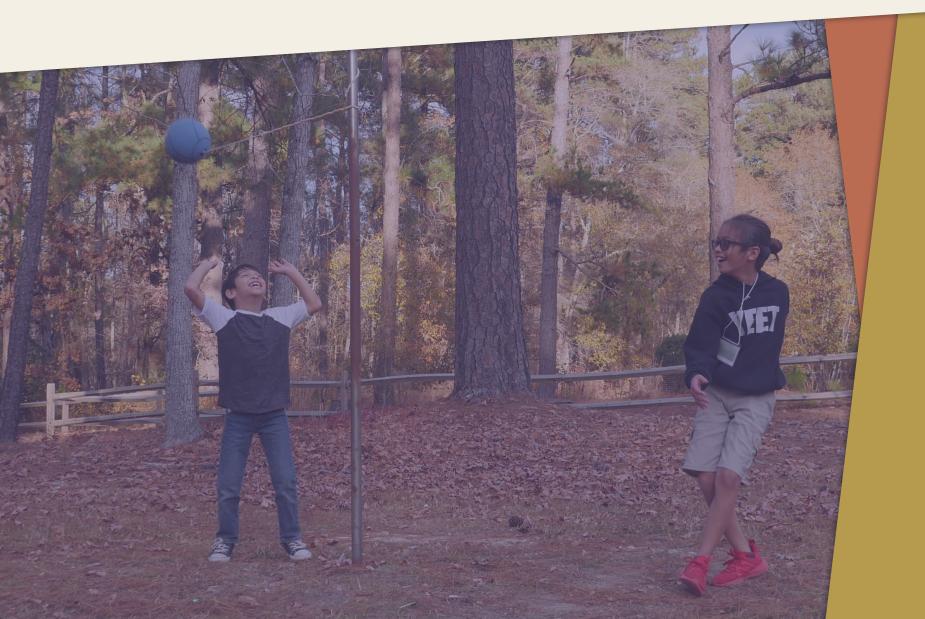### Empowering Youth & Families Program

Branding Guidelines

EYFP
Empowering Youth & Families Program

Primary Logo: The full detail logo should only be used on a white background contained within the document, with approximately ¼" of space between the logo and any other asset. This should appear on every EYFP document if possible. To maintain legibility, the logo should never be less than 1¾" wide.

Secondary Logos: These should be used when using the primary logo is not possible, with approximately ¼" of space between the logo and any other object. To maintain legibility, these logos should never be less than 1" wide.

EYFP   EYFP

EYFP White: Use this alternative only on dark colored backgrounds.

EYFP White: Use this alternative only on light colored backgrounds.

The Empowering Youth and Families Program logo must be included on every document to maintain brand identity and consistency. When using it, follow these guidelines to ensure appropriate use, placement, and how to use the three variations.

Do's

1. Scale the logo to fit EYFP documents
2. Place the logo on solid contrasting backgrounds
3. Use the provided .pdf and .png files in the logos folder
4. When in doubt, contact the graphics team

Dont's

1. Stretch, squash, rotate, or change the logo's colors
2. Place the logo on photos or busy backgrounds
3. Source a logo file from anywhere other than the logos folder
4. Use for non-EYFP documents

1 | Logo
Placement & Sizing

Powerful Families, Powerful Communities (PFPC) is a curriculum offered under the EYFP branch and has its own logo. For documents prepared for the PFPC curriculum, the EYFP logo must be included. However, it only needs to appear at the end of the document with all necessary attributions.

Acceptable Use

- There are no variations of the PFPC logo
- The PFPC logo may only be placed on a white background to maintain visual contrast
- To maintain accessible legibility, the PFPC logo must be no smaller than ¾" in diameter
- For all other acceptable use standards, refer to the EYFP logo page (page 2)

2|Logo

PFPC

3|Color

Purple: #62568D

C	72
M	74
Y	18
K	3

Blue: #6999A2

C	62
M	28
Y	32
K	1

Orange: #BB6C52

C	20
M	64
Y	69
K	9

Yellow: #B69A50

C	29
M	35
Y	81
K	3

Green: #96A25C

C	45
M	21
Y	84
K	5

There are five EYFP colors that can be used in addition to neutral colors when designing a document to maintain brand consistency. All EYFP colors may be given tints and shades in increments of 10%. All other modifications are not appropriate.

You may find the colors and all their variants here in this CC Library folder.

4 | Font

The official font family for EYFP is Arial. No other fonts may be used unless specified to maintain brand consistency. You may use **Arial Black** for titles and headings.

Seriation

Title:

Should always be at the top of EYFP documents and must always be in **bold** (consider using **Arial Black** here). Must be between 36-72pt and follow Title Case.

Headings:

Should define one of several major sections of a document and must be in **bold**. Must be between 20-24pt and follow Title Case.

Subheadings:

Should define one of several minor sections within a heading in a document and must not be bold. Must be between 14-18pt and follow Title Case.

Body text:

Should compose the main content of EYFP documents. Use **boldface** and italics to emphasize words where appropriate. Must be between 10-12pt and follow sentence case.