



PARENT TO PARENT  
USA

# Branding Style Guide

Best Practices for Branded Visuals, Color Palettes & Font

Prepared by Vanessa Erwin - July 2021

# Parent to Parent USA

Parent to Parent USA endeavors to be bright, uplifting and hopeful.

*We inspire and support parents nation wide.*

*We understand being a parent of a child with special needs can be a challenge - we've been there!*

*The journey is filled with hills and valleys and sometimes feels a little overwhelming.*

*So we're driven to ensure no parent feels alone. Ever.*

## Visual Identity

The logo and visual identity of Parent to Parent USA is built around 'heart'. The 'heart blossom' forms the basis for the Parent to Parent USA logo and is the backbone of your brand's visual identity.



PARENT TO PARENT  
USA

When used on marketing collateral, the Parent to Parent logo should be paired with a minimalist and uncluttered aesthetic.

The 'heart' can be used for brand visualizations either alone or grouped into a horizontal or vertical banner. Within the logo, the 'heart blossom' shapes overlap to form mixed secondary colors which form darker shades. This Secondary color palette of darker shades should be avoided in your marketing materials. Only the main Primary colors within the logo should be featured within designs in order to maintain a bright, uplifting and hopeful visual identity.

The Brand Color Palette is based on the Primary Hues within the Parent to Parent USA logo. The Brand Color Palette contains a variety of tints and tones ranging from pale to lightly saturated which, when used as part of your visual background elements and supporting visual structure, will help your organization maintain a minimalist and uncluttered aesthetic, without losing your Visual Identity.



# Typography

Consistent use of typography is an easy and effective tool to maintain visual consistency in all communications.

*The Parent to Parent USA logo uses the Urbanist typeface. The typeface on the Parent to Parent logo should never be changed.*

*For the majority of marketing assets (excluding logos and trademarked images), it is a standard practice to use a complementary or similar typeface rather than the exact logo typeface.*

*Below is a list of suggested typefaces. If the fonts below are not available, there are similar alternative typefaces. It is recommended to use similar or identical fonts as consistently as possible for strong brand communication.*

*Please note: Urbanist is not a widely available font. If you are able to acquire the Urbanist font, it could be appropriate to use it in lieu of an alternative font, but it not a requirement.*

## Fonts

For main body paragraphs, lists and important text, please use a Sans-Serif font such as:

**Calibri (Light, Light Italic, Regular, Bold, Italic, Bold Italic)**  
AV range +/-25, Th 100%, Tv 100%

For areas of emphasis, titles or catch phrases, please use a Serif font such as:

**Century (Regular, Italic, Demibold, Demibold Italic)**  
AV range +/- 25, Th 100%, Tv 100%



# Brand Color Palette



## Primary Colors

Logo colors which should be used for primary visual imagery.



**P2P Yellow**  
Hex # f7c71e  
CMYK: 3 C, 21 M, 97 Y, 0 K  
RGB: 247 R, 199 G, 30 B



**P2P Dark Blue**  
Hex # 0068a7  
CMYK 92 C, 59 M, 9 Y, 1 K  
RGB 0 R, 104 G, 167 B



**P2P Purple**  
Hex # 92278f  
CMYK 50 C, 100 M, 0 Y, 0 K  
RGB 146 R 39 G 143 B



**P2P Leaf Green**  
Hex # 8dc63f  
CMYK: 50 C, 0 M, 100 Y, 0 K  
RGB: 141 R, 198 G, 63 B



**P2P Light Blue**  
Hex # 27aae1  
CMYK 70 C, 15 M, 0 Y, 0 K  
RGB 39 R, 170 G, 225 B



**P2P Red**  
Hex # be1e2d  
CMYK 15C, 100 M, 90 Y, 10 K  
RGB 190 R, 30 G, 45 B



## Accent Colors

These colors are designed to be used for text, backgrounds and complementary visual elements. They are not intended to be used as a replacement for the Primary colors, but are meant to work in concert with them.

Accent Colors: can be used for backgrounds, visual elements and text



**P2P Yellow - Tint 1**  
Hex # fefaae  
CMYK: 0 C, 1 M, 7 Y, 0 K  
RGB: 254 R, 250 G, 237 B



**White**  
Hex # ffffff  
CMYK 0 C, 0 M, 0 Y, 0 K  
RGB 255 R, 255 G, 255 B



**P2P Yellow - Tint 2**  
Hex # fef1c8  
CMYK: 1 C, 3 M, 25 Y, 0 K  
RGB: 254 R, 241 G, 100 B



**Black**  
Hex # 000000  
CMYK 0 C, 0 M, 0 Y, 100 K  
RGB 226 R, 240 G, 216 B



## Photo Temperature

Photographs should be adjusted to the 'warm' end of the color spectrum (yellows, oranges and reds). This may be called different settings depending on the photo editing program; please ensure that images do not appear 'cool' or 'clinical'.



NO

original



YES

warm



NO

cool

# Accessibility for Visually Impaired

Improving readability for all and providing Accessibility for the Visually Impaired is an important element in design.

This can be accomplished by ensuring a high contrast ratio between text and background colors.

For additional information or to test Color Contrast, please refer to the following link:  
<https://webaim.org/resources/contrastchecker/>

**For ADA Accessibility Compliance on the Web, use the following color combinations:**

**White**

All text: Black

**P2P Yellow - Tint 1**

All text: Black

**P2P Yellow - Tint 2**

All text: Black

**P2P Yellow**

All text: Black

**P2P Leaf Green**

All text: Black

**P2P Dark Blue**

All text: White

Large text:

**White, Black**

**P2P Light Blue**

All text: Black

**P2P Purple**

All text: White

**P2P Red**

All text: White

Large text:

**White, Black**

**Black**

All text: White,

P2P Yellow - Tint 1,

P2P Yellow - Tint 2

# Visual Imagery and Photographs

Typography, logo, color palette, photography and Heart all come together to create a cohesive visual identity for Parent to Parent USA.

## Heart

The Heart is based on the 'Heart Blossom' primary graphic used in the Parent to Parent USA logo.



The Heart is meant to be bright, uplifting and hopeful.

**The Heart should always use the Primary Color Palette.**

The Heart can be collaged into a banner to be used as a decorative visual branding element on documents, photographs, web and other marketing materials.



## Technical Overlay Settings

Photo-collage settings:

Transparency = 35 %

Scale = < 25 % of the image

*Note: The Heart Banner should not be overlayed ontop of any important visual element.*



Simple Graphic or Text-based content overlay settings:

Transparency = 0 %

Scale = > 10 % of the image

*Note: The Heart Banner is best used as a Header or Footer, but can work for other uses.*

*See cover for example*

# Adding Heart and Putting It All Together

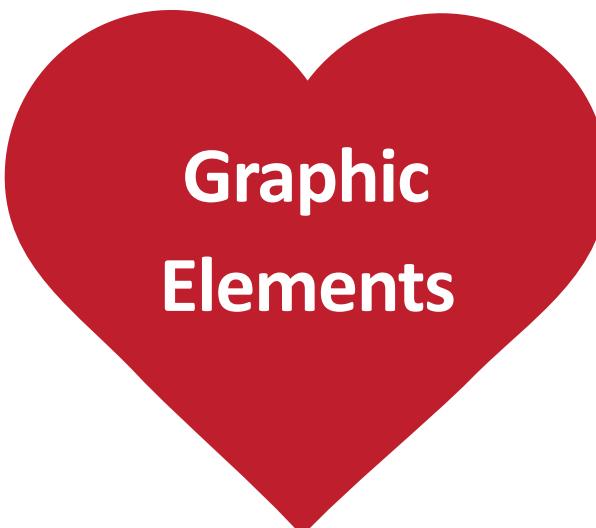
Heart is a versatile and effective brand element. Here are some best practices:

*Ensure text is read-able.*

*Text should have high contrast.*

*If a strong visual identity results in the text being low-contrast, make sure the important information is presented elsewhere.*

*Limit Hearts to the logo colors.*



*Lines and other visual elements do not need to be only yellow, but don't over-do it with lots of colors.*

*Repetition creates a strong visual identity.*

*Use limited and defined font and color pairings if you decide to add more complexity to your visual identity.*

Below are some examples of best-practices for Visual Identity.



## **Limit the number of elements: more isn't always better.**

Give your audience enough 'clear space' to allow their eyes to rest, read and comprehend the information you are presenting.



## **If the message is very long, consider breaking it into smaller chunks.**

You don't need to put everything onto 1 page. Instead create different documents/ web pages with additional information and reference them.



## **Keep to one main color per topic.**

Occasionally, you may want to use additional colors in order to differentiate topics.

# 4EAEA9	# 8ABF59	# F7C922	# ECA254	# 8F84BF	# d97d90
# 7FC1BD	# 9CC876	# F9D557	# FDC47A	# B7B1CC	# e4aebb
# 87CACB	# AACE84	# F9DE7D	# F8CD90	# C7BCD8	# f8b5b6
# 9AD8E0	# C4DFA0	# FAE69F	# F7D9B5	# D8CEE6	# fac8c9
# CBEAFO	# E2F0D8	# FFF1C9	# FFEAC5	# E8E5EC	# fce0e3
# EDF8F9	# F1F8F0	# FFFAEE	# FFF4E5	# F3F2F9	# feedee