

# brand standards

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The brand steward guide for Down Syndrome Innovations



# the name

Our focus on Down syndrome is core to who we are as an organization, and we want to emphasize that focus in how we present our name in copy. The entire "Down Syndrome Innovations" name should be spelled out and used in copy at all times. Do not shorten this by using acronyms of any kind. If using the full name presents a challenge due to space constraints, use pronouns such as "we" or "our" or "us" to refer to Down Syndrome Innovations, as long as the organization name has been clearly communicated elsewhere in the piece through copy or logo use.

CORRECT USE

Down Syndrome Innovations

INCORRECT USE

DSI  
DS Innovations

# the logo and usage

Following these guidelines will ensure consistent and proper use of all brand elements that define and communicate the Down Syndrome Innovations identity. Please review them carefully and follow the recommendations.

The Down Syndrome Innovations brand signature consists of both design elements and customized type.

The design elements and type relationship have been carefully customized as a cohesive whole and should be used as vector artwork from the digital files provided. Consistent and exact use of the logo maintains a unified appearance throughout the brand. They should never be modified in any way.



DOWN SYNDROME  
INNOVATIONS

# the logo and usage

These logos should never be changed. Position and color, along with the spatial and proportional relationships of the Down Syndrome Innovations logo elements are predetermined and should not be altered.

Use your discretion on using the logo horizontally or vertically. CMYK versions are designed for print materials and RGB versions are designed for web and digital use.

Primary Version (always first option for use) | Vertical



One color | Reversed



Primary Version (secondary usage) | Horizontal



One color | Reversed



Logomark (logo without name)



One color | Reversed



## additional logos

# the logo and usage

Multiple logos. One brand. Whenever possible, the primary version of Down Syndrome Innovations' brand identity logo should be used. There will be instances when you will need to use a flat or one-color logo. But, to ensure you are not diluting the power of your core brand, be careful to not use the secondary logos too often.

These one color logos should be used at a minimum. Examples of uses include promotional materials like t-shirts, mugs, sponsorship banners, etc.



# standard staging

A buffer zone provides relief to the logo, visually distancing it from other elements that might confuse its clarity. This area allows the signature to stand apart from its surroundings and facilitates rapid recognition.

Certain minimum distances between the signature and other graphic elements must be maintained to ensure consistency and clear legibility.

The illustration at right indicates the minimum space around the signature that should remain free of other elements.

The rule applies to all official versions of the logo.

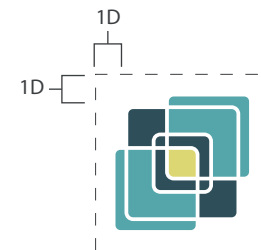
Primary Version (always first option for use) | Vertical



Primary Version | Horizontal



Primary Version | Logomark



D = height of the D in Down — [ D

# brand misuse

Care should be taken to observe as many areas of the standards guide as possible.

Logo misuse distracts from Down Syndrome Innovations' visual voice, and it can actually be detrimental to the well-being of the Down Syndrome Innovations brand.

DO NOT ALTER COLORS



DO NOT ALTER TYPE



DO NOT DISTORT



DO NOT PLACE ON DISTRACTING BACKGROUNDS



# Omnes font usage

The Omnes font has been customized for use in the Down Syndrome Innovations logo. Omnes Medium is the official font weight for the Down Syndrome Innovations brand identity.

The diagram shown at the right displays the alterations made to create the Down Syndrome Innovations logotype.

The logotype should not be altered.

\*Omnes is an Adobe Font. For licensing and use information, visit <https://fonts.adobe.com/fonts/omnes>

Standard Font

Omnes

THE QUICK BROWN FOX

JUMPS OVER THE LAZY DOG

1234567890

Tracking = 100-200

Omnes

THE QUICK BROWN FOX

JUMPS OVER THE LAZY DOG

1234567890



Medium | All Caps | Tracking = 100  
(shown at font size = 22 px)

DOWN SYNDROME  
INNOVATIONS

Medium | All Caps | Tracking = 200  
(shown at font size = 17 px)



# Omnes font usage

Omnes is the primary font family that should be used in all official Down Syndrome Innovations marketing communications to project a consistent visual identity. This includes all print materials such as promotional materials, advertising and digital assets, when appropriate.

This font is available in 18 weights (not all are shown). The font weight 'Medium' should be used by default. However, each weight can be used in brand collateral as needed. Please limit the use of font weights to no more than three (3) per collateral piece.

\*Omnes is an Adobe Font. For licensing and use information, visit <https://fonts.adobe.com/fonts/omnes>

\*\*Rubik is an acceptable font substitution for this brand. To learn more and to download the font, visit <https://fonts.google.com/specimen/Rubik>

# Omnes

THE QUICK BROWN FOX JUMPS OVER  
THE LAZY DOG the quick brown fox jumps  
over the lazy dog 1234567890

## Light

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz

## Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz

## Medium

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz

## SemiBold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz

## Bold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz

## Black

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz

Acceptable Substitution for Brand Materials (do not alter the logotype):

# Rubik

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
the quick brown fox jumps over the lazy dog 1234567890

## Light

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz

## Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz

## Bold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz

# the color palette

Correct and consistent use of the color palette is critical to the brand because it maintains a unified experience. Please use approved colors only and do not deviate from these specifications.

## PRIMARY COLORS:

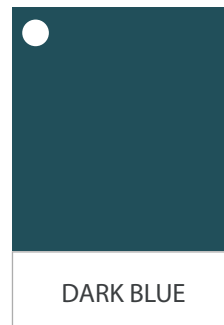
The primary palette may be used extensively both for large areas of color and as accent colors.

\*Additional colors may be added to this palette as further brand identity is established by the Down Syndrome Innovations team.

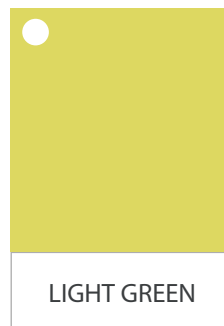
\*\*Pantone colors may not be an exact match. Colors are created digitally and are matched to a Pantone color.

● - Key brand color

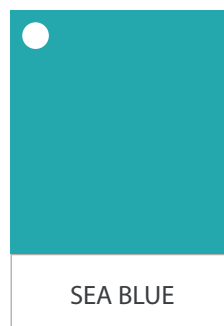
## Primary:



CMYK 87 | 56 | 50 | 32  
RGB 33 | 79 | 90  
# 214F5A  
PANTONE: 7477 C



CMYK 16 | 6 | 76 | 0  
RGB 221 | 216 | 97  
# DDD861  
PANTONE: 609 C



CMYK 75 | 12 | 33 | 0  
RGB 36 | 168 | 174  
# 24A8AE  
PANTONE: 7710 C

# the color palette

## SECONDARY/TERTIARY COLORS:

The colors in the supporting palette were chosen to complement the primary palette, providing additional range to the brand experience.

The secondary palette colors work well as accent colors or as subtle backgrounds behind typography or graphics. The tertiary palette should be used as an accent to the primary and secondary colors.

Screens or tints of the supporting colors may be used to achieve the desired effect but should be used cautiously, as screening certain colors may result in undesirable pastels.

\*Colors will appear slightly different between print, screens and certain devices. In order to maintain an accurate match, use the values listed.

## Secondary:



GREEN

CMYK 56 | 20 | 100 | 3  
RGB 126 | 160 | 62  
# 7EA03E  
PANTONE: 576 C



PURPLE

CMYK 49 | 100 | 13 | 1  
RGB 146 | 37 | 128  
# 922580  
PANTONE: 2415 C



BLUE GREEN

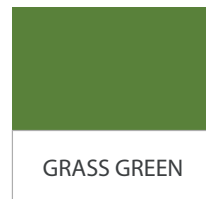
CMYK 82 | 33 | 49 | 9  
RGB 43 | 126 | 125  
# 2B7E7D  
PANTONE: 7718 C



DARK GREEN

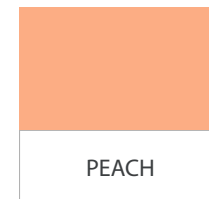
CMYK 72 | 52 | 88 | 64  
RGB 39 | 53 | 24  
# 273518  
PANTONE: 5605 C

## Tertiary:



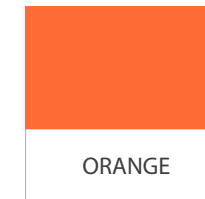
GRASS GREEN

CMYK 69 | 30 | 100 | 14  
RGB 89 | 129 | 58  
# 59813A  
PANTONE: 575 C



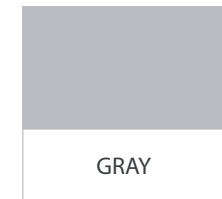
PEACH

CMYK 0 | 38 | 48 | 0  
RGB 252 | 173 | 132  
# FCAD84  
PANTONE: 7410 C



ORANGE

CMYK 0 | 72 | 84 | 0  
RGB 255 | 107 | 53  
# FF6B35  
PANTONE: 1645 C



GRAY

CMYK 27 | 21 | 18 | 0  
RGB 187 | 188 | 193  
# BBBCC1  
PANTONE:  
COOL GRAY 4 C

This guide cannot address every possible use of the brand identity, and the examples are chosen to serve as models for identity applications.