



Brand Book





Design and Font Guidelines

Typeface/Font Guidelines

- Body and Print text - Serif fonts (fonts that have little feet and embellishments on the tip and base of each letter). Examples of Serif fonts: Times New Roman, Palatino, Georgia, Courier, Bookman and Garamond.
- Headers and Online text - Sans Serif fonts: Helvetica, Arial, Calibri, Century Gothic and Verdana.

AaBbCc
Serif font - *serifs in red*


AaBbCc
Sans Serif font

- Avoid all caps and bold for large amounts of text.
- No more than two fonts per document: 1 serif and 1 sans serif.

Design/Layout Reminders

- Use white space to break up design and layout. White space is the space between text, graphics, margins, gutters, columns, lines, and/or other objects.
- Use lists for similar items. Make sure lists fall at the end of a sentence, not beginning or middle. Use bullets for lists longer than 3 items.
- Use ragged right margin for easier readability.

Flyer Reminders

- Always include:
 - Jefferson Center logo.
 - Date and Start & End times (when applicable).
 - Contact person and phone number.
 - Main Jefferson Center website and phone number.
 - When using pictures, use images of happy people.
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Logo and Naming Guidelines

Logo and Naming Reminders

Logo

- Don't change layout of elements.
- Use 4 color logo when possible.
- Black/White and Reversed logos available if needed.
- When resizing, be sure to maintain proportions by holding Shift while resizing.

Legal Name

- When creating designs or communication, use the legal name: Jefferson Center.
- Do not use any other variations: JCMH, Jeffco Mental Health, Jeff Center or any other variation of our legal name.
- When describing program, service or other acronym, spell out first and follow with acronym in parentheses for reference again in the document (i.e. Multisystemic Therapy (MST) is an intensive, in-home therapy model aimed at reducing risky behaviors in adolescents. MST is available at Jefferson Center for Mental Health.

Logo Variations

4 Color Logo



Black and White Logo



Reversed Logo





Color Palette

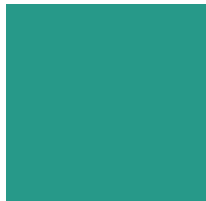
Primary Colors



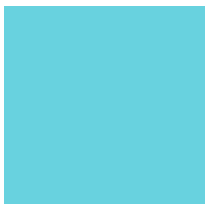
PMS 541C:
RGB 0 70 127
HEX/HTML 00467f
CMYK 100 57 0 38



PMS 660C:
RGB 64 126 201
HEX/HTML 407EC9
CMYK 88 50 0 0



PMS 7473C:
RGB 39 153 137
HEX/HTML 279989
CMYK 75 5 48 3



PMS 3105c:
RGB 104 210 223
HEX/HTML 68D2DF
CMYK 44 0 11 0



PMS 3105C:
RGB 122 154 1
HEX/HTML 7A9A01
CMYK 45 0 100 24

Secondary Colors



PMS 667C:
RGB 124 105 146
HEX/HTML 7C6992
CMYK 56 59 4 14



PMS 7439C:
RGB 178 136 185
HEX/HTML B288B9
CMYK 27 52 0 0



PMS 486C:
RGB 252 124 0 1
HEX/HTML FC7C00
CMYK 0 51 100 1



PMS 486C:
RGB 232 146 124
HEX/HTML E8927C
CMYK 0 55 50 0



PMS 7403C:
RGB 238 212 132
HEX/HTML EED484
CMYK 1 11 58 2





Basic Grammar Guidelines

In general, Jefferson Center's writing style follows AP Stylebook, a style and usage guide used by newspapers and in the national news industry. Reporters, editors and others use the AP Stylebook as a guide for grammar, punctuation and principles and practices of reporting. The AP Stylebook is considered an industry standard and is also used by broadcasters, magazines and public relations firms. It includes an A-to-Z listing of guides to capitalization, abbreviation, spelling, numerals and usage.

Below are answers to a few frequently asked style questions, including a few instances where we may differ from the AP Stylebook. AP style provides consistent guidelines for publications in terms of grammar, spelling, punctuation and language usage. AP style also aims to avoid stereotypes and unintentionally offensive language.

Capitalization

- Personal, Professional and Other Titles
 - Capitalize before name (i.e. Vice President Jane Doe).
 - Lowercased when used alone or after name (i.e. Jane Doe, vice president).
- Cultural Descriptors
 - Capitalize with proper nouns, names of races, nationalities and religions.
 - Descriptive adjectives in lower case.
- Do Not Capitalize
 - in general, when in doubt, leave it lowercase.
 - board of directors or other widely internal elements of organization unless used as part of formal title.
 - a.m. and p.m. Always use figures with them. Do not capitalize or use spaces in abbreviations. Example: 9:00 a.m.
 - seasons (lowercase): summer, winter, fall and spring.
 - former, ex- or -elect when used with titles (i.e. ex-Sen. or President-elect).






Numbers

- Spell out numbers one to nine; from 10 and up, use numerals. Use figures for 10th and above when describing order in time or location (i.e. Second base, 10th in a row).
- Phone numbers: use hyphens to separate digits i.e. 303-425-0300
- Use numerals with percentages and spell out percent. Only use % in technical documents, charts, etc.
- Always use commas in numbers starting at 1,000, not 1000.
- For money, use numerals. For cents or amounts of \$1 million or more, spell out words cents, millions, billions, trillions, etc.

Dates

- Use figures. Do not use st, nd, rd or th with dates.
- Always capitalize and spell out month unless it is used with a date (i.e. January vs Jan. 1)
- Abbreviate only the following months: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.
- Don't use commas if only using a month and year. Use comma if month, day and year (i.e. January 2022 vs January 1, 2022).
- Don't use apostrophes in years unless they are shortened (i.e. 1990s vs '90s).
- Capitalize, but do not abbreviate days of the week.

Punctuation

- Commas: AP style doesn't use a comma before the last item in a list. Use commas to separate series of complex terms.
 - Quotation marks: commas and periods go within quotation marks. Use quotation marks around titles of books, songs, shows, computer games, poems, lectures, speeches and works of art.
 - Do not underline or italicize.
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Hyphens

- Use hyphens to join a single idea from two or more words.
- Within numerals, separate figures in odds, ratios, scores or when large numbers must be spelled out to connect a word ending in -y to another word (i.e. fifty-two).
- Suspensive hyphens: he gave a 2-hour lecture.
- Do not hyphenate email, but do hyphenate e-commerce and e-book.
- Amended style: Jefferson Center uses the term website (all lowercase, no hyphen) or Web (capitalized as a short form of World Wide Web).

General Tips and Reminders

- Don't overcomplicate sentences or use "more important sounding" words than necessary (i.e. before vs prior, help vs assist, use vs utilize, to vs in order to, distribute vs disseminate, affect vs impact).
 - More than/Over: more than is preferred with numbers, while over is used with spatial elements (i.e. The company has more than 25 employees. The cow jumped over the moon).
 - Less/Fewer: less is used with something you can't count, while fewer is used with something you can count (i.e. Fewer than a dozen people were at the party. There was less opposition to the plan than last time).
 - Affect/Effect: affect is a verb meaning "to influence." Effect can be used as a verb meaning "to bring about/to achieve," or as a noun meaning "result."
 - Because/Since: because is used when there is a specific cause/effect relationship. Since is used in casual senses when the first event in a sequence leads logically to the second, but isn't the direct cause.
 - Toward never ends in s. The same is for forward, backward, upward, downward, etc.
 - United States/U.S.: United states is used as a noun. U.S. is used as an adjective.
 - Street addresses: street, avenue and boulevard are only abbreviated with numbered addresses. Road and other causeways such as court, drive, lane, way, etc. aren't abbreviated.
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