



**FLORIDA AFTERSCHOOL
NETWORK**



LOGO USAGE

LOGO SPECIFICATIONS

LOGO/ Standard:

The Mark



The LOGO/Standard is the preferred standard of use.

LOGO/ Inverse Color Scheme:

The Mark



The inverse logo is to be used in all instances where the Logo/Standard would be visually awkward based on layout/background.

LOGO/ Solid White:

The Mark



The solid white logo is to be used in all instances where the Logo/Standard would be visually awkward based on layout/background. It is typically used when our brand's blue color is the background (as demonstrated above).

CLEAR SPACE & MINIMUM SIZE

To ensure the logo stands out beautifully, please review the guidelines on minimum size and clear space. The same spacing rules demonstrated on this page shall be followed for all company logos.

No text, image, or other graphic element should encroach on this space.



Minimum Size
w: 143 h: 143 px



LOGO USAGE BEST PRACTICES

Consistent use of the Florida Afterschool Network's logo is paramount in gaining instant recognition across all media channels. By following the “do’s” and avoiding the “do not’s,” the Florida Afterschool Network's logo will remain clear and legible.

DO

Provide enough clear space.



DO

Use the logo at the minimum size or larger.



DO NOT

Place the logo over complicated backgrounds.



DO NOT

Distort the logo vertically or horizontally.



DO NOT

Alter the mark or logotype color.





TYPEFACES

TYPEFACES USAGE

To ensure consistency, readability and a professional appearance, a Sans Serif font should be used for all Florida Afterschool Network's print and digital needs. For Headings, the font **Helvetica** or **Lato Bold** should be used. For Body, the font **Open Sans** font is to be used. Alternatives to these fonts for other media/printing platforms will be provided if applicable.

Headlines:

ABCDEFGHJKLMN
OPQRSTUVWXYZ
0123456789

Headlines:

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv
0123456789

Body:

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
0123456789

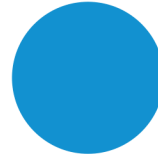


COLOR PALETTE

COLOR PALETTE

The following colors are the color palette for FAN's branding. The primary colors include blue and green and secondary colors used for contrast include white and grey

Primary Color Scheme:



HEX: #1392d0
RGB: 19,146,208,255
CMYK: 91, 30, 0, 18

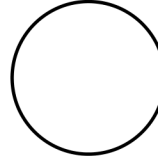


HEX: #b1c913
RGB: 177,201,19,255
CMYK: 12, 0, 91, 21

Secondary Color Scheme:



HEX: #d3d8d4
RGB: 211,216,212,255
CMYK: 2, 0, 2, 15



White
HEX: #ffffff
RGB: 255, 255, 255, 1
CMYK: 0, 0, 0, 0



**IMAGES
ASSOCIATED WITH
OUR BRANDING**



ASSOCIATED IMAGERY

On our website FAN includes cover images associated with our message and our branding. These featured images include:





**If you have any questions you can contact us
at: info@flafterschool.com**

**To Download our logo visit us at our website:
<https://flafterschool.com/>**