



VISUAL IDENTITY

Guidelines **2017**



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Signature

The Pioneers Signature (or Logo) is the heart of our identity. It's the first way we connect to our volunteers, and it's imperative that we use it correctly everywhere it appears.

The signature has three components: the spark symbol, the Pioneers logotype and the descriptor 'a volunteer network'. These three components are carefully drawn pieces of artwork and should never be redrawn or altered.

It is preferred that the Pioneers Signature always be displayed with the descriptor. Only in rare extreme situations such as small sizes would the descriptor 'a volunteer network' not be present.



Clear Space

It is important to keep the signature clear of other graphic elements. To ensure this, a clear space has been established around the logo mark. The minimum allowable distance between the signature and other graphic elements is defined as "X." This clear space has been built into the signature artwork.

Minimum Size

To maintain legibility, do not reproduce the signature smaller than .375".



Signature Suite

The signature suite has been developed with different versions of artwork to accommodate various color modes (CMYK, spot, RGB and grayscale). Both positive and reverse versions have been included so the artwork can be reproduced on light and dark backgrounds.



Four color, two color spot and rgb color.



One color grayscale positive.



One color grayscale reverse.



One color solid positive.



One color solid reverse.

Background Color Variations

The background color has a big impact on the legibility of the signature artwork. Careful consideration must be given when placing the signature over a background color or photography. Shown here are some examples of the signature placed over background colors. Legibility of the descriptor is a concern. The positive version of the logo works best on white or a light gray. Other colors may contrast with the light blue color of the descriptor. The reverse color version should be used in this situation.

Print and Web use:

Examples of full-color signature on color background for print collateral and web.



Four-color on light Pioneers light gray.



Four-color reverse on Pioneers orange.

Print and Merchandising:

Examples of two and one-color signature on color background for print collateral and merchandising.



Two-color on Pioneers light gray.



One-color screen on Pioneers light gray.
Logo can be black or Pioneers dark blue.

1-Color and Specialty Printing:

Examples of one-color signature on color background for specialty.



One-color solid on light Pioneers light gray.
Logo can print black or Pioneers dark blue.



One-color solid on
Pioneers dark blue reverse.

Incorrect Use

This exhibit shows the possible misuses of the Pioneers Signature. To ensure correct, consistent reproduction, always use the approved electronic artwork provided in the signature suite.



Do not replace the approved signature colors with any other color.



Do not distort or skew the signature.



Do not scale the signature disproportionately.



Do not place the signature within a line of text.



Do not reposition the signature components.



Do not alter the size relationship between the wordmark and the tagline.



Do not introduce a new typeface for the wordmark.



Do not apply any effects to the components of the signature.

Color Palette

Color is a valuable asset for a visual brand identity. Colors evoke emotion and communicate the essence of the brand. The Pioneers color palette is fresh and approachable. The Primary color is a deep blue giving a solid foundation to our bright blue accent colors.

The Secondary colors give the signature a warm background color to rest on. They should be used for backgrounds and large areas of color.

The color formulas below each color have been developed to provide uniform color across all media (Web, Print, Promotional items, etc). Please follow these specs to achieve the correct color for each application.

PRIMARY COLORS



PMS 280 C
CMYK 100.89.24.19
RGB 0.25.100
HTML #001964

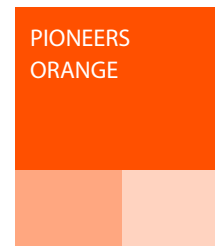


PMS 298 C
CMYK 66.8.3.0
RGB 45.166.221
HTML #2DA6DD

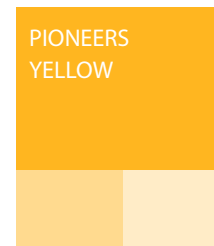


PMS Cool Gray 7 C
CMYK 42.34.33.1
RGB 136.137.139
HTML #88898B

SECONDARY COLORS



PMS 021 C
CMYK 0.79.100.0
RGB 255.65.0
HTML #FF4100



PMS 1235 C
CMYK 0.30.95.0
RGB 255.182.18
HTML #FFA811



PMS 420 C
CMYK 18.14.16.0
RGB 198.196.192
HTML #C6C4C0

Primary Brand Typefaces

The primary typefaces for communications are Klavika and Angelina.

Klavika has simple, rounded forms that reflect a more contemporary, approachable personality. It has a softness of flow and generosity in its curved forms while maintaining a cleanliness and modern edge suitable to the aesthetic appeal of the logo and character of the Pioneers.

Angelina has a simple, personal and fun appeal. It is a handwritten typeface that works very well as an engaging and readable headline, subhead, or callout text. The personal aspect of this typeface is an important element for the nonprofit space and the personal and emotional impact it creates.

Klavika and Angelina can be used for headlines, subheads and callouts, but for larger headlines, Angelina should be used.

Klavika

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890><!@#\$%^&*()::”+**

Klavika Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890><!@#\$%^&*()::”+

Klavika Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890><!@#\$%^&*()::”+

Klavika Light

Angelina

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%&*()::”

Secondary Brand Typefaces

The secondary typeface for communications is Verdana.

Verdana is a very legible, versatile typeface which works well with Klavika and Angelina. It is easily readable in large amounts of copy. It is also very readable in smaller sizes and in online media such as Web sites or Powerpoint applications.

Verdana should be used for body copy. It is the default font for web and other electronic materials where Klavika or Angelina may not be available.

Verdana

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890<>!@#\$%^() ;: " ' +**

Verdana Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890<>!@#\$%^() ;: " ' +

Verdana Regular

Electronic Media Example

Example Web application with Klavika typeface in headlines and spark symbol used as background graphic.

Note:

This example is not final and is only used for design inspiration.



Print Samples

Example print collateral with and without imagery, using Klavika typeface and spark symbol as a graphic element.

Note:

This example is not final and is only used for design inspiration.

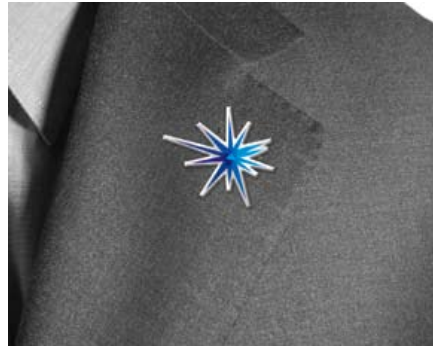


Premium Examples

Various applications of the signature to premium items: cloisonné pin, silkscreened tshirt, embroidered cap and embroidered polo shirt.

Note:

These example are not final and are only used for design inspiration.



Sponsor Logo

When combining the Pioneers signature with a Sponsor group signature, the two signatures should have **equal visual prominence**. The Sponsor group signature is always represented in Klavika and in the Pioneers Orange (see page 9).

The minimum allowable distance between the two signatures is defined as “x”. There are three different orientations when the Pioneers signature is cobranded with a Sponsor group signature as shown to the right.

1. Stacked orientation A:

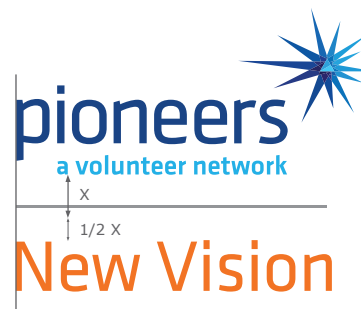
- Always align both signatures to the left, and Pioneers is in the top position in this treatment.
- There is a spacing of $1 \frac{1}{2} X$ between the signatures, and a horizontal gray line (0.25pt) visually centered between them.

2. Stacked orientation B:

- Always align both signatures to the left, and Pioneers is in the bottom position in this treatment.
- There is a spacing of $2 X$ between the signatures, and a horizontal gray line (0.25pt) visually centered between them.

3. Horizontal orientation:

- Always align both signatures to their main baseline, and Pioneers is always on the right in this treatment.
- There is a spacing of $2 X$ between the signatures, and a horizontal gray line (0.25pt) visually centered between them.



Stacked orientation A



Stacked orientation B



Horizontal Orientation

Sponsor Logo Examples

Some examples of other Sponsor group and Pioneers lock-up signatures.

Note:

Theses examples are not finalized and are provided for design direction. They reflect the desired sizing and relationship of the two logos.

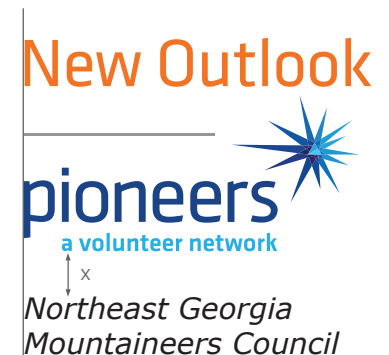
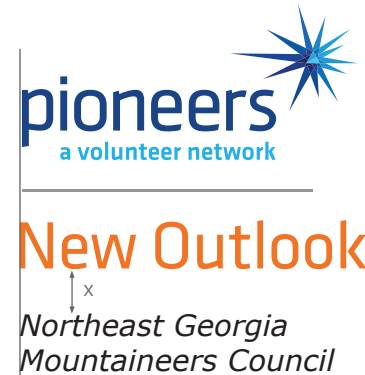
Please contact Pioneers headquarters for official Sponsor group signatures.



Council and Chapter Logo Usage

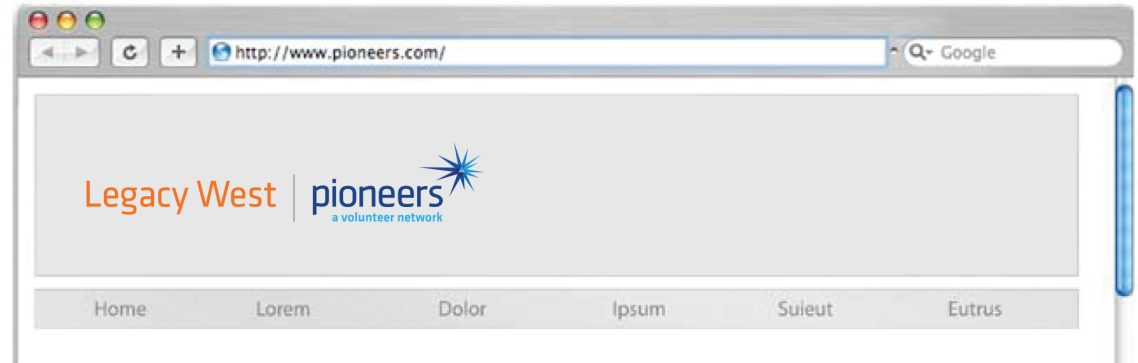
Pioneers councils and chapters can associate their names with the Pioneer and Sponsor Company logos as outlined in the examples on the right.

The Chapter name is left-aligned in the stacked signature treatments and centered in the horizontal signature treatment. It is set in Verdana Regular. Maximum type height is not taller than two thirds of "x" height. The type height is no smaller than the height of the tag line. The distance between the cap height of the Chapter name and the base line of the tag line is one "x". The Chapter name must not exceed the width of the Sponsor and Pioneers logo. In the stacked signature treatments, the Chapter name can be set to multiple lines.



Sponsor Materials: Web Banners

This is an example of a Sponsor group and Pioneers lock-up on a web banner.



Web banner