

Child & Family

Caring for our Rhode Island Community since 1866

Logo and Brand Standard Guide

May 2022

- All print and digital internal and external items should contain a Child & Family logo and/or department logo. Always use “Child & Family” with an **ampersand** never the word “and” when referring to our name.

- Current Child & Family letterhead will be located on the Child & Family intranet with current BOD listed.

- All print and digital internal and external items should have both Child & Family office locations.

31 John Clarke Road, Middletown, RI 02842 • 401.849.2300

1268 Eddy Street, Providence, RI 02905 • 401.781.3669

- Business Card Templates:



Front:



*Back:

*Back can be formatted based on department needs and messaging. Please see the Director of Development & Communications for approval.

- Preferred font: **Calibri, Cookie Dough** (Can be downloaded from the “LOGOS & BRAND STANDARD” Folder in the “Legacy” drive.)

- Logo Colors: **Black = 100% black**

Blue = 67% Cyan, 41% Magenta, 0% Yellow, 0% Black

RGB: Red 90, Green 133, Blue 215

Color spaces of #5a85d7

| | | | |
|------------|---------|--------|-----------|
| RGB | 90 | 133 | 215 |
| HSL | 0.61 | 0.61 | 0.60 |
| HSV | 219° | 58° | 84° |
| CMYK | 0.58 | 0.38 | 0.00 0.16 |
| XYZ | 24.8697 | 23.855 | 67.5837 |
| Yxy | 23.855 | 0.2138 | 0.2051 |
| Hunter Lab | 48.8416 | 5.4179 | -47.8524 |
| CIE-Lab | 55.9423 | 9.7054 | -46.5661 |

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← Official agency logo, which always includes tag line

Current portfolio of agency's program and event logos.

All logos located in the "Legacy" drive under "LOGOS & BRAND GUIDE".



Additional Non-Child & Family Program Logos and Images:



**Family Care
Community
Partnership**

