



PLAYWORKS

# Visual Design & Branding Guidelines

For questions about this guide please contact:  
[info@playworks.org](mailto:info@playworks.org)

Updated 06.03.15



# Logo

The Playworks logo is a key element and a valuable asset for our brand.

The correct and consistent use of our logo enhances our brand recognition.

**Our logo consists of the Playworks mark and wordmark only.**

The goal of this document isn't to stifle creativity. It's to provide direction that will help us create materials that our audiences will come to recognize as ours.



# PLAYWORKS



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Minimum size: 1" wide

# Alternate versions

Rounded square/rectangle:

The logo can be rendered as a blue rounded square with the logo elements centered inside it in white.

Minimum space between the edge of the shape and the wordmark should be *at least* x, where x is the height of the logotype.



# Logo white space

Give the logo room to breath and help it stand out.

**Never crowd the logo with other visual elements.**

The unit of measure,  $x$ , is the height of the wordmark. You must allow space one  $x$  wide around an imaginary box that fits around the logo.



# Logo color

## I. PREFERRED:

Bright Blue<sup>†</sup> - logomark

Gray - wordmark

*Use this color scheme as the default choice.*

## II. MONOTONE

Bright Blue - all logo elements

*If you can only use one color, use the Bright Blue only.*

## III. BLACK

Black - all logo elements

*Use this when color option is unavailable or budget is a constraint.*

## IV. Box

Bright Blue - box with rounded corners

White - logo elements

<sup>†</sup> Color palette available on pages 9, 10



I. PREFERRED



II. MONOTONE



III. BLACK



IV. BOX

# Logo violations

I. Rearranging logo elements in any way.

II. Use of incorrect color for any of the logo elements.

III. Incorrect typeface used for the logotype.

IV. - VI. Altering the wordmark. Adding the city/dept name.

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I. Rearranging

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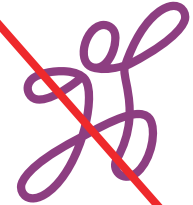
II. Incorrect color

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III. Incorrect wordmark typeface

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TRAINING

IV. Departments

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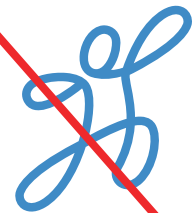
SILICON VALLEY

V. - VI. Cities/Regions



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SILICON VALLEY



# Logo hell no.

VII. Applying bevel and emboss effects to the logo elements.

VIII. Outlining the logo elements.

IX. Adding shadows to the logo elements.

X. Using the logo as bullet points.

XI. Reflecting the logo in *any* direction.



VII. Bevel and emboss



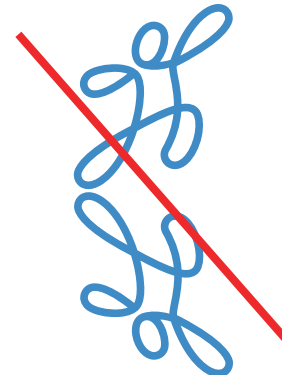
VIII. Outline logo elements



IX. Drop shadow



X. Use logo elements as bullets



XI. Reflection

# Color palette

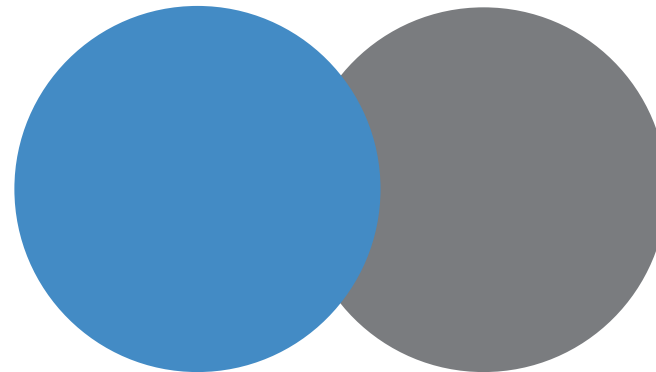
12 colors in the official Playworks color palette.

Primary brand colors:

- Bright Blue
- Gray



Color palette



Primary brand colors



# Print color palette













Color name, uncoated and coated PMS and CMYK color codes.

For a typical color print piece, use uncoated CMYK. PMS is for tchotchkes or high-end printing. "Coated" refers to an all-over layer of varnish for high-end printing.

Color	Uncoated CMYK	Coated CMYK	Uncoated PMS	Coated PMS
 Brick	7, 78, 68, 15	5, 96, 76, 21	1805 U	1805 C
 Orange	0, 50, 95, 5	0, 62, 100, 0	152 U	152 C
 Yellow	0, 30, 90, 0	0, 30, 100, 0	129 U	130 C
 Bright Green	30, 0, 100, 15	51, 5, 100, 23	390 U	377 U
 Dark Green	45, 3, 100, 20	64, 5, 100, 20	377 U	370 C
 Bright Blue	89, 0, 1, 0	86, 8, 0, 0	2995 U	299 C
 Medium Blue	100, 25, 2, 1	100, 42, 3, 0	3005 U	300 C
 Navy Blue	100, 37, 6, 41	100, 55, 10, 48	2955 U	2955 C
 Bright Purple	44, 82, 0, 0	56, 98, 0, 0	513 U	513 C
 Dark Purple	57, 86, 4, 5	65, 91, 9, 45	2623 U	2622 C
 Gray	0, 0, 0, 60	0, 0, 0, 60	423 U	423 C
 Dark Gray	0, 0, 0, 85	0, 0, 0, 85	426 U	425 U

# Screen and web color palette

Color name, RGB and hexadecimal color codes.

Color	RGB	Hex
 Brick	140, 50, 29	#8c321d
 Orange	197, 93, 24	#c55d18
 Yellow	241, 157, 26	#f19d1a
 Bright Green	119, 161, 25	#77a141
 Dark Green	76, 115, 44	#4c732c
 Bright Blue	67, 139, 197	#438bc5
 Medium Blue	5, 79, 149	#054f95
 Navy Blue	26, 40, 69	#1a2845
 Purple	79, 33, 77	#4f214d
 Bright Purple	139, 62, 127	#8b3e7f
 Gray	122, 124, 127	#7a7c7f
 Dark Gray	77, 77, 79	#4d4d4f

# Color palette

Keep the Playworks look and feel consistent even with t-shirt colors.

Choose colors that are close to the Playworks brand color specifications.

Recommend using white Playworks logo.



# Shape

Rounded rectangles/squares:

The rounded corners on rectangles/squares are part the distinct look of the Playworks brand.

An unrounded rectangle/square is an acceptable alternative.

**Avoid the use of the Playworks logo inside custom shapes.**



# Typeface

There are three Playworks brand typefaces.

## 1. AG Book Rounded

Normally used for headers. Can be used for regular text.

.....  
For access to all fonts, contact  
[info@playworks.org](mailto:info@playworks.org)

AG Book Rounded Regular  
(display face)

# Achieving Through Play

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

leadership

# Typeface

## 2. Galaxie Polaris

Can use as headers as well as regular text elements.

.....  
For access to all fonts, contact  
[info@playworks.org](mailto:info@playworks.org)

### Galaxie Polaris

As the students learned to play games, they built up their confidence and began to be aware of all the things they do when working as a team.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

1234**5**67890

It translates wonderfully in the classroom, and has helped our overall school climate. Now, nobody wants to lose time playing so they make sure to cooperate and work hard. Our kids are happier, healthier and have a new level of self-esteem.

# Typeface

## 3. Dutch 809

Limit use of this font to text elements on a document.

.....  
For access to all fonts, contact  
[info@playworks.org](mailto:info@playworks.org)

Dutch 809 Roman  
(text face)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.



# Typeface

Use brand guidelines for collateral being produced for the public:

- Posters
- Flyers
- Postcards
- Invitations

Here are sample uses of the Playworks typefaces and color palette.

EDUCATION ENERGIZED

85% 17%

Play works for happiness, for life skills, for independence, for social skills, for healthy bodies and for healthy minds.

8

States

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudinum lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram.

22%  
76%

87%

For children who have not had the opportunity to lead, the **junior coach program** provides a positive and structured opportunity to explore their leadership skills and have **a meaningful role** in creating safe and healthy opportunities for play.

Playworks gives kids physical strength through play and the mental strength to become better citizens. Playworks gives kids the momentum they need to keep developing into adulthood.

EDUCATION ENERGIZED

85% 17%

Play works for happiness, for life skills, for independence, for social skills, for healthy bodies and for healthy minds.

8

States





# Photos

## 1. Kids:

Playworks brand photos typically portray kids:

- From all ethnicities, gender (diversity)
- Having Fun
- Playing games
- Being physically active
- Smiling/laughing
- Interacting/playing with coach(es), Junior Coach(es)

Here are some sample photographs.

**\* All children must have signed releases on file.**



# Photos

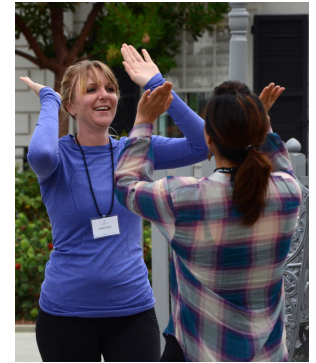
## 1. Adults:

Playworks brand photos typically portray adults:

- From all ethnicities, gender (diversity)
- Having Fun
- Smiling/laughing
- Playing games
- Giving high-fives
- Making silly faces in group photos

Here are some sample photographs.

**\* All adults must have signed releases on file.**






# Collateral

Here are samples of collateral that follow the Playworks visual branding guidelines.

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More samples available upon request.

Contact:  
info@playworks.org



**PLAYWORKS**

**Fall FUNdraiser & ROCK, PAPER, SCISSORS TOURNAMENT**

Playworks is putting the play back into the playgrounds of 16 low-income schools across Chicago. We need you to keep our programs running strong!

- Learn about the organization
- Meet new people
- Support a great cause

\$30 minimum suggested donation.

**Rock, Paper, Scissors Tournament CHOOSE WISELY!**

We're hosting a Rock, Paper, Scissors throw down. Your donation enters you into this bracket style tournament. The winner will split proceeds from the tournament with Playworks!

**Thursday, Nov. 29 • The Crossroads • 1120 W. Madison St Chicago 6 - 8:30 pm**



**Playworks Run/Walk for Recess**

**Sunday November 4 9:00am Prospect Park, Brooklyn**

**PLAYWORKS**

Playworks is working to improve the health and well-being of 10,000 Greater New York and Greater New York children in 24 schools by increasing opportunities for physical activity and safe, meaningful play.

The Playworks 5K will be held Sunday, November 4 in Brooklyn's Prospect Park beginning at 9 A.M. This 5K certified course will challenge runners and walkers alike.

The event also includes a Kid's Fun Zone which promises to be non-stop fun for children of all ages! The Kid's Fun Zone will be run by Playworks Staff who will lead fun and engaging games for children.

Registration:  
\$20 - Adults  
\$10 - Kids

To register, visit:  
www.playworks.org/Brooklyn5K2012

For any questions or to join us as an event sponsor, contact Lucie Carline  
973-718-2396  
lcarline@playworks.org



**RUN for RECESS**

**5K • 10K • KIDS FUN RUN**

Please Join Us  
**Saturday, October 5, 2013**

**PLAYWORKS**

Sloan's Lake Park  
W. 17th Ave. and  
Sheridan Blvd.  
Denver, CO 80212

**EVENT SCHEDULE:**  
8:15 AM: Fun Run Begins  
8:30 AM: 5K/10K Begins

For more information visit: [www.playworks.org/denver](http://www.playworks.org/denver)



**PLAYWORKS**

**Playworks Annual Corporate KICKBALL TOURNAMENT**

**FRIDAY SEPT 28, 2012 11 AM - 3 PM**

City Park, fields on the north side of the park off Colorado Blvd

- Support kids in Denver
- Build your Team
- Compete for bragging rights

For more information:  
Ian Jacobs  
ijacobs@playworks.org  
(720) 432-5219

Proceeds support children by providing safe, healthy and inclusive play and physical activity to Denver schools.

