PLAYWORKS

Visual Design & Branding Guidelines

For questions about this guide please contact:
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

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.

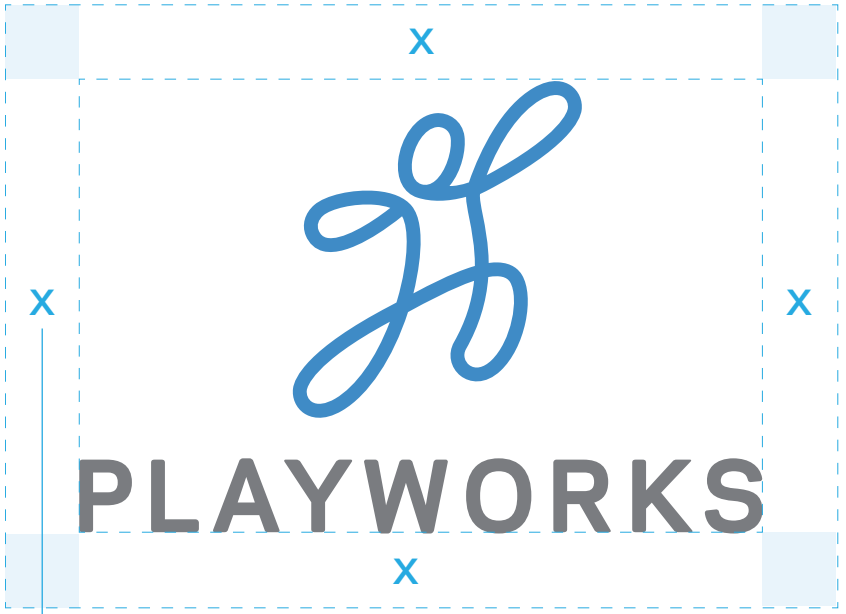
Minimum space between the edge of the shape and the wordmark should be *at least* x, where x is the height of the logotype.

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† - logomark
Gray - wordmark
Use this color scheme as the default choice.

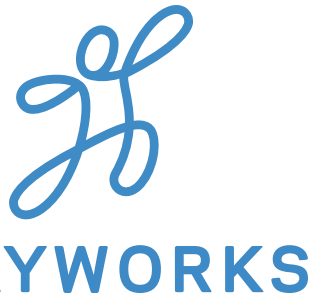
II. MONOTONE
Bright Blue - all logo elements
If you can only use one color, use the Bright Blue only.

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

† Color palette available on pages 9, 10

I. PREFERRED



II. MONOTONE

III. BLACK

IV. BOX

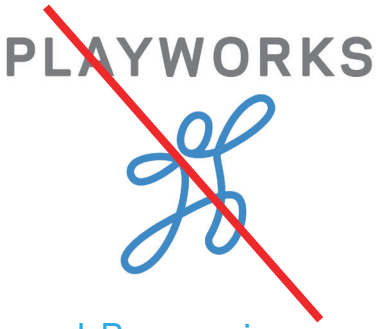
Logo violations

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.



I. Rearranging

II. Incorrect color

III. Incorrect wordmark typeface

IV. Departments

V. - VI. Cities/Regions

Logo hell no.

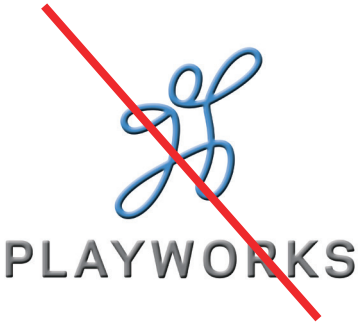
VII. Applying bevel and emboss effects to the logo elements.

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.

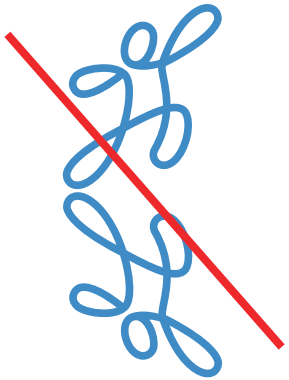


VII. Bevel and emboss

VIII. Outline logo elements

IX. Drop shadow

X. Use logo elements as bullets



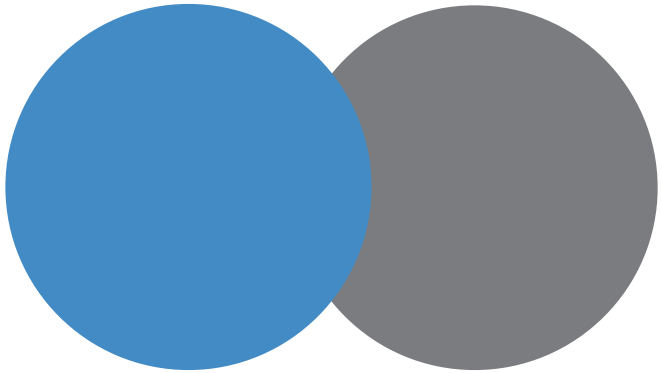
XI. Reflection

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

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

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

1234567890

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

Dutch 809 Roman
(text face)

Lorem ipsum dolor sit amet, consectetuer 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, consectetuer 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.

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

PLAYWORKS

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.

More samples available upon request.

Contact:
info@playworks.org