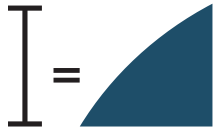# WHEELER MISSION

help. hope. healing.

STYLE GUIDE • 2019

MAIN LOGO

MAINTAIN CLEAR
WHITE SPACE AROUND LOGO

ALWAYS USE FULL NAME • *Never use Wheeler alone*

RESIZE PROPORTIONALLY • *Never stretch to fit (Hold Shift to resize in most programs to maintain aspect ratio)*

MAIN LOGO

PROTECT LOGO INTEGRITY - *Never put logo into another shape or add additional elements*

ENSURE ADEQUATE CONTRAST & READABILITY • *Never use Full color logo over >20% background*

While these are compliant applications of the logo, a black or white reversed logo should be considered when used over any background.

3

BW LOGO

GRAYSCALE LOGO • *Only use over 100% white background*

REVERSE LOGO • *Always use reverse logo over backgrounds >20%*

100%

65%

20%

4

SECONDARY LOGOS

TAGLINE REPLACEMENT - USE FULL COLOR LOGO • *Locations, anniversaries and/or special events*

WHEELER MISSION
Bloomington

WHEELER MISSION
Indianapolis

WHEELER MISSION
Men's Residential Center

WHEELER MISSION
Celebrating 125 Years

Tagline replacements must occupy the same space, and always use Avenir LT Std 35 Light / 18 pt on original LOGO file, with the top of the capital letters aligned with the top of the lower logo shapes, and be justified within the space under MISSION. Font kerning (space between letters) can be adjusted appropriately. Nothing should go anywhere else, above or below logo.
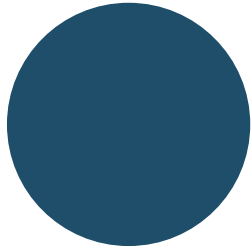

WHEELER MISSION

125th Anniversary

WHEELER MISSION

Indianapolis

2-COLOR LOGO

COLORS • *Either combination can be used - generally reserved for branded products, t-shirts, hats, and other*

COLOR PALETTE

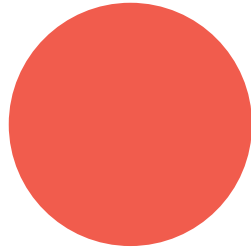## DEEP BLUE

C   92
M   65
Y   40
K   22

R   31
G   79
B   106

#1F4F6A

PMS 2189C
PMS 2189U

CORAL
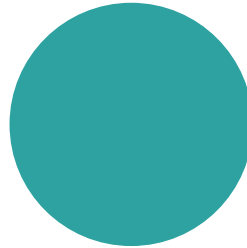
C   0
M   79
Y   70
K   0

R   241
G   93
B   76

#EE5E54

PMS 2030C
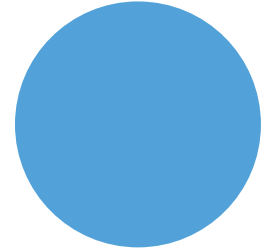PMS 7416U

TEAL

C   76
M   16
Y   40
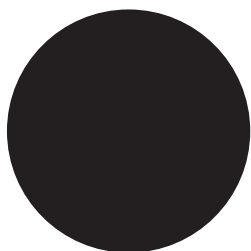K   0

R   41
G   164
B   163
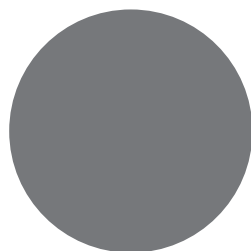
#28A3A3

PMS 2234C
PMS 7716U

BLUE

C   64
M   23
Y   0
K   0

R   80
G   163
B   217
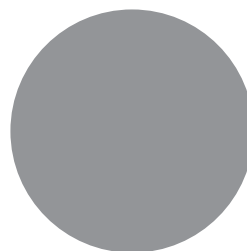
#55A3D7

PMS 2170C
PMS 543U
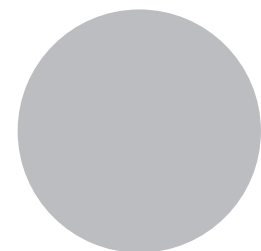
BLACK 100%   65%   50%   30%

*PMS Spot Colors shown are suggested logo colors and may be altered to fit your application.
CMYK formulas should be the default palette, and used for printing most materials.

7

SECONDARY COLOR PALETTE

GOLD

C   11
M   31
Y   82
K   0

R   228
G   176
B   76

#E4B04C

GREEN

C   58
M   13
Y   64
K   0

R   115
G   174
B   126

#73AE7E

GREY

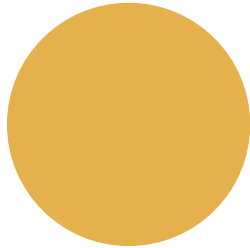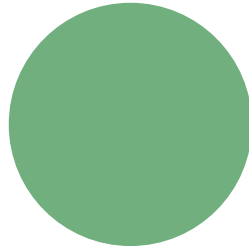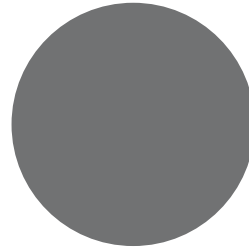C   56
M   48
Y   47
K   14

R   114
G   115
B   115

#727373

*PMS Spot Colors shown are suggested logo colors and may be altered to fit your application.
CMYK formulas should be the default palette, and used for printing most materials.

FONTS

AVENIR LT (PAID FONT) Wheeler Identity / Corporate (Logo, letterhead, envelopes and business cards)

LATO (FREE GOOGLE FONT + MAIN FONT ON WEBSITE)

SANS-SERIF - Uses include Website for both Headline and Body copy

Varying weights can be used together for visual impact on other materials - here are some suggested uses:

thanks.

DONATIONS ACCEPTED HERE

Eos experfe reriass umentii squiberiore, conem quis minis re re rehendi tationet pedicit as debatios id mincim im sint, ipsanti del nonsequam commodi vel is earumen duciet quam aut. Vitisqui dolorep udaeris eos estent quodit inciame nimpore icillat incidebit lanis eum reiunt porerferum sitat eium.

thanks.

DONATIONS ACCEPTED HERE

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Oleo (FREE GOOGLE FONT + SECONDARY FONT ON WEBSITE)

DISPLAY FONT - should be used sparingly for visual interest, memes, quotes, etc. This is a trendy retro font, which will only be a valid font choice for a limited time.

MATHLETE (FREE GOOGLE FONT + SECONDARY FONT ON WEBSITE)

DISPLAY DIY FONT - should be used sparingly for visual interest - another trendy font, which will only be a valid font choice for a season.

Other fonts may be used as needed, as the themed event or target demographic dictates. Be mindful that fonts have a unique voice and time in history. Your message will be best heard when appropriate fonts are selected.