

COLOR

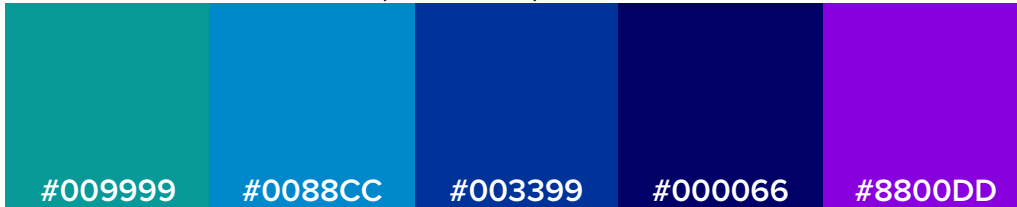


LOGO:
PANTONE
PROCESS BLUE
WEB: #0088CC

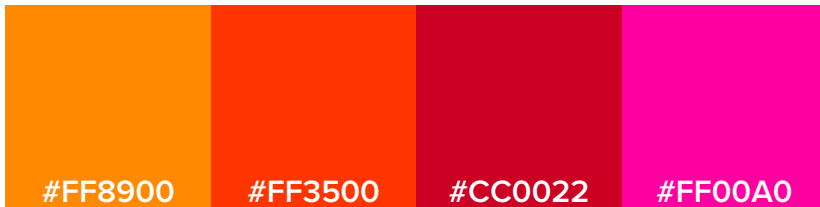
PRIMARY PALETTE (BRIGHT)



PRIMARY PALETTE (MUTED)



ACCENT PALETTE



PATTERN



TYPOGRAPHY

Proxima Nova (Adobe Typekit)

PROXIMA NOVA MEDIUM

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

PROXIMA NOVA BOLD

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

PROXIMA NOVA EXTRABOLD

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

CLEAN
BOLD
FRIENDLY
STACKED
GEOMETRIC

TYPOGRAPHY

Work Sans (Google Fonts)

Work Sans Medium

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

Work Sans Bold

**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**

Work Sans ExtraBold

**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**

Lato (Google Fonts)

LATO REGULAR

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

LATO BOLD

**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**

LATO BLACK

**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**

IMAGERY



LOGO USAGE

LOCKUPS

Standard lockup (fig A+B)

- 14th Street Y logo on left, UJA logo in center, EA logo on right
- Separated by line; see placement guidelines below

UJA + EA lockup (fig C)

- UJA on left, EA on right
- Separated by line; see placement guidelines below

COLOR (figA+B)

For use on white/light backgrounds and photos

- 14th Street Y logo: #0088CC blue/white letters
- Educational Alliance logo: 0088CC
- UJA logo: 1C1F2A/00A3E0
- **Black logos with white letters: used in special circumstances**

For use on medium/dark colored backgrounds and photos:

- White logos with transparent letters/background

PLACEMENT & SIZE

14th Street Y logo

- When 14th Street Y logo is used alone, it is placed in the bottom right hand corner when possible
- 14th Street Y logo is occasionally used as a header alone, or with text to the right (fig D) or URL below (fig E)

Logo lockup (fig F)

- Positioned at bottom center (or bottom right if center is not possible)
- 14th Street Y logo height = X
- Distance between logos is equal to X
- Logos separated by thin blue or white line; line height = 75% of X
- Minimum clear space around logo lockup = .33% of X

SOCIAL ICONS

- White icons on square blue background (#0088CC)



EXAMPLES



**EVERYONE IS
WELCOME
HERE**

14TH STREET Y
EDUCATIONAL ALLIANCE



**WE ARE
COMMUNITY**

14STREET.Y.ORG/WEARECOMMUNITY

14TH STREET Y
EDUCATIONAL ALLIANCE



14TH STREET Y
EDUCATIONAL ALLIANCE

**WE ARE
COMMUNITY**

Where else can you go that has a pool, fitness center, basketball court, an indoor playground, and a theater? Get all this and more — we're right down the block at **14th Street & 1st Ave.**

14STREET.Y.ORG/JOIN

Mention this ad at sign-up to get **\$99 OFF** your new membership!

EDUCATIONAL ALLIANCE | 

EXAMPLES

