3 Introduction
5 Logo
10 Color
14 Typography
19 Design Principles
25 Applications
28 Appendix
Introduction

We are a non-profit organization dedicated to the health and well-being of children from conception to age three in Memphis and Shelby County, Tennessee. We are researchers, strategists, practitioners, parents, and community members dedicated to turning knowledge and research into measurable change.
Our Principles

We have dedicated our work to improving the lives of children and increasing the social capital of Memphis by investing in the lives of children during the critical ages of zero to three.

This vision will be realized by advocating for public policies that are good for children, initiating prevention-based strategies, and launching intervention programs and resources that focus on children in our community.

We strive to be a recognized leader in child advocacy research, a trustworthy community partner and a home for expertise, advice, and collaboration for those who want to improve the lives of children in Memphis and Shelby County.
Logo Components and Construction

The Urban Child Institute's logo is the heart of our brand identity. It unifies our efforts and is the primary way we connect with our community and audience. It’s imperative that we use it correctly everywhere it appears.

The signature is made up of three components: The Urban Child Institute logotype contained inside a rectangular badge capped with the silhouette of the Memphis skyline and registered trademark symbol.

The signature is a carefully drawn piece of artwork and should never be redrawn or altered.
Logo Clear Space and Minimum Size

To increase readability, a minimum clear space measured by the cap-height of the “N” in the logotype should be used between the logo’s badge and other graphic elements.

When using the logo in screen applications it should never appear smaller than 60 pixels in height.

When using the logo in print applications it should never appear smaller than 0.50 inches in height.
Logo

Do Nots

The logo should only be used as specified within these guidelines. Always use the supplied artwork. The examples to the right show improper use of the logo.

- Do not apply a stroke to the logo or logotype.
- Do not alter the proportions of the logo.
- Do not rotate the logo.
- Do not skew the logo.
- Do not crop the logo.
- Do not apply a drop shadow or any effects to the logo.
- Do not use the logo in a holding box or any other shape.
- Do not apply gradients to the logo or logotype.
- Do not alter the proportions of the logo.
- Do not rotate the logo.
- Do not skew the logo.
- Do not apply imagery to the logo's badge.
- Do not recreate the logotype.
- Do not recreate the logo's badge.
- Do not place additional text or graphics next to the logo.
Third-party Application Usage

There may also be instances when the logo will be used on third-party applications such as promotions and advertisements. In this case the logo should be only used in black and white, dependent on the ground on which it is placed. Maximum contrast is top priority.

Written
When referring to our company in copy, The Urban Child Institute is always written completely and in title-case. The only acceptable abbreviation of our name is UCI pronounced “You–See–Eye,” not TUCI or “Toochey.”

When referring to our company in copy, The Urban Child Institute is always written completely and in title-case. The only acceptable abbreviation of our name is UCI pronounced “You–See–Eye,” not TUCI or “Toochey.”
Color
Color
Palette

Our color palette—based on the Crayola® color system—is bold, simple, and fun. These colors are suitable for both screen and print applications.

The colors should be used sparingly and as accent color only. Avoid using more than one color per application.

The use of tints are acceptable to add visual depth or to convey additional levels of information hierarchy, as in information graphics, otherwise the colors should only be used at 100%.

**Print**
Pantone® or CMYK values are mandatory for print applications.

**Digital**
HEX values are strongly preferred for digital applications.

The colors shown throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone Color Standards. Consult current Pantone Publications for accurate color. Pantone is the property of Pantone, Inc.
Logo Colorways

The colorway examples to the right demonstrate what is acceptable for the logo lockup. Always use a colorway that provides the most contrast from the background.

The use of colors not within our color palette is prohibited.
Use of Tints for Information Graphics

Only use tints of the color palette when treating information graphics. Visual representations of data are conveyed more clearly and are better understood when color is properly used.

Specific screens (e.g., 75%, 50%, and 25%) of each color are designed to add visual depth and flexibility and to convey additional levels of information hierarchy.
Typography
Primary Typography

Proxima Nova should be used as our primary typeface. It should be used where ever possible on The Urban Child Institute branded materials and templates for all headlines, subheads, captions, and body text.

A license is required to use Proxima Nova. The Urban Child Institute will supply the fonts to use in marketing and communications pieces.
# Secondary Typography

Proxima Nova Extra Condensed and Museo Slab should be used as our secondary typefaces. They should be used for headlines, subheads, captions, and body text.

A license is required to use Proxima Nova Extra Condensed and Museo Slab. The Urban Child Institute will supply the fonts to use in marketing and communications pieces.

<table>
<thead>
<tr>
<th>Font Family</th>
<th>Style</th>
<th>Description</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proxima Nova Extra Condensed</td>
<td>Regular</td>
<td>Use for headlines and subheads at any size.</td>
<td></td>
</tr>
<tr>
<td>Proxima Nova Extra Condensed</td>
<td>Semibold</td>
<td>Use for headlines and subheads at any size.</td>
<td></td>
</tr>
<tr>
<td>Proxima Nova Extra Condensed</td>
<td>Bold</td>
<td>Use for headlines and subheads at any size.</td>
<td></td>
</tr>
<tr>
<td>Museo Slab 500</td>
<td>Regular</td>
<td>Use for body text at any size.</td>
<td></td>
</tr>
<tr>
<td>Museo Slab 500</td>
<td>Italic</td>
<td>Use for body text at any size.</td>
<td></td>
</tr>
<tr>
<td>Museo Slab 900</td>
<td>Italic</td>
<td>Use for body text at any size.</td>
<td></td>
</tr>
</tbody>
</table>
**Typography**

**Rules**

**Case**
Upper and lowercase is preferred for all communications. All caps may be used very occasionally for subheads.

**Leading**
The term leading refers to the space between lines of type. When type is used below 18 pt, leading should be two points greater than the type size. Above 18 pt, leading should be the same as the type size or even less, if appropriate.

**Tracking**
Tracking is the space between letters. Letters should never "crash" or touch each other.

**Justification**
Type should always be set either flush left, rag right or flush right, rag left. Type is never justified and rarely centered.

**Column Width**
Columns should have an optimum setting of 45–60 characters per line for optimal legibility.

---

This headline type is set at 48 pt. At this size, the leading should be 100% of the point size, 48 pt. The column width is 32 characters wide.
Poverty Affects the Future of Memphis Children

Acknowledging the Critical Role Fathers Play

Preparing for Kindergarten Starts Earlier Than You Think

It’s been said before that simple change can bring about tremendous results.

Our mission is simple: We are a non-profit organization dedicated to the health and well-being of children from conception to age three in Memphis and Shelby County, Tennessee. We are researchers, strategists, practitioners, parents, and community members dedicated to turning knowledge and research into measurable change.
Design Principles
Setting Margins

Set your margins based upon the document size you are building. In the following U.S. letter size sample, the margins are set to 0.50 inches.

When setting margins for applications larger than U.S. letter size, scale the margins proportionally using the 0.50 inches margins of the U.S. letter size as a foundation and make necessary adjustments to achieve an appropriate margins for the format.
Creating Columns

Create 12 columns within the application’s margins. The use of 12 columns allows for multiple variations of column widths to create dynamic and rich compositions.

For a margin of 0.50 inches, set your gutter at 0.1667 inches. Use this ratio of margins to gutter size (1:3) as a foundation to determine gutter sizes for printed communications larger than a standard U.S. letter size document.

Grids for applications smaller than a standard U.S. letter size should use 6 or 3 columns.
Placing Typography

Use the following type hierarchy to set type in your layout. Adhering to these styles will ensure a consistent style across all UCI communications.

**Titles**
Proxima Nova Extra Condensed Bold
60/60 pt

**Description Text**
Museo Slab 500 12/16 pt

**Blockquote**
Museo Slab 500 Italic 18/20 pt

**Headline**
Proxima Nova Extra Condensed Bold
18/18 pt

**Intro Text**
Proxima Nova Regular 12/14 pt

**Subhead**
Museo Slab 900 9/12 pt

**Body Text**
Museo Slab 500 9/12 pt

**Captions**
Proxima Nova Regular 8/10 pt
Photographic Style

Photography is an important graphic element used for communicating the core principles of UCI. Photographs should be fun, casual, and feature bold solid fields of color. Select photographs that illustrate a singular idea with a dynamic composition.

When selecting images for an application, consider the various typographic and graphic components that will coexist with the image.
Use Color Sparingly & Purposefully

In addition to neutral colors (black, gray, or white), use only 1–3 secondary colors. This helps to keep the content from looking too complex and cluttered.

Color can help to create emphasis, clarify hierarchy, and organize information on a layout.
Applications
The first years of life are among the most important for brain development, and there is much that you as a parent can do to give your child every advantage possible.
Web Graphics

Touch Talk
Read Play

Simple Change;
Tremendous Results

Neighborhood Christian Center
A Perfect Partnership

Kindergarten Ready
Preparing for kindergarten starts earlier than you think
Appendix
Contact
Brand Management

Visit urbanchildinstitute.org/brand for the most recent guidelines, tools, and approved artwork.

Questions?
brand@urbanchildinstitute.org