



**Methodist Children's Home**

Offering Hope Since 1890

# **STYLE GUIDE**

# LOGO VARIATIONS

## MCH

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*Preferred*



## FAMILY OUTREACH

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*Preferred*



## BOYS RANCH

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*Preferred*



# LOGO COLORS

## STANDARD

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### Red Gradient

**Light Red:** Pantone 185C

**Dark Red:** C: 18 M: 100 Y: 100 K: 18

**Light Red:** Pantone 185C

**Dark Red:** R: 173 G: 28 B: 33



### Black

**CMYK:** C: 0 M: 0 Y: 0 K: 100

**RGB:** R: 0 G: 0 B: 0

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## BLACK

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### Black

**CMYK:** C: 0 M: 0 Y: 0 K: 100

**RGB:** R: 0 G: 0 B: 0



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## WHITE

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The white logo is essential in instances where a colored background is being used, **except for gray** (use designated gray background logo).

### Gray Background

**CMYK:** BLACK - Change to 15% Tint

**RGB:** R: 222 G: 222 B: 222



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# LOGO SPACING & SIZING

## SPACING

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### Horizontal Logo



Allow an even amount of space around the logo, using the peak of the heart and the base of the cross as the vertical spacing reference.

### Vertical Logo



Allow an even amount of space around the logo, using the peak of the heart and the bottom of the 'p' as the vertical spacing reference.

## WHITE

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# FONTS



LOGO

Aleo Bold

LOGO TAG

Aleo Regular

## MYRIAD PRO

MYRIAD PRO CONDENSED

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ

*MYRIAD PRO CONDENSED ITALIC*

*abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ*

**MYRIAD PRO BOLD CONDENSED**

**abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ**

***MYRIAD PRO BOLD CONDENSED ITALIC***

***abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ***

MYRIAD PRO REGULAR

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ

*MYRIAD PRO ITALIC*

*abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ*

MYRIAD PRO SEMIBOLD

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ

*MYRIAD PRO SEMIBOLD ITALIC*

*abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ*

**MYRIAD PRO BOLD**

**abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ**

***MYRIAD PRO BOLD ITALIC***

***abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ***

# FONT GUIDELINE EXAMPLE

## GAPP Flyer Example

### HEADERS - Largest text

**Myriad Pro Bold Condensed**

*Also Acceptable: Myriad Pro Bold*

## Ways We Can Help

The Grandparents As Parents Program offers the following services through several of our outreach offices to support your family.

### Case Management

We assess the strengths and needs of your situation, and a case manager meets with your family regularly to provide you with advice and assistance on the difficulties you face.

### Information and Referral

We help you access community resources and programs to assist you with everything from counseling and parent training to food assistance and childcare services.

### Support Groups

In some locations, we have grandparents' support groups that offer emotional support and advice on ways to deal with common problems many grandparents face when raising grandchildren.

### Assistance with Legal Issues

We help you find community programs and government agencies that provide legal assistance.

### Workshops

We partner with other like-minded community organizations that offer workshops on topics important to you as you raise your grandchildren.

### SUBHEADERS - In black or red text

**Myriad Pro Bold**

### BODY COPY

**Myriad Pro Regular**

### CALL-OUT BODY COPY

**Myriad Pro Regular**

### WEBSITE /IMPORTANT INFO

**Myriad Pro Bold**

Contact us at 325-672-9398 or come by our office at 500 Chestnut, Suite 1730, Abilene, TX 79602.

For more information, visit **MCH.org**.

*All text on RED/BLACK backgrounds should be WHITE  
Text on GRAY background can be BLACK/RED/WHITE*

# FONT COLORS

## RED



**C:** 18 **M:** 100 **Y:** 100 **K:** 0  
**R:** 205 **G:** 36 **B:** 43

## BLACK



**C:** 0 **M:** 0 **Y:** 0 **K:** 100  
**R:** 0 **G:** 0 **B:** 0

## WHITE

**C:** 0 **M:** 0 **Y:** 0 **K:** 0  
**R:** 255 **G:** 255 **B:** 255

# STATIONERY TEMPLATE

## ENVELOPES, BUSINESS CARDS & FONT USAGE

Myriad Pro Regular

 **Methodist Children's Home**  
1111 Herring Avenue  
Waco, TX 76708

BUSINESS CARD

Front

 **Methodist Children's Home**  
Offering Hope Since 1890

Back

**TIM BROWN** LMSW-AP  
*President/CEO*

Direct: (254) 750-1201 (254) 753-0181  
tbrown@mch.org MCH.org  
1111 Herring Ave., Waco, TX 76708

Myriad Pro Bold

*Myriad Pro Semibold Italic*

Myriad Pro Regular

### MCH ENVELOPE

 **MCH Family Outreach**  
6800 Park Ten Blvd., Suite 135 East  
San Antonio, TX 78213

BUSINESS CARD

Front

 **MCH Family Outreach**  
Offering Hope Since 1890

Back

**CRYSTAL MOTOK-SALINAS**  
*Case Manager*

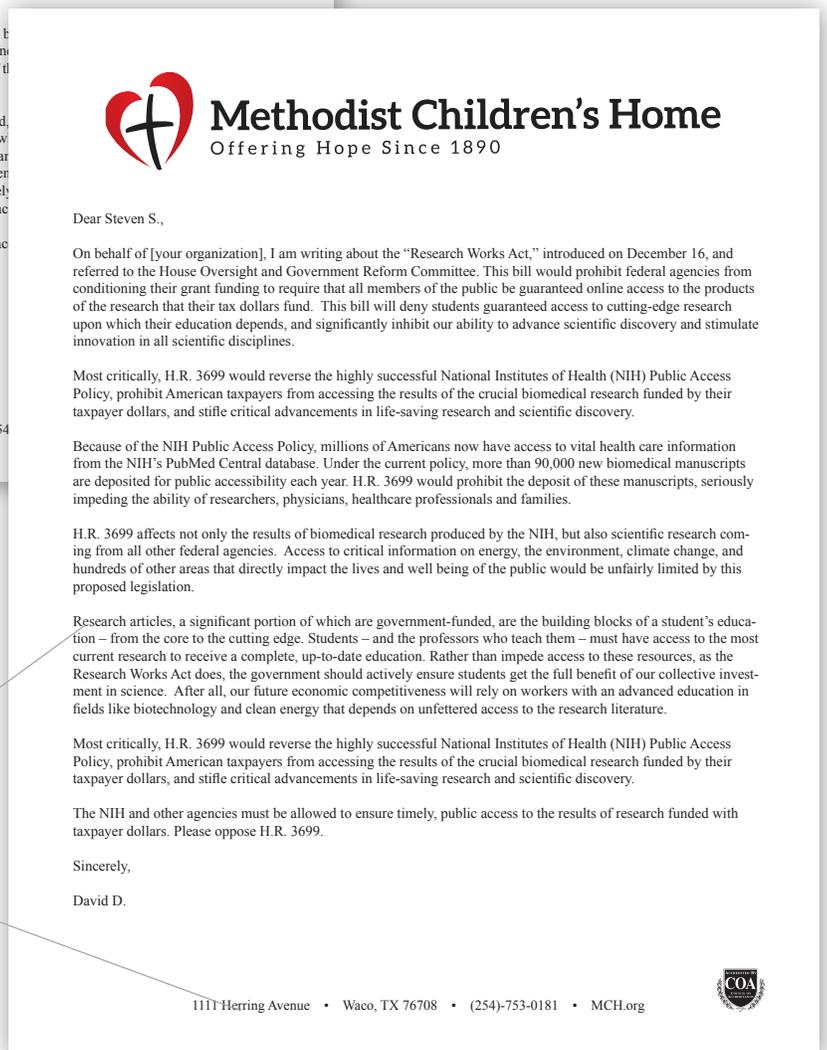
Direct: (210) 487-8422 (210) 733-3904  
csalinas@mch.org MCH.org  
6800 Park Ten Blvd., Suite 135 East  
San Antonio, TX 78213

# STATIONERY TEMPLATE

## LETTERHEADS & FONT USAGE



Myriad Pro Regular



Myriad Pro Regular

Myriad Pro Bold

