This style guide has been created to ensure the correct and consistent use of the Falls Prevention identity system.

You will find instructions on logo usage, typography, color palette, image style and other visual elements.

_The perception of our brand is highly influenced by how it’s represented. Thank you for following our style guide._
Logo usage

The logo should never be redrawn or altered in any way. Do not attempt to re-create the logo. Always use the logos provided by Falls Prevention. Use the logo as one unit—never separate the elements. Only vector logos may be enlarged. Never use the “walkers” element alone.

Clear space
The spacing around the logo should be the equivalent of a cube; the height of the letter “F” in “Falls.”

“Supported by a…” descriptor
This copy can be placed on brochures and applications that have lengthier content and ample real estate.

Align flush left and right under “STEP UP TO STOP FALLS” tagline.

Set in Trade Gothic Condensed No. 18 with one point lead.
Logo usage \textit{CONTINUED}

\textbf{Minimum size}
Do not use the logo less than one inch wide to assure legibility.

\textbf{Incorrect usage}

\begin{itemize}
  \item Never place logo on a background that doesn’t provide sufficient contrast.
\end{itemize}

\textbf{Correct usage}

\begin{itemize}
\end{itemize}
Typography

Using the typefaces below helps portray our personality and assures a consistent look across all our communications. Body text should never be smaller than 12 point. Use the print samples that follow for reference.

**Trade Gothic**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 “” ? ! &

Available in the following weights:
Condensed No. 18
Condensed No. 18 Oblique
Bold Condensed No. 20
Bold Condensed No. 20 Oblique
Light
Light Oblique
Regular
Oblique
Bold
Bold No. 2
Bold No. 2 Oblique

**Avenir**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 “” ? ! &

Available in the following weights:
Light
Light Oblique
Book
Book Oblique
Roman
Roman Oblique
Medium
Medium Oblique
Heavy
Heavy Oblique
Black
Black Oblique
Color palette

Our color palette is rich and bright. The colors are youthful and vibrant. Using these colors helps build our brand cohesively.

When printing 4-color, in addition specifying the color mixes below, please provide Pantone numbers for color accuracy.

- **PMS: 5125 C**
  - CMYK: 56.84.39.24
  - Web: #6d3b5d

- **PMS: 1385 C**
  - CMYK: 13.60.100.6
  - Web: #d77a27

- **PMS: 383 C**
  - CMYK: 38.20.100.0
  - Web: #a9ae37

- **PMS: 431 C**
  - CMYK: 45.27.17.51
  - Web: #53626f

Imagery

Photos
Lifestyle photography should be professionally shot—bright, colorful, vital, active shots that are unposed and natural looking. They should portray cheerful people engaged in healthy lifestyles—at home, in the community or at healthcare facilities. The color scheme should complement the color palette above.

Illustration
Simple iconic vector art may be used to complement concepts/content. See print samples provided.
Print samples

We rely on our marketing literature to help educate people on how to live healthier, safer lives. They need to be attractive and professional. Follow these samples for look and feel—keeping the design clean and simple with ample white space, images, headlines and subheads to break up the content.

Brochure

(front)  (inside)  (back)
Print samples CONTINUED

Posters

Falls Prevention
STEP UP TO STOP FALLS

Supported by a grant from the Health Foundation for Western and Central New York

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