Falls Prevention

STEP UP TO STOP FALLS

Style.guide

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."

CUBE

ONE CUBE
DISTANCE
ALL SIDES

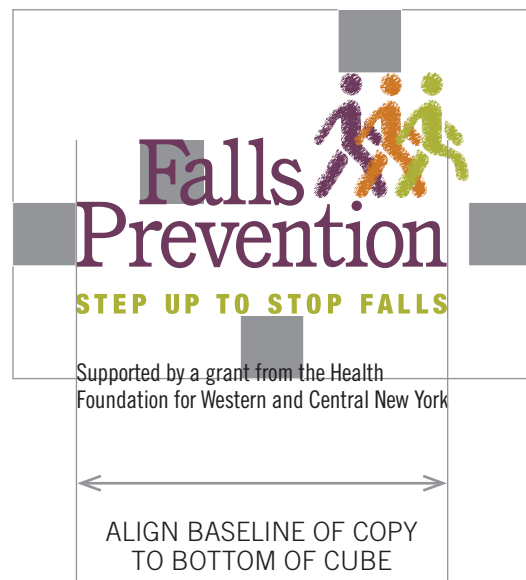**"Supported by a…" descriptor**

This copy can be place 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.

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

ALIGN BASELINE OF COPY
TO BOTTOM OF CUBE

Logo usage *CONTINUED*

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

1 inch

Incorrect usage

NEVER PLACE LOGO ON A BACKGROUND THAT DOESN'T PROVIDE SUFFICIENT CONTRAST.

Correct usage

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	PMS: 1385 C	PMS: 383 C	PMS: 431 C
CMYK: 56.84.39.24	CMYK: 13.60.100.6	CMYK: 38.20.100.0	CMYK: 45.27.17.51
Web: #6d3b5d	Web: #d77a27	Web: #a9ae37	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

Falls Prevention
STEP UP TO STOP FALLS

Learn what you can do to reduce your risk of falling

(front)

Three easy ways to prevent falls

Exercise daily

Daily exercises are proven to maintain and improve balance, which prevents falls. Try these simple exercises daily. Wear sturdy, well-fitting, flat-soled shoes or sneakers with room to wiggle your toes in at the top. Ask your doctor which exercises are best for you to improve your balance.

One-legged stand. Stand at a plac[e with] sturdy support while you do the exe[rcise.] *Easy:* Stand on one leg for up to 10[...] Repeat 3-6 times for each leg. *Mo[re...]* Stand on one leg while very slowly [...] the other leg forward and backwa[rd...] while maintaining your balance.

Tai Chi Walking. *Walking sideway[s...]* step sideways while bending your[...] lifting your foot, like you're stepp[ing over...]* something. Land gently. Repeat [...] both sides. *Walking forward and [...]* Turn to the side and slowly take [...] forward, and then a few steps ba[ck...] you step, lift your foot as if you'[re...] over something. Repeat 2-3 tim[es...]

Make your home safer

Most falls occur in or around your own home. By conducting a home safety check, you'll eliminate hazards and help make your home a falls-free environment.

Tips for a falls-free environment:
✔ Keep floors and stairs clear of clutter
✔ Secure railings near stairs and walkways
[...]ys are well-lit
[...]ts to hallways
[...]bedroom to
[...]n floor level
[...]seats in the
[...]ehold items

For more information on preventing falls, details on balance exercises, to watch or order balance and exercise DVDs and videos, and to learn more about home safety checks, please visit

www.hfwcny.org

Know your medicines

Talk to your doctor about the medicines you currently take and how they might affect your balance.

Bring a list of all the prescriptions to your next appointment. Some medicines, especially when taken with others, can cause dizziness or weakness.

If you feel dizzy, for any reason, let your doctor know.

www.hfwcny.org

Falls Prevention
STEP UP TO STOP FALLS

(inside)

Falls Prevention
STEP UP TO STOP FALLS

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

Buffalo Office
726 Exchange St.
Suite 518
Buffalo, NY 14210
716-852-3030

Syracuse Office
431 E. Fayette St.
Suite 250
Syracuse, NY 13202
315-671-0057

(back)

Posters

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