



**Champaign County Board**  
of Developmental Disabilities

## Brand Style Guide

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# Identity Brief

Belief Statement: Everyone has abilities.

Vision Statement: To discover potential and abilities.

Mission Statement: We promote independence and a pathway to success.

## Inclusion

We collaborate effectively and embrace different perspectives. We value the contributions of others and the collective impact of teamwork. Each employee has an important role in helping the organization meet its goals and overall mission. We communicate changes and explain the rationale behind decisions.

## Integrity

We speak up if something is not right. We are responsible with our community's support and tax-dollars. We follow through on our commitments. We are accountable for our actions and the impact they have on others. We communicate openly and honestly with one another. We do not avoid the difficult conversations.

## Respect

We are respectful of people of all abilities and their unique contributions. We communicate with others in a kind, open manner. We treat others with courtesy, politeness, and kindness. We seek to understand the perspectives of others, even when we disagree.

## Excellence

We strive to provide quality outcomes and supports that are person-centered. We are committed to solving problems through collaboration, innovation, and creativity. We provide excellent customer-service, internally and externally.

# Logo Variations



## Horizontal (Color, B/W, White)



(Blue background for display purposes)



(Umbrella Variation - may add white text over blue bar)

## Understanding Our Logo

We chose 4 colors to represent several parts of our industry.

- 4 values (Inclusion, Integrity, Respect, and Excellence)
- 4 departments (Adminstration, Early Intervention, Service and Support, and Community Education Outreach)
- Each color can also represent parts of the community that we strive to bring together (Employment, Education, Organizations, and Families)

The rope around the center “C” represents unity and linking of people, departments, organizations, and community. These are all important aspects in the idea of INCLUSION for people of all abilities.

## Logo Usage:

- Do not alter logo colors except for using monochromatic black and monochromatic white. The bar on umbrella variation logos may be changed to any of the 4 logo colors.
- The black logo and color logo should be used on light colored backgrounds. The white logo should be used on dark colored backgrounds.
- When using company name text, the logo emblem is always displayed to the left or top of company name. Logo emblem may be positioned freely when used independently (without company name text).
- Minimum size: Logo should not be made smaller than the company name text allows. If text is no longer legible, the logo must be made larger, or you may use the emblem without text.

## Vertical (Color, B/W, White)

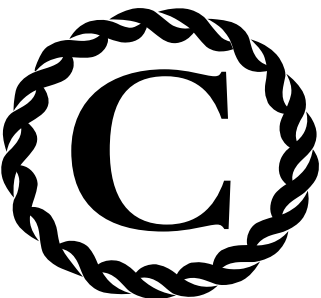


(Blue background for display purposes)



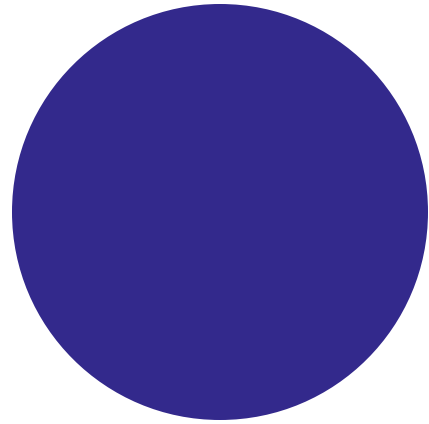
(Umbrella Variation - may add white text over blue bar)

## Emblem/Icon (Color, B/W, White)

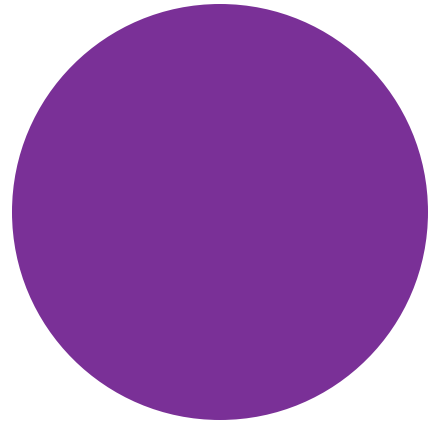


(Blue background for display purposes)

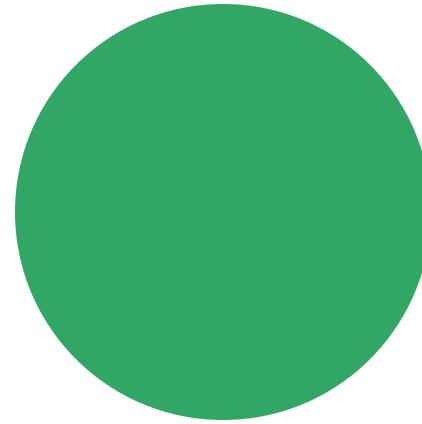
# Color Palette



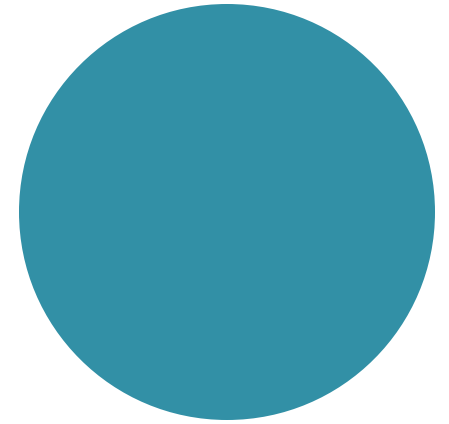
HEX # 33298C  
RGB: (51, 41, 140)  
HSB: (246, 71, 55)  
CMYK: (99, 100, 5, 1)  
PANTONE: 2746 C



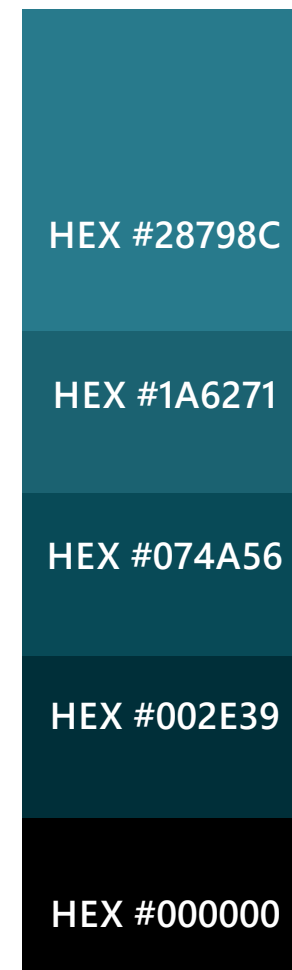
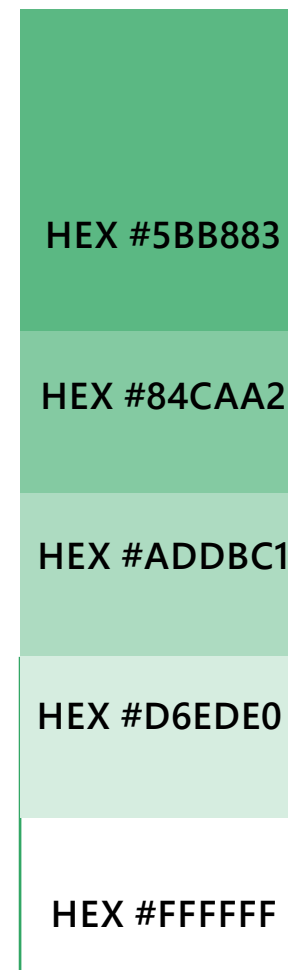
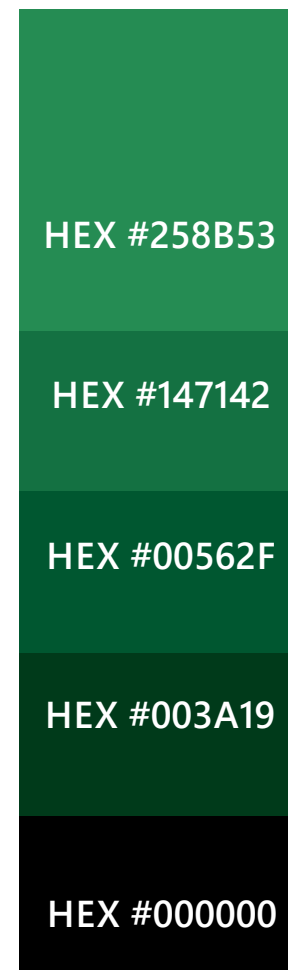
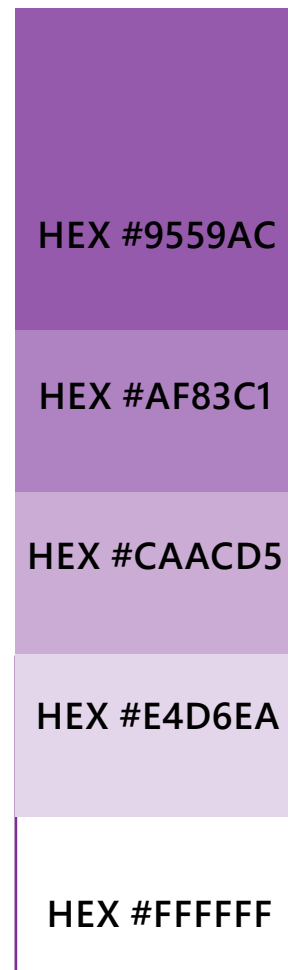
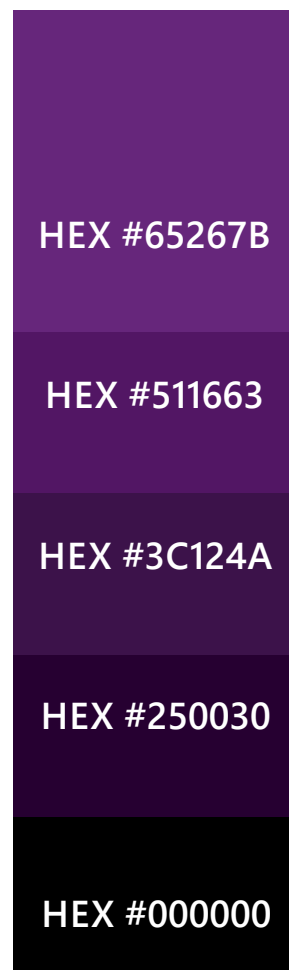
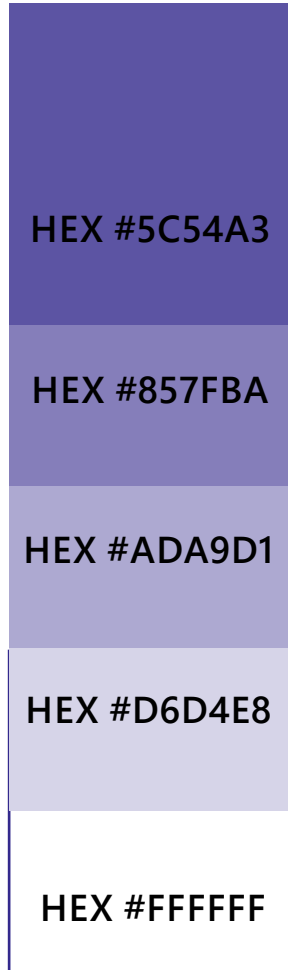
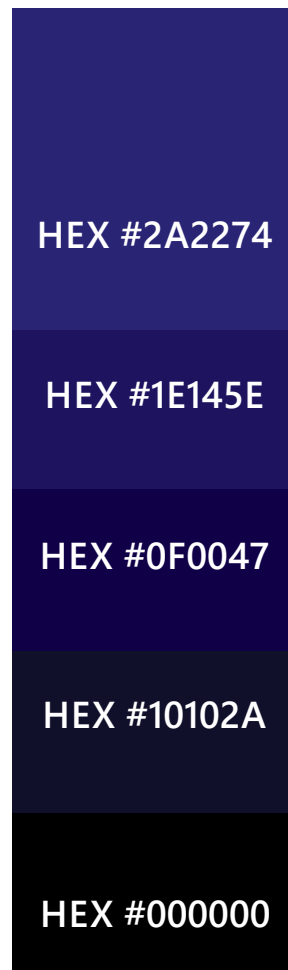
HEX # 7A3097  
RGB: (122, 48, 151)  
HSB: (283, 68, 59)  
CMYK: (64, 96, 0, 0)  
PANTONE: 2593 C



HEX # 32A664  
RGB: (50, 166, 100)  
HSB: (146, 70, 65)  
CMYK: (78, 9, 81, 0)  
PANTONE: 7730 C



HEX # 3290A6  
RGB: (50, 144, 166)  
HSB: (191, 70, 65)  
CMYK: (78, 29, 29, 1)  
PANTONE: 7459 C



\*\* Shades and Tints are shown in 20% increments

\*\* Shades and Tints are shown in 20% increments

# Typography

## Heading Font

Abril Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Regular

SemiBold

Bold

ExtraBold

## Paragraph / Subheading Font

Segoe UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Light

SemiLight

Regular

SemiBold

Bold



If heading font style is not available, alternate font MUST match, as close as possible, center 'C' and company name style (Abril Display).

If paragraph/subheading font style is not available, alternate font MUST match, as close as possible, font in subheader bar (Segoe UI)

We are a 'person first' industry. All language used for marketing materials MUST represent the person before the adjective. Language in all marketing materials MUST be approved by the Champaign County Board of Developmental Disabilities before distribution.

person with a disability

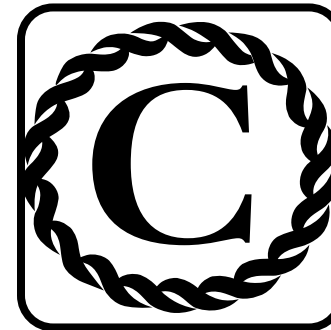


disabled person



# Imagery / Photography

## ICONS



(Border may be any of the 4 logo colors)



(Background may be any of the 4 logo colors)

- Buttons and icons should have rounded corners or be circular.
- Black and color icons should always have white or light color backgrounds.
- White icon can only be displayed over the 4 official logo colors.
- Icons may be displayed with or without a border

## PHOTOGRAPHY

Candid photos are preferred.

Photos should represent the belief, vision, mission, and core values listed in the Identity Brief.

Photos of staff and board members should have warm tones.

Any photography used for marketing materials will be provided by the Champaign County Board of Developmental Disabilities.

Photo from outside sources must be approved by Champaign County Board of Developmental Disabilities before use in publicly distributed marketing materials.

