

CENTER OF EFFORT

B R A N D S T A N D A R D S

THE FOLLOWING PAGES ARE A TOOL FOR MAINTAINING THE COHERENCE OF CENTER OF EFFORT'S VISUAL COMMUNICATION PIECES. IT IS AN ESSENTIAL STEP IN PROTECTING THE INTEGRITY OF ITS IMAGE. ADHERING TO THESE STANDARDS WILL STREAMLINE THE WORK OF COMMUNICATIONS STAFF AND OUTSIDE VENDORS, HELP AVOID MISSTEPS IN DESIGN, AND THEREBY SAVE TIME AND PRODUCTION COSTS.

SIZING RESTRICTIONS

Proper logo size is vital in maintaining readability, as well as ensuring a consistent look throughout the brand. The logo should never be too small or too large in size for the application.

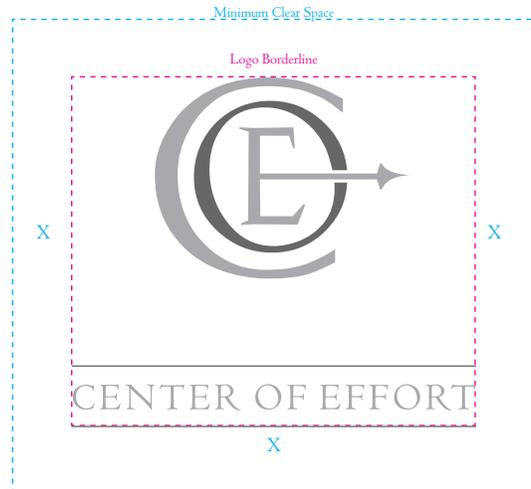
- *The logo should not be displayed at any size smaller than .75" in height.*



CLEAR SPACE

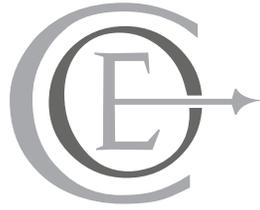
To ensure that the logo always appears clearly and unobstructed, it is important to provide an area of clear space around it. The minimum clear space areas are shown here. No other object should appear within this area at any time, and where possible, this clear space should be increased.

· *The clear space is measured by the 'community hospital' element height as marked by 'x'*

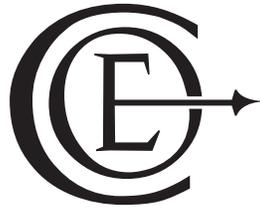


LOGO APPLICATIONS

It is preferred to have the logo print positive in CMYK or PMS equivalents, depending on the application. The logo may also be print in black or reversed to white – provided the background color offers sufficient contrast for clear readability.



C E N T E R O F E F F O R T



C E N T E R O F E F F O R T



C E N T E R O F E F F O R T

UNACCEPTABLE EXECUTIONS

The following examples illustrate the most common mistakes made when reproducing the Center of Effort logo.



DO NOT reverse a portion of the logo



CENTER OF EFFORT

DO NOT alter the color of the logo in any way



DO NOT reverse the logo on too light a background



CENTER OF EFFORT

DO NOT switch the greys



DO NOT use the logo on a complex photo or patterned background



CENTER OF EFFORT

DO NOT alter the shape of the logo



DO NOT rearrange elements of the logo.



DO NOT put the logo in a containing shape



DO NOT angle the logo



CENTER OF EFFORT

DO NOT alter the typography



CENTER OF EFFORT

DO NOT alter the space between the icon and the wordmark.

COLOR PALLETTE

PMS colors used in Center of Effort logo



CMYK color breakdowns for the Center of Effort logo



TYPOGRAPHY

HEADLINES, SUBHEADS & PULL QUOTES

LTC METROPOLITAN IS THE CHOSEN TYPEFACE to represent Center of Effort for all headlines, subheads, and pull quotes. For brand consistency purposes, this typeface is to be used in conjunction with all marketing material including brochures, advertisements, flyers, etc. — and wherever else deemed appropriate.

METROPOLITAN ROMAN

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ
1234567890~!@#%[^]&*() - +=

METROPOLITAN ITALIC

abcdefghijklmnopqrstuvwxy
z
*ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ*
1234567890~!@#%[^]&() - +=*

METROPOLITAN SMALL CAPS

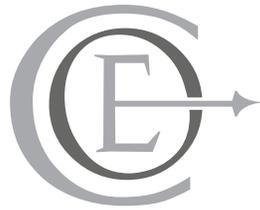
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ
1234567890~!@#%[^]&*() - +=

METROPOLITAN SMALL CAPS ITALIC

*ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ*
*ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ*
1234567890~!@#%[^]&() - +=*

ADDITIONAL NOTES

- The icon can be used alone as a design element in applications where appropriate



- The wordmark can be used alone as a design element in applications where appropriate

C E N T E R O F E F F O R T

- Any other questions regarding permission and usage of the Center of Effort logo must be directed to Nathan R. Carlson, at Center of Effort, 805.782.9463.

All graphic standards were created and designed by Kraftwerk Design Inc. If you have any questions regarding the Center of Effort brand usage please contact Nathan Carlson, at Center of Effort, 805.782.9463.



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