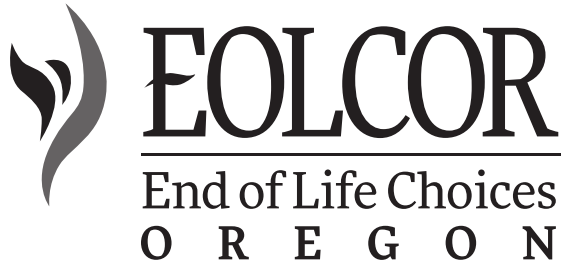


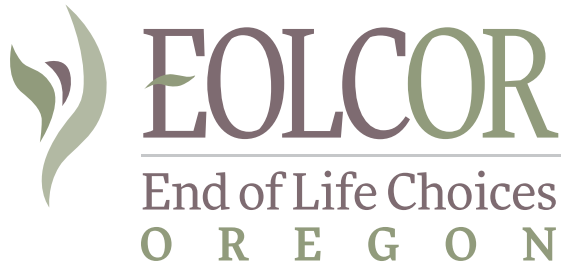
Brand Guidelines: End of Life Choices Oregon

BRAND MARK:

BLACK



COLOR (preferred)



faded plum
R126, G107, B113
C 51, M 55, Y 45, K 13
Hex #6a585e



sage green
R145, G155, B124
C 46, M 29, Y 56, K 3
Hex #7f8a69



70% sage green
Hex #a4ac93

VARIANTS



SPACING:

Allow safe margin spacing and breathing room on all sides equal to at least the width of the “flame” in the logo.



Safe spacing: do not visually crowd the logo

FONTS:

The primary font used within the ELCOR logo is Merriweather Regular, from the Google collection available for free at fonts.google.com. This font should NOT be substituted for any reason.

Preferred fonts for accompaniment: serif fonts: “PT Serif” and Microsoft’s Calibri for all branded materials, brochures, worksheets, website, etc. especially for headers and subheads. Other acceptable sans-serif pairings include the Open Sans regular for utilitarian use such as forms.

USAGE:

While it is acceptable to refer to the org as EOLCOR, the full name should be used a minimum of at least once in each document and should read “End of Life Choices Oregon.” It should not be referred to as “End of Life Oregon” or other similar but inaccurate variations. Whenever possible, include the domain name eolcoregon.org at least once per page on any documentation.

EXAMPLES OF USAGE:



Notes on glyph:

The glyph or flame alone may be used in lesser instances, such as web favicons and in other echoing instances such as the business card back shown above, but should not be attached to any other type, to avoid brand dilution.