



# Brand Style Guide

Version 1.0 // December 2018





# Table of Contents

## LOGO

Logo Versions . . . . .	2
Minimum Size and Clearance Space . . . . .	3
Color Usage . . . . .	4
Tagline. . . . .	5
Logo Do's . . . . .	6
Logo Don'ts . . . . .	7

## COLOR

Color Palettes . . . . .	8
--------------------------	---

## TYPOGRAPHY

Primary and Secondary Typeface . . . . .	9
Web and Alternate Font . . . . .	10

## PHOTOGRAPHY

Styling . . . . .	11
Don'ts . . . . .	12

## DESIGN ELEMENTS

Elements . . . . .	13
--------------------	----

## VISUAL APPLICATIONS

Stationary Examples. . . . .	14
Collateral Examples . . . . .	15

## EDITORIAL GUIDELINES

Punctuation . . . . .	16
Specific to Georgia Memory Net. . . . .	17
Spelling . . . . .	18

## NAMING

Naming Hierarchy . . . . .	19
----------------------------	----



# Logo

## A. PRIMARY LOGO

The primary logo is composed of the icon to the left of the wordmark. The two should never be separated.

## B. SECONDARY LOGO

The secondary logo is composed of the icon on top of the wordmark. The two should never be separated.

The secondary logo is to be used in instances where the Primary Logo does not fit, normally best suited for narrow and vertical spaces.

## C. TERTIARY LOGO

The tertiary logo is composed of the icon to the left of the wordmark, which is on one line. The tertiary logo should be used rarely when neither the Primary Logo nor the Secondary Logo can fit, such as on a pen.





# Logo

## MINIMUM SIZE

A minimum size has been established to ensure the logo is always visible and reproduced in a clear and consistent manner.

The icon within the logo should never be printed smaller than a 1/4 inch tall. This means the minimum print size for the Primary Logo is 7/8 inches wide, and the minimum print size for the Secondary Logo is 1/2 inches tall.



## CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This allows the logo to remain impactful and not compete or be crowded by other graphics or text.

The minimum clear space is defined by the height of the letter "g" in the wordmark. Keep this defined clear space free from all text, graphics, and the edge of the page or screen.





## Color Usage

When using the logo on a white or light-colored background, use the primary 4C logo.

When using the logo on a dark-colored background, whether a solid field of color or over a photograph, the logo should be used in white to provide the best contrast and visibility.

For grayscale materials, the logo can be reproduced in 100% black.





# Tagline

When using the logo and tagline together, the previous guidelines regarding colors and restrictions apply. Also, adhere to the following:

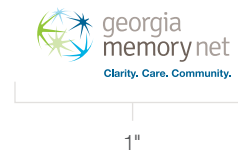
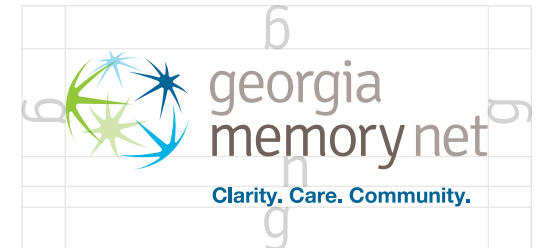
## TAGLINE SPACING AND CLEAR SPACE

The tagline, when placed under the logo, should always be set with a space equal to the height of “n”.

The tagline, when placed under the logo, should always have a minimum clear space, free of graphics and text. The minimum clear space is defined by the height of the letter “g” in the wordmark.

## MINIMUM SIZE

Always scale the logo and tagline proportionally. Together they should never be smaller than 1 inch in width in print or on-screen. When legibility is an issue, the tagline can be increased in size to match the width of the logo. In this case, the period after the tagline should be left “hanging.”





# Logo Do's

It is important that the logo be used thoughtfully and consistently across all brand communications.

Unless approved by Georgia Memory Net, all logo usage is restricted to the primary 4C logo, 100% black or white.

When applying the logo, select the best approved logo color treatment to ensure legibility.



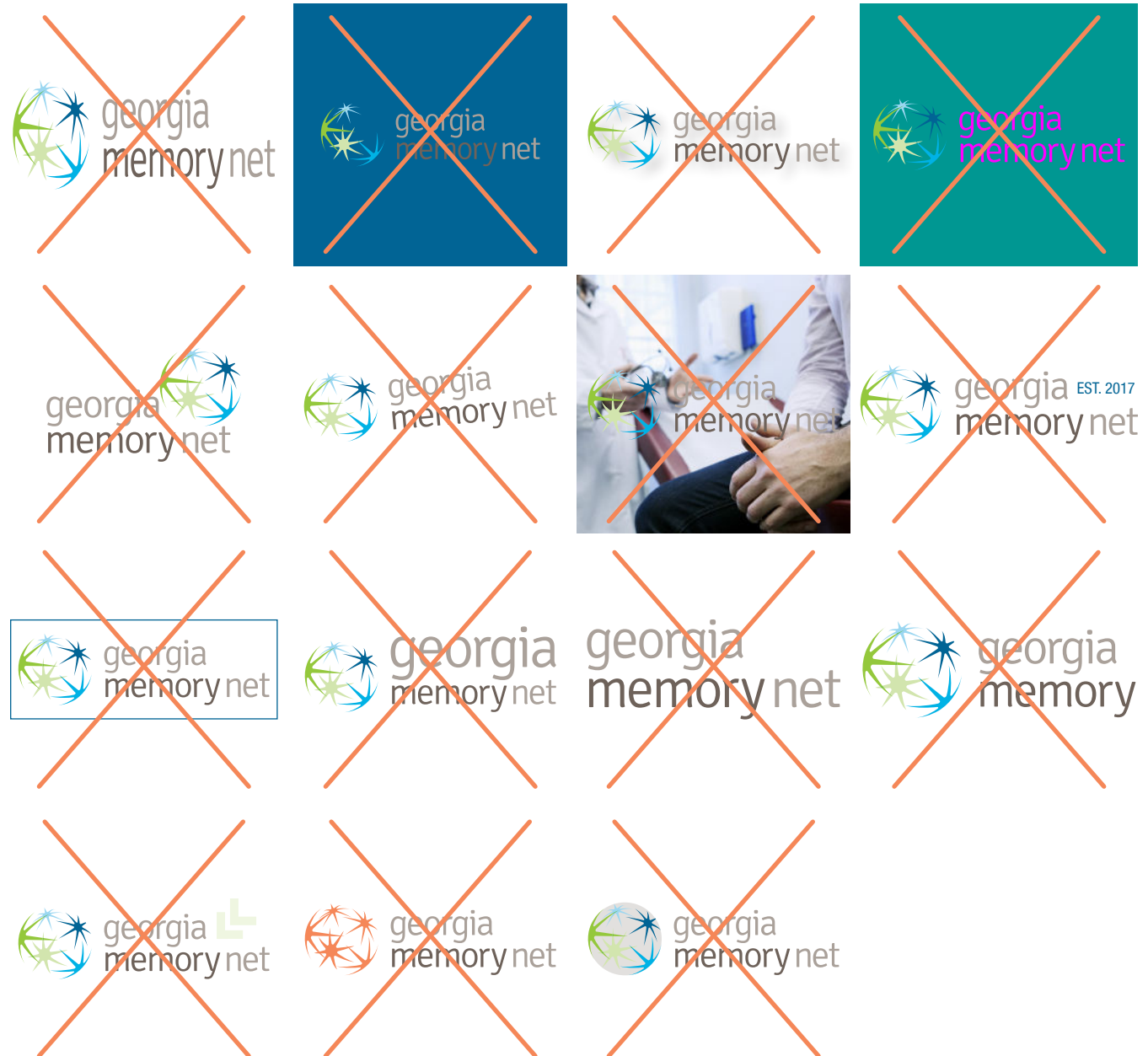


# Logo Don'ts

It is important that the logo be used thoughtfully and consistently across all brand communications. For this reason, there are a few rules to follow that help maintain the integrity of the brand.

## DO NOT

- Stretch or skew the logo
- Use logo in a way which renders it illegible
- Add a drop shadow or other style to the logo
- Use colors outside the approved brand palette
- Rearrange or change elements within the logo
- Rotate the logo
- Place image on complex background
- Add elements within the clear space
- Place logo inside a container or outline
- Resize elements within the logo
- Use the wordmark without the icon
- Alter type in logo
- Add decoration or adornments to the logo
- Use another brand color for the logo, other than the primary 4C logo, black or white
- Apply a color to the negative space of the icon







# Color

Pantone inks for both uncoated and coated papers have been selected for each brand color. Process (CMYK) formulas have been selected with uncoated paper in mind. RGB and Hex formulas have been provided for web and on-screen use.

The primary brand colors for Georgia Memory Net are Blue, Green, and Warm Gray. These are used throughout most, if not all marketing materials.

The secondary colors are to be used as accents along with the primary color palette. Examples of secondary color usage may be for a headline or large fields of color.

The tertiary colors are to be used as accents, and more minimally than the primary or secondary colors. Examples of secondary color usage may be for a horizontal rule or for small fields of color.

For all colors, it is acceptable to use tints and screens of the brand color.

Black is also an acceptable color to use when printing in color is not an option. The logo is acceptable to use in 100% Black. Body copy should be reproduced in 80% Black.

## PRIMARY COLORS



Pantone® Uncoated: Warm Gray 11 U  
Pantone® Coated: Warm Gray 11 C  
CMYK: 53/53/58/24  
RGB: 11/98/89  
Hex: 6f6259



Pantone® Uncoated: 3015 U  
Pantone® Coated: 3015 C  
CMYK: 100/58/21/4  
RGB: 0/96/157  
Hex: 00609c

## SECONDARY COLORS



Pantone® Uncoated: 375 U  
Pantone® Coated: 375 C  
CMYK: 47/0/100/0  
RGB: 149/201/61  
Hex: 95c93d

## TERTIARY COLORS



Pantone® Uncoated: 1585 U  
Pantone® Coated: 2024 C  
CMYK: 0/58/69/0  
RGB: 245/135/89  
Hex: f58759



Pantone® Uncoated: 306 U  
Pantone® Coated: 306 C  
CMYK: 81/4/4/0  
RGB: 0/177/227  
Hex: 00b1e3



# Typography

## TYPOGRAPHY

Typography is another tool to help build the tone of the brand. These typefaces have been selected to represent an approachable, unique, genuine and historical tone.

## PRIMARY TYPEFACE

Helvetica Neue is the primary brand typeface. Multiple weights are available to help establish a clear visual hierarchy when composing messaging.

The primary typeface will be used for most messaging including body copy, captions, headlines and subheadlines.

(A) In almost all instances, body copy should be reproduced in 80% Black, so as not to appear harsh and provide a slightly softer appearance.

(B) When using Helvetica Neue for headings and subheadings, Helvetica Neue Light is preferred.

## SECONDARY TYPEFACE

(C) Helvetica Neue Condensed is the secondary typeface. It is primarily used for subheadings and callouts as an alternative to the primary typeface. It should always be used in all caps.

## Helvetica Neue

### Light

The quick brown fox jumps over the lazy dog.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### Light Italic

*The quick brown fox jumps over the lazy dog.*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 0123456789*

### Roman

The quick brown fox jumps over the lazy dog.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### Italic

*The quick brown fox jumps over the lazy dog.*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 0123456789*

### Bold

**The quick brown fox jumps over the lazy dog.**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

### Bold Italic

***The quick brown fox jumps over the lazy dog.***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 0123456789***

## HELVETICA NEUE CONDENSED

### Light Condensed

The quick brown fox jumps over the lazy dog.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### Condensed

The quick brown fox jumps over the lazy dog.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### Bold Condensed

**The quick brown fox jumps over the lazy dog.**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

## A

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla efficitur posuere nulla ac mattis. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae.

## B

### Subheading Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla efficitur posuere nulla ac mattis Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae.

## C

### SUBHEADING EXAMPLE



# Typography

## WEB TYPEFACE

These web-specific typefaces will best produce a consistent brand experience across all platforms and touch points.

Web typefaces should never be used in printed materials.

Proxima Nova (D) has been selected as the primary web typeface as an alternative to Helvetica Neue. This typeface is available in multiple weights.

## SUBSTITUTE TYPEFACE

Arial (E) has been identified as a substitute typeface for use only when the primary and secondary typefaces are unavailable for use.

Situations where the primary and secondary typefaces cannot be used may include Microsoft PowerPoint, Microsoft Word, or internal communication documents.

Arial is also acceptable to use as a secondary typeface for HTML and web use.

## Proxima Nova

### Light

The quick brown fox jumps over the lazy dog.  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 0123456789

### Roman

The quick brown fox jumps over the lazy dog.  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 0123456789

### Italic

*The quick brown fox jumps over the lazy dog.*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 0123456789*

### Semibold

**The quick brown fox jumps over the lazy dog.**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

### Bold

**The quick brown fox jumps over the lazy dog.**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

## Arial

### Regular

The quick brown fox jumps over the lazy dog.  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 0123456789

### Italic

*The quick brown fox jumps over the lazy dog.*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 0123456789*

### Bold

**The quick brown fox jumps over the lazy dog.**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

### Bold Italic

***The quick brown fox jumps over the lazy dog.***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 0123456789***

## D

### Subheading Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla efficitur posuere nulla ac mattis Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae.

## E

### Subheading Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla efficitur posuere nulla ac mattis Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae.



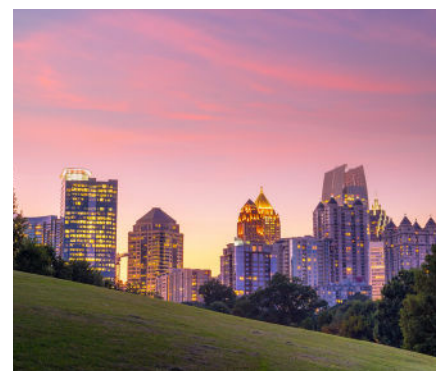
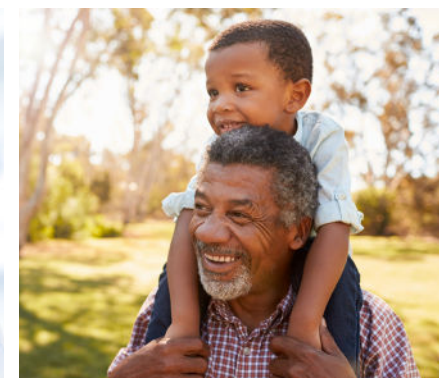
# Photography

## PHOTOGRAPHY STYLING

The proper use of photography is key in communicating the Georgia Memory Net brand. It is important that the style of photography be consistent across all communications.

Photos should have a light, soft appearance, helping them come across as approachable, positive and empowering.

All stock photography usage will require approval from Georgia Memory Net.





# Photography

## PHOTOGRAPHY DON'TS

- Use overly-posed photographs, as they do not embrace authenticity
- Use silhouetted photographs, or photographs that aren't shot in an environment
- Use images of people looking directly at the camera in obviously staged poses or situations
- Use photographs with a negative tone
- Use detail photographs that lack a focal point or are shot at uninteresting angles
- Use duotone or grayscale photography unless there are limitations in printing, blue and green duetones are allowed





# Design Elements

The addition and proper use of design elements and accents add depth to our story.

A variety of design elements come together to create a unique and authentic visual mood.

The approved design elements should be used sparingly within one piece as to not overwhelm the eye.

## APPROVED DESIGN ELEMENTS

- Ghosted icon from the logo
- Double arrow
- Angled, color blocked header and footer areas
- Thin strip of color at the top of a page
- Circle frames for photography

It is OK for design elements to cross over photographs or bleed off the page. This creates additional depth and visual interest.





# Stationery Examples

## LETTERHEAD, ENVELOPE AND BUSINESS CARD

The stationery examples include:

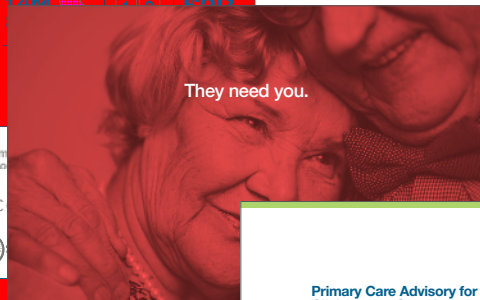
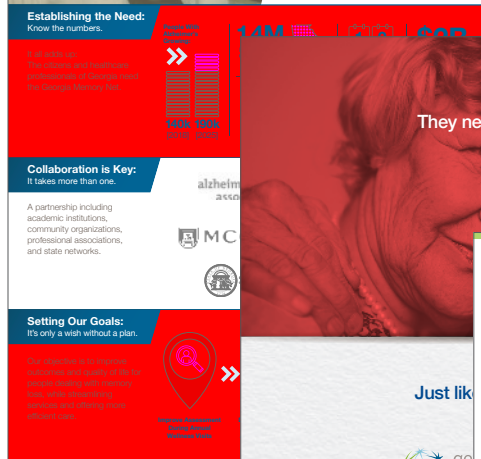
- Letterhead:** A white page with the Georgia Memory Net logo on the left and contact information on the right: "Emory Brain Health Center, 12 Executive Park Dr NE, Atlanta, Georgia 30329, GaMemoryNet.org".
- Envelope:** A white envelope with the Georgia Memory Net logo and contact information on the top left.
- Business Card:** Two versions are shown. The front is white with the logo, name "REBECCA L. DILLARD, MA Project Director", phone "404.727.1563", email "rdillard@emory.edu", and address "Emory Brain Health Center // 12 Executive Park Dr NE // Atlanta, GA 30329". The back is blue with a white geometric logo and the website "GaMemoryNet.org".

## FOLDER

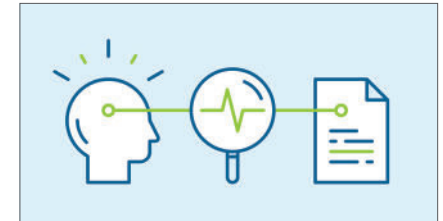
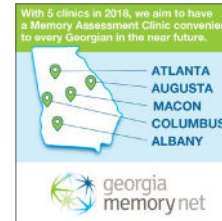
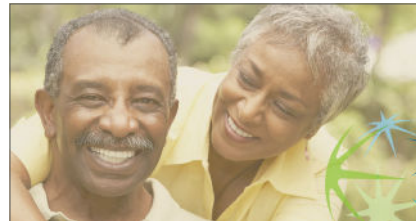


# Collateral Examples

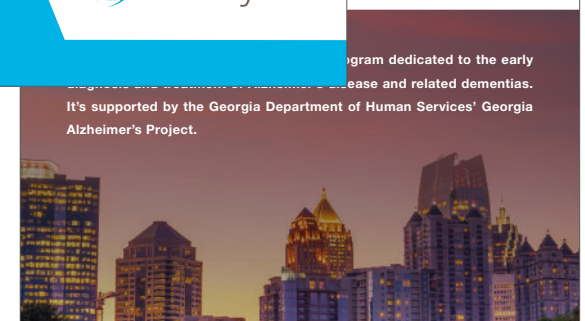
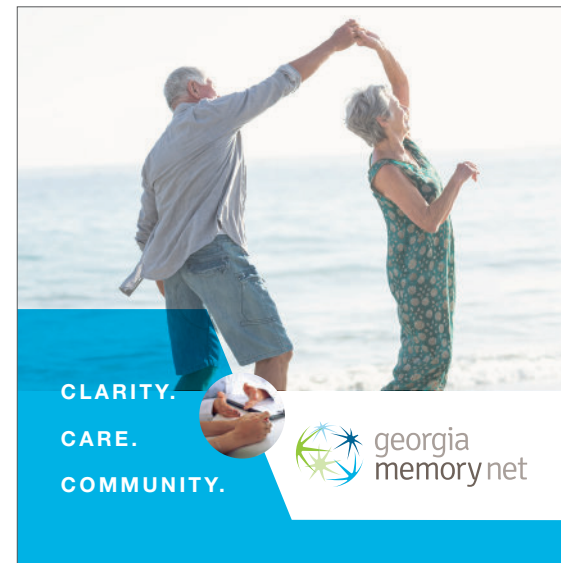
## MISCELLANEOUS PRINT COLLATERAL



## SOCIAL MEDIA



## BROCHURE







# Punctuation

## COMMAS, PERIODS, SEMICOLONS

- Use commas to separate a series of names. Use semicolons to separate names when titles or other information within the sentence is already separated by commas.
- No comma before II/ III/ Jr./ Sr./ etc.
- Use a comma to separate name and job title only when name precedes job title, such as on a business card or email signature.
- Do not use the Oxford comma — in other words do not place a comma before a conjunction (“and,” “or”) to separate the last word in a series of three or more. The only time an Oxford comma should be used is when it is critical to the accuracy of a sentence.
- Commas and periods always go inside quotation marks. The dash, semicolon, question mark and exclamation point also go inside quotation marks when they apply to the quote only; they go outside quotation marks when they apply to the whole sentence.
- Use a single space after a period.
- For even dollar amounts, use no periods or zeros.
- Avoid abbreviations (use department, extension, etc.).

## TIME OF DAY

- Always include a.m. or p.m. with the time, using lowercase a.m. and p.m. with periods.
- For even hours, use no colons or zeros.
- Use 12 p.m. for noon, and 12 a.m. for midnight.
- Use “to” instead of a dash when indicating a span of time for times in a sentence. When indicating a span of time in a list format, use an en dash instead of “to”.

## DATES

- It is recommended to include the year with the date, specifically for web use, as online content has a long lifespan.
- When month and year are used alone, do not include a comma.
- Spell out the month; do not abbreviate.
- Omit “th” and “rd” for specific dates.
- Use “through” instead of a dash when indicating a span of time for dates. (If space is limited, an en dash can be used as a substitute for “through.”)

## APOSTROPHES AND DEGREES

- Use an apostrophe to show possession, not plurals.
- Avoid possessive of an inanimate object: hospital's goals. Instead, use “goal of the hospital.”
- bachelor's degree (lowercase, possessive)
- master's degree in biology (lowercase name of degree)
- Capitalize Bachelor of Arts, Master of Science (not possessive)

## HYPHENS

- Reword sentence to avoid hyphenating Georgia Memory Net.
- Multidisciplinary, interdisciplinary (no hyphen).
- Avoid hyphenating proper names; try to keep first and last names on one line.

## ADDRESSES AND PHONE NUMBERS

- For numbered addresses, always use figures.
- Abbreviate only Ave., Blvd., and St. and directional cues when used with a numbered address. If the street name or directional cue is used without a numbered address, it should be capitalized and spelled out.
- If a street name is a number, spell out First through Ninth and use figures for 10th and higher.
- Always use dashes in phone numbers.  
Example: 404-457-0092

## BOOKS AND PERIODICALS

- Use quotation marks around the titles of books, songs, television shows, computer games, poems, lectures, speeches and works of art.
- Examples: Author Porter Shreve read from his new book, “When the White House Was Ours.” They sang “The Star-Spangled Banner” before the game.
- Do not use quotations around the names of magazines, newspapers, the Bible or books that are catalogues of reference materials. Examples: The Washington Post first reported the story. He reads the Bible every morning.
- Do not underline or italicize any of the above.

## ABBREVIATIONS

- Avoid abbreviations (e.g., dept., ext., Feb., Lab., Bldg., Ave.) — spell out whenever possible.
- Avoid acronyms and explain when use is necessary and helpful in space-saving.



# Specific to Georgia Memory Net

Below are the correct language use and capitalization rules for common terms and phrases.

AAA

*Area Agency on Aging*

Alzheimer's Association

AWV

*Annual Wellness Visit*

CSE

*Community Services Educator*

Georgia Alzheimer's Project

Georgia Department of Human Services

GMN

*Avoid abbreviating Georgia Memory Net. If space is limited, abbreviate only after the first mention.*

HCP

*Healthcare Provider*

MAC

*Memory Assessment Clinic*

Mini-Cog™

*Always hyphenate and trademark the name*

PCP

*Primary Care Provider*

Rosalynn Carter Institute for Caregiving



# Miscellaneous Spellings

Below are the correct spellings and capitalization rules for common terms.

Avoid using most acronyms; but the following can be used and do not need to be written out in first reference: ICU, MRI, CT

care partner

care plan

cellphone

download

e-book

e-reader

email

Facebook

FDA-approved (not FDA-certified)

follow-up

Google, Googling, Googled

handoff

hashtag

healthcare

Instagram

Internet

iPad, iPhone, iPod  
(use iPad, iPhone, or iPod when the word begins a sentence)

LinkedIn

login, logon, logoff (noun)  
(Use as two words in verb form. Ex: I log in to my computer every day.)

non-invasive

older adult (vs. "elderly")

online

smartphone

social media

statewide

telehealth

traveling

Twitter, tweet, tweeted, retweet

undiagnosed

webinar

website

webmaster

workflow

World Wide Web, Web page

YouTube



# Naming Hierarchy

## NAME ALONE

1. Georgia Memory Net

## NAME WITH A FACILITY

For navigation purposes, like a locational sign, the facility takes precedence.

2. Georgia Memory Net
1. Memory Assessment Clinic

For branding purposes, like a social post or web copy, the network takes precedence.

1. Georgia Memory Net
2. Memory Assessment Clinic

## NAME WITH FACILITY AND LOCATION

For navigation purposes, like a locational sign, the facility takes precedence, then location.

3. Georgia Memory Net
1. Memory Assessment Clinic
2. at County Medical Center

## NAME WITH FACILITY AND MULTIPLE LOCATIONS

As such:

4. Georgia Memory Net
1. Memory Assessment Clinic
2. at County Medical Center
3. West Campus

Note: no rule-of-thumb can cover every eventuality. Visualab is always available to help with specific scenarios.

Georgia Memory Net

---

Georgia Memory Net

**Memory Assessment Clinic**

**Georgia Memory Net**

Memory Assessment Clinic

---

Georgia Memory Net

**Memory Assessment Clinic**  
at County Medical Center

---

Georgia Memory Net

**Memory Assessment Clinic**  
at County Medical Center  
**WEST CAMPUS**

# Questions or Comments?

For more information, or if you have any further questions or comments about the proper application of these guidelines, please contact [info@GAMemoryNet.org](mailto:info@GAMemoryNet.org).

