

Ritter Center Style Sheet

date 10.08.15

Mission: To provide comprehensive, integrated, and high-quality health and social services for low-income, homeless and underserved families and individuals in Marin.

Logo Concept:

- Puzzle pieces form 3 sides of a home. "Ritter Center" replaces the lower right puzzle piece where the doorway would be.
- Ritter Center provides people with their missing piece – whatever it may be.
- Bright healthy positive colors bring a sense of hope and an upbeat feeling.
- The color gradations in the puzzle pieces represent movement and progression.

Fonts:

Amelia Basic regular and bold - Font in logo. Use for headers and accent text.

Notes:

- All elements in print or web should be easy to navigate and follow.
- Colors, logo and fonts should be consistent in all web and print materials.
- Do not stretch or manipulate logo or alter colors.
- Process colors are setup for coated paper and will look best on a coated paper.

Color: PMS or Process color for print materials or RGB for website



PMS 355 CP
C-91 M-0 Y-100 K-0
R-0 G-171 B-78



PMS 3005 CP
PMS 3005 solid uncoated
C-100 M-31 Y-0 K-0
R-0 G-136 B-206

Logo variations:

