BRANDING
GUIDE

Primary Logo

The **primary, full-color logo** for Historic St. George's Preservation Society is shown to the right. It is comprised of: representations of the church, the exterior western staircase, and the Ben Franklin Bridge; the organization's name and the year the church was established; and the five brand colors. The logo is critical to conveying and supporting the identity of HSG-PS, so **it should be included on all organization documents** (including those for print, web, multimedia, and presentations).

The primary HSG-PS logo is available in **three main options**: with a square white background, with a circular white background, and with internal transparency. Examples of these are shown to the right. (Depending on the application, transparent areas in the second and third logos may not be recognized. It is always acceptable to use the version with the square white background.)

Note: The version with internal transparency should be used *only* when the background color and elements do not obscure or interfere with any parts of the logo. Please **see the Logo Usage section** of this guide for details.

HSG-PS's primary, full-color logo

Logo with square white background. Because it does not include any transparent areas, this version will work in all software.

Logo with circular white background. The circular edges will only be visible in software and applications that support transparency.

Logo with internal transparency. The transparent areas will only be visible in software and applications that support transparency.

HSG-PS's secondary logo – grayscale

HSG-PS's secondary logo – one color
(*Note:* This example shows how the logo would look
when printed in black ink on a light blue T-shirt.
Vendors will be able to print any ink color
via the one-color, black logo file.)

Secondary Logos

While the **primary, full-color logo should be used in the majority of cases**, some situations may require an alternate version of the logo. Therefore, the HSG-PS logo is also available in grayscale and one-color versions.

The **secondary, grayscale logo** should be used *only* for black-and-white printing applications, and it *should not* be used as a substitute for the primary, full-color logo. Common examples of when to use this secondary version are newspaper ads and similar printed grayscale materials. (*Note:* Due to the color simplicity of grayscale printing, this version is available only with a square white background, and no transparent areas.)

The **secondary, one-color logo** should be used *only* for one-color printing situations, and it generally *should not* be used as a substitute for the primary, full-color logo. This version should mainly be used for simple screen-printed items, like T-shirts. As needed, the one-color logo *can* be used in place of the primary, full-color logo when **reversed to white**; please **see the Logo Usage section** of this guide for details. (*Note:* The one-color logo is always reproduced with transparent areas, as shown to the left.)

Logo Usage
Do's and do not's

- **Scaling:** *Do* preserve the original proportions of the logo (identifiable as a perfect circle). *Do not* distort the logo in any way, including by scaling it disproportionately (either too tall or too wide). *Note:* In many programs, you can press and hold the "shift" key while scaling, to keep dimensions proportionate.

- **Rotating:** *Do* use the logo at its original orientation. (The church and "Preservation Society" text will always be perfectly horizontal). *Do not* rotate the logo.

- **Editing elements and colors:** *Do* always use the logo exactly as provided. *Do not* alter any colors; remove or add any text; or remove or add any drawn elements.

- **Reversed logo:** When needed, *do* use the white/reversed version of the logo (in place of the full-color logo). *Do not* change the white logo to any other color.

- **Contrast:** *Do* ensure that the logo is fully readable against the background. *Do not* place it on top of any background elements or colors that obscure it in any way.

- **Spacing:** *Do* allow breathing room around the logo. *Do not* allow any other elements to touch or overlap the logo.

Historic St. George's Preservation Society

BRANDING GUIDE 4

✓ **Correct use of full-color logo**

Incorrect (disproportionate/distorted)

Incorrect (rotated)

Incorrect (edited colors)

Incorrect (removed/added text)

Incorrect (removed/added elements)

✓ **Correct use of white logo on high-contrast background**

Incorrect (surrounding elements touching logo, and background obscures logo)

Primary colors

PMS: Pantone 7622
CMYK: 27/95/85/24
RGB: 151/39/44
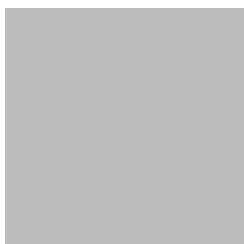**Hex:** #97272c

PMS: Pantone Cool Gray 11
CMYK: 0/0/0/80 (80% black tint)
RGB: 88/89/91
Hex: #58595b

Supporting colors

PMS: Pantone Cool Gray 8
CMYK: 0/0/0/55 (55% black tint)
RGB: 138/140/142
Hex: #8a8c8e

PMS: Pantone Cool Gray 4
CMYK: 0/0/0/30 (30% black tint)
RGB: 188/190/192
Hex: #bcbec0

PMS: Pantone 661
CMYK: 100/86/15/5
RGB: 0/53/149
Hex: #003595

Color Palette

The HSG-PS color palette is comprised of **two primary colors** (red and dark gray) and **three supporting colors** (middle gray, light gray, and blue). Using this recommended color palette in conjunction with the logo helps to unify a design, as well as to strengthen brand recognition of the HSG-PS.

For all organization documents, **use one or both primary colors** for elements such as text and background shapes. When additional colors are needed, **include as many of the three supporting colors as needed** to complement the primary colors. Varying opacities of all colors may be used.

Note: When including supporting colors, be sure the **primary colors visually take precedence over the supporting colors**.

When to apply each color type:

- **PMS** (Pantone Matching System): for print designs, when perfect color matching *is* needed for professional offset printing

- **CMYK**: for print designs, when perfect color matching *is not* needed

- **RGB**: for on-screen designs, such as PowerPoint presentations

- **Hex** (web safe): for website elements (graphics, text, etc.)

Typography

In order to help convey and strengthen the HSG-PS brand, the official typefaces should be used in all organization documents. HSG-PS's identity is comprised of **one primary typeface, two secondary typefaces, and two body typefaces**. (*Note:* All primary and secondary typefaces are legally available to download for free; the files can be downloaded from websites such as *fontsquirrel.com*. Body typeface options are less restrictive and should not require downloading additional font files.)

Primary typeface

The typeface used in the logo is **Leander**. It should be considered the primary typeface on all designs: headlines on ads, titles on report covers, headings throughout newsletters, and so forth. Leander may be formatted in all caps or upper-and-lower-case.

Secondary typefaces

When needing a supporting font, use the script typeface **BlackJack** (in upper-and-lower-case *only*) for most purposes. If a more conservative font is desired, use the sans-serif, all-caps typeface **NeoRetroFill**. (*Note:* To access NeoRetroFill, download the typeface named NeoRetroDraw.) These secondary fonts may be used for subheadings, pull quotes, and similar short lines of text. *Do not* use both BlackJack and NeoRetroFill on a design; **choose one or the other**.

Historic St. George's Preservation Society

BRANDING GUIDE 6

Leander
for primary text

BlackJack
for supporting text

NEORETROFILL
FOR SUPPORTING TEXT

FUNDRAISING NEWS
Thank you, donors!

Fundraising News
Thank you, donors!

Above: Leander for primary text
(all caps or upper-and-lower-case), and
BlackJack for supporting text
(always upper-and-lower-case)

FUNDRAISING NEWS
THANK YOU, DONORS!

Fundraising News
THANK YOU, DONORS!

Above: Leander for primary text
(all caps or upper-and-lower-case), and
NeoRetroFill for supporting text
(only available in upper-case)

Book Antiqua

is the preferred choice for body text.

It includes regular, *italic*, **bold**, and ***bold italic*** styles.

Century Schoolbook

is the secondary choice for body text.

It includes regular, *italic*, **bold**, and ***bold italic*** styles.

Baskerville, Garamond, and Hoefler Text

are good alternatives for body text.

They all include *italic* and **bold** styles.

In most documents, the majority of written content will be body text, such as paragraphs and bulleted/numbered lists. Body text should be set in a **clean, professional, serif typeface**. Specifically, HSG-PS materials should use one of the following typefaces.

- *Preferred:* Whenever possible, **Book Antiqua** should be used for all body text.

- *Secondary option:* If Book Antiqua is not available, the secondary choice for body text is **Century Schoolbook**.

- *Additional options:* If neither Book Antiqua nor Century Schoolbook is available, choose a standard, professional, easy-to-read typeface. Good alternate choices include **Baskerville, Garamond, and Hoefler Text**. (*Do not* use a monospace, "typewriter-esque" typeface, such as Courier.)

Do not **use multiple typefaces for body text**. For consistency in a document, use only one typeface for all body text.

Do not **use Leander, BlackJack, or NeoRetroFill for body text**. They are difficult to read at smaller point sizes and for long sections of text.

Questions?

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