

DEPARTMENT OF SOCIAL SERVICES

Brand Usage Guide



THE IMPORTANCE OF IDENTITY

Basic identity standards have been established to ensure the accurate and consistent presentation of the Department of Social Services logo and other core visual communications. Adherence to these standards should be considered critical in all marketing and graphic design decisions. The visual prototypes provided are designed to address the most common usage requirements for internal and external communications.

THE CORPORATE LOGO

The mark for the Department of Social Services is a symbol representing a family united through its services. The family is depicted holding hands, a sign of strength, to re-inforce the corporate tagline “Building A Stronger Louisiana.” The preferred mark uses the DSS Green and DSS Blue.

CORPORATE COMMUNICATIONS

The function of communications can become fragmented as each department or “area” puts out its own materials. Remember the importance of consistency when producing any document, whether for internal or external use. **All documents produced by DSS containing the agency logo that will be distributed to 100 people or more must receive approval by the DSS Communications Director.**

LOGO TYPE

The typeface used for the words “Department of Social Services” is **Kievit**.
The typeface used for the tagline “Building a Stronger Louisiana” is **Devin Italic**.

PREFERRED LOGO



LOGO FORMATS

There is one basic format for the Department of Social Services logo. The horizontal version of the logo is the only format that this logo comes in. It can be used with or without the tagline or department name. **Do not** stack, separate, or alter the original form of the logo. The tagline is interchangeable with the department name.

LOGO WITH TAGLINE



LOGO WITHOUT TAGLINE



LOGO SIZE

The preferred logo has either the tagline or a department name. However, sometimes the logo needs to appear in a very small space. If the family symbol is .5" or less in height, use the logo without the tagline or department name.



LOGO COLORS

The primary corporate colors for the Department of Social Services—the colors in which the logo typically appears as specified by the Pantone Matching System (PMS)—are PMS 661 Blue and PMS 369 Green. **The logo should not be reproduced in colors or color combinations other than outlined in this guide.**

TWO COLOR:

PMS 661, Blue
PMS 369, Green



ONE COLOR: Use one of the primary PMS corporate colors. Use black, if the PMS colors are unavailable.

Two Color



One Color Blue



One Color Green



One Color Black



One Color
Reversed from
Dark Background



ALTERNATE COLOR REPRODUCTION: When PMS colors are not used, the logo is most often produced for offset printing using Process Color (Cyan [C], Magenta [M], Yellow [Y], Black [K]) or for electronic media using the additive color system (Red [R], Green [G], Blue [B]) color combinations. The formulas for these are listed below.

The CMYK process color interpretation of the corporate colors:

Blue: C [100], M [85], Y [17], K [6]

Green: C [71], M [11], Y [100], K [1]

The RGB interpretation of the corporate colors:

Blue: R [0], G [53], B [146]

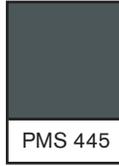
Green: R [85], G [165], B [28]

ACCENT COLOR

When a color in addition to the DSS Blue and DSS Green are possible and warranted, use only the accent color PMS 445, Gray:

ACCENT COLOR:

PMS 445, Gray



The CMYK process color interpretation of the accent color:

Gray: C [70], M [54], Y [53], K [29]

The RGB interpretation of the accent color:

Gray: R [75], G [87], B [90]

TYPEFACES

For marketing pieces that are professionally created and printed, the **Devin** and **Kievit** families are utilized. However, these fonts are not universal fonts that are resident with typical office software. Therefore, for the majority of general communications, use the typeface Arial. The most commonly used versions of Arial are:

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

ARIAL NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

INCORRECT USAGE

The integrity of the logo's appearance should be maintained at all times. Improper usage of the logo may include the following:



Improper color substitution



Distorting the logo either horizontally or vertically



Altering the size relationships within the logo



Using an alternate tagline in combination with the logo



Replacing the correct typeface with an incorrect typeface



Altering the words in the logo