



Primary Mark

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The mark's typeface is Cassino WF. It was an American poster font from the 1940's, used by artists in the Works Progress Administration and ultimately by the U.S. government during World War 2. It was resurrected for contemporary use by The Walden Font Company, "purveyors of fine historical typefaces since 1997." They're located in Boston!

Acronym Mark

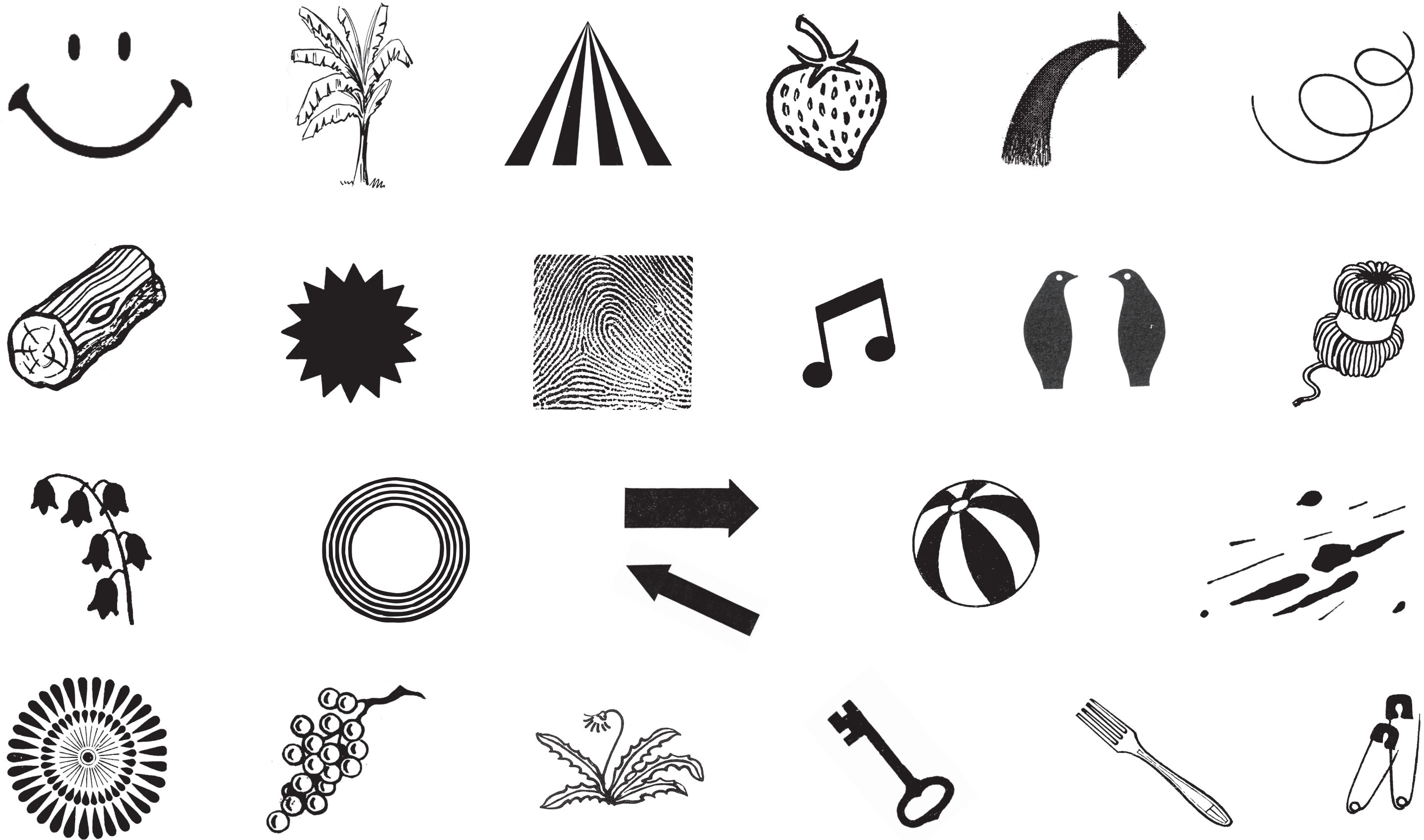
**CURE**

The mark should ALWAYS be set in 100% black, and should always have this shape. Like, don't put the "for" on the second line!



The mark's text can be used on its own for a more serious vibe, but it's encouraged to use a fun graphic icon to make it more interesting!

You can use any color from the palette. If you have to print something in black and white, set the icon to 40% black.





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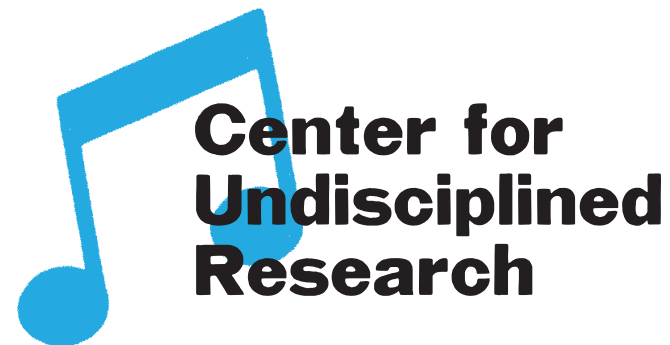
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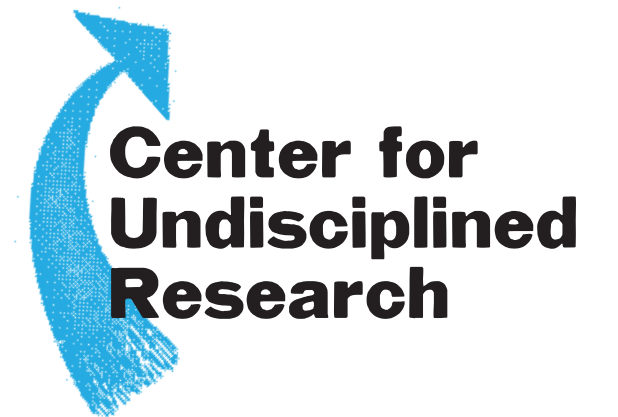
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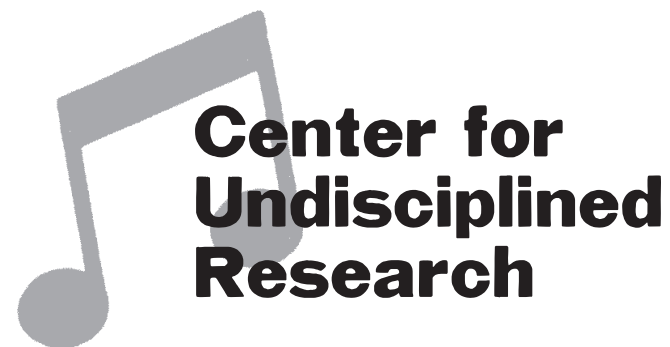
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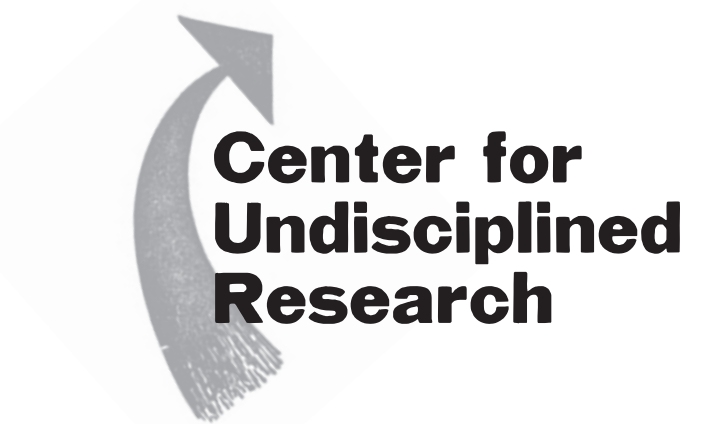
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A light-weight graphic can be bigger. An abstracted image can



Make sure figurative images are legible. Take advantage of images with upward or downward movement; let them grow from the text! (See orange yarn below for example of downward movement).



A heavier graphic can be smaller and set in a darker color.



Images that are both heavy and abstract can tuck easily behind the text. Try and center the left edge of the text in the center of the image.



Darker colored artworks can tuck behind the letters if they don't interfere with the legibility of the lettering; if they have thin lines or a large, solid area. (See red above.)



Make sure that complicated images with a lot of lines are set in a lighter color, so the text is still legible.

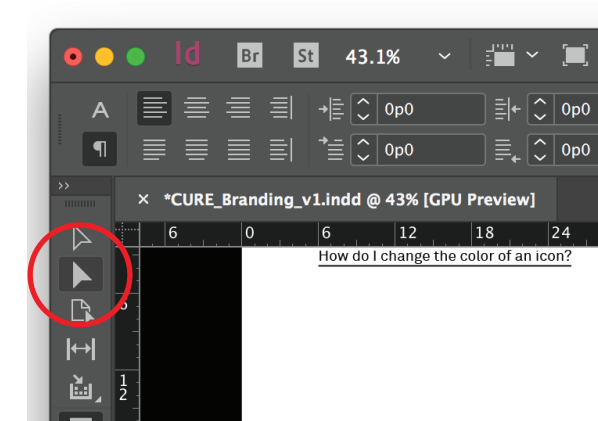


## How do I change the color of an icon?

The icons are all saved as grayscale jpgs. When you place a grayscale jpg into InDesign, you can change its color easily by using the “Direct Selection” tool. This is the white arrow-cursor in the toolbar, keyboard shortcut (A).

With the “Direct Selection” tool selected, click on the image you’d like to change the color of. The selection box should be a red/orange/brown color (depending on your screen). If the selection box is blue, you’ve got the wrong arrow.

Select your color from the swatch library, and voila! Your grayscale jpg is now whatever color you want it to be.



How do I save a new image for the icon library?

Find something you like. It should be high-contrast, mostly black-and-white without a lot of grays.

Open it in- Photoshop.

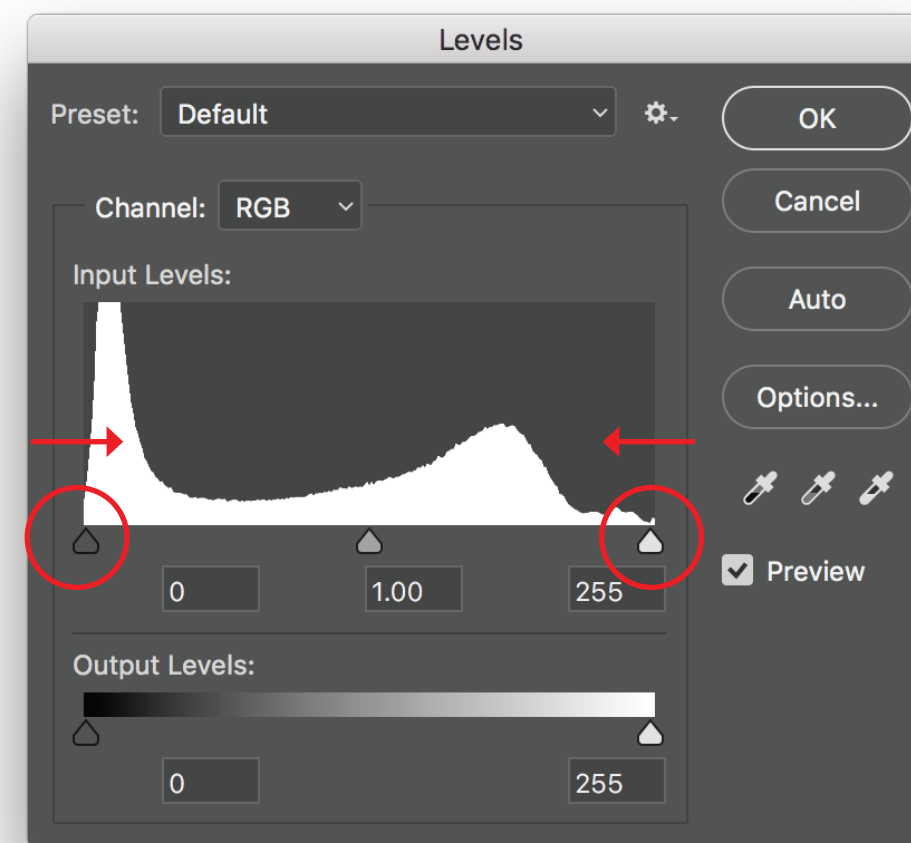
Change to Grayscale (Image > Mode > Grayscale)

Open the “Levels” palette (Image > Adjustments > Levels) Increase its contrast, lightening the whites and darkening the grays. To do this, drag the sliders on the right and left towards the middle. I call it “going to the mountains.”

Flatten the image (Layer > Flatten Image)

Save it as a jpg (not a psd!)

It should work beautifully when you place it into InDesign!



## Color Palette

<b>Cherry</b>	CMYK (PRINT): c0m100y100k0	RGB (SCREEN): r237g28b36	HEX (WEB): #ed1c24
<b>Fire</b>	CMYK (PRINT): c0m80y95k0	RGB (SCREEN): r241g90b41	HEX (WEB): #f05a28
<b>Leo</b>	CMYK (PRINT): c0m50y100k0	RGB (SCREEN): r247g148b30	HEX (WEB): #f7931d
<b>OJ</b>	CMYK (PRINT): c0m35y85k0	RGB (SCREEN): r251g176b64	HEX (WEB): #fbaf3f
<b>Lemon</b>	CMYK (PRINT): c0m10y95k0	RGB (SCREEN): 4255g222b23	HEX (WEB): #ffdd17
<b>Sprite</b>	CMYK (PRINT): c50m0y100k0	RGB (SCREEN): r141g198b63	HEX (WEB): #8cc63e
<b>Kelly</b>	CMYK (PRINT): c75m10y75k0	RGB (SCREEN):r43g182b115	HEX (WEB): #2ab573
<b>Aqua</b>	CMYK (PRINT): c80m10y45k0	RGB (SCREEN): r0g167b157	HEX (WEB): #00a79d
<b>Sky</b>	CMYK (PRINT): c70m15y0k0	RGB (SCREEN): r39g170b225	HEX (WEB): #27a9e1
<b>Jeans</b>	CMYK (PRINT): c85m50y0k0	RGB (SCREEN): r27g117b188	HEX (WEB): #1b75bb

## Alternative Color Palettes



The previous page shows the wide-range color palette.

Here is a more limited

Looking for good color combinations for an even more limited palette? There are so many possible combos! Try these as a starting point for branding a special CURE project, initiative, or event.

Another cool idea is to brand a project with a single color. This makes it distinct and memorable. You can match the project branding to the color of the logo you are using!



LEO SEASON



CITRUS TREE



TROPICAL SWIM



BEACH BLANKET



PRIMARY



PACIFIC NORTHWEST



MARS



CANDY CRUSH



COLLEGIATE



LEMON-LIME



3D



COOL KID

RESEARCH

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The following pages are sample layouts for posters and fliers. There are a few different sizes: tabloid (11x17), letter (8.5x11) and quarter-sheet-flier-size (4.25x5.5)

Best practices is to make a new InDesign file in the correct dimension, then copy and paste the template content to that new document. Then you can “ungroup” all of the template’s content. Keeping this document as a resource will be helpful in the long run.

Tips:

When using a large graphic element as part of a design layout, skip the icon with the logo. Consider the layout artwork like a GIANT logo icon.

It is hard to make artwork “bleed” properly when using basic printers and copiers. It is smartest to design without the bleed, it will give you more control than letting the printer make the choice where to cut off the artwork.

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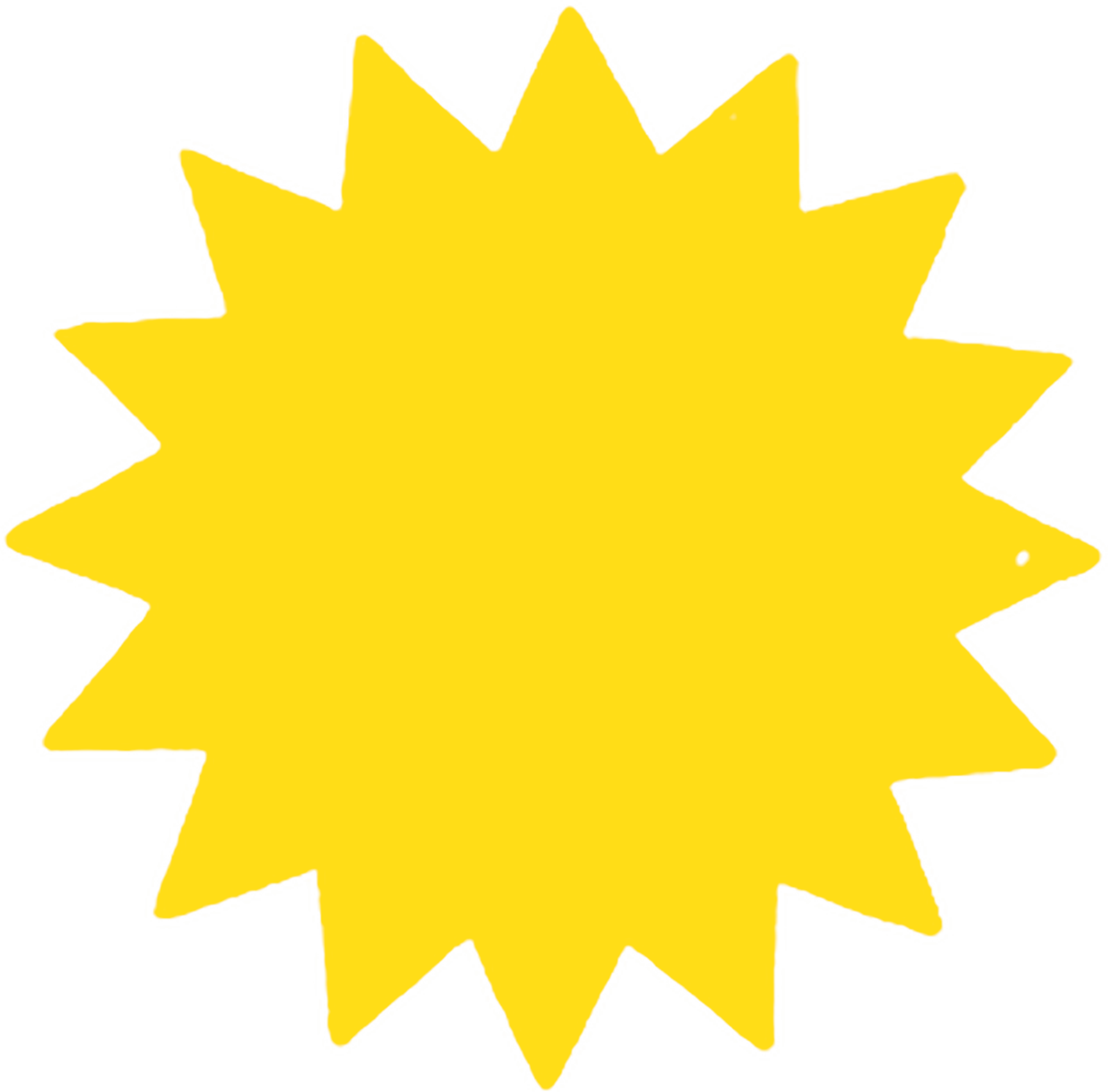
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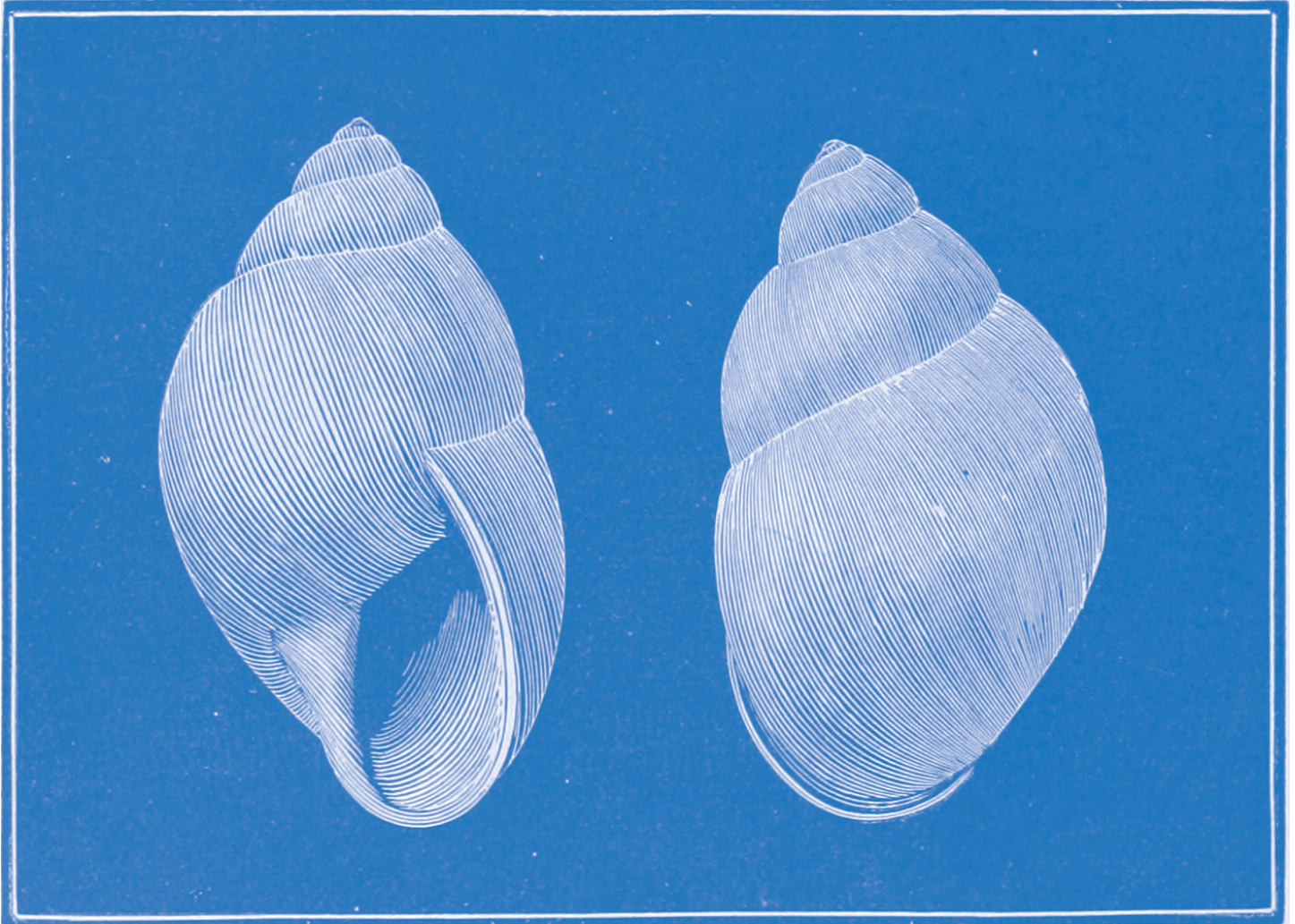
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# **EXISTING BETWEEN THIS AND THAT.**

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# What is the Center for Undisciplined Research?

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