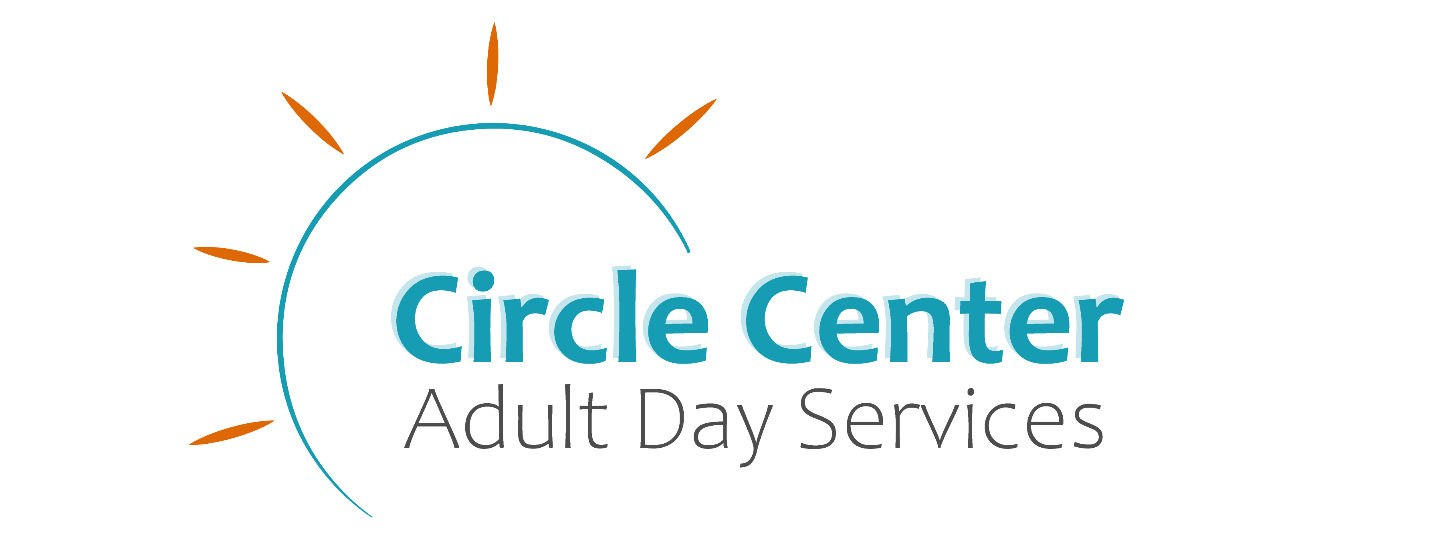
**CIRCLE CENTER ADULT DAY SERVICES IDENTITY GUIDELINES**



**CIRCLE CENTER ADULT DAY SERVICES IDENTITY GUIDELINES**

**LOGOS**

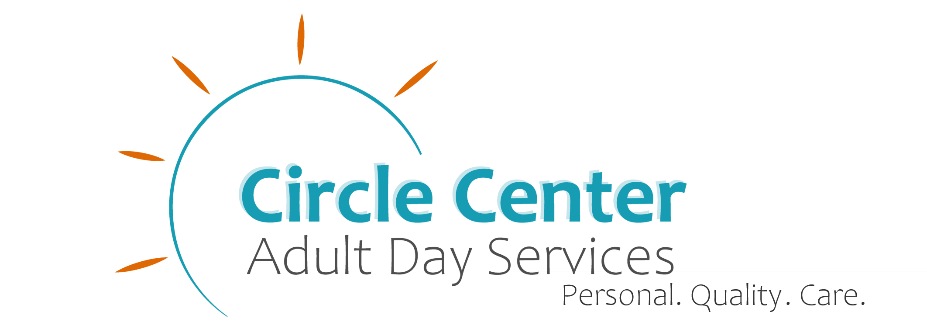
**PRIMARY LOGO**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**



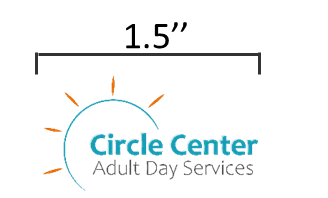
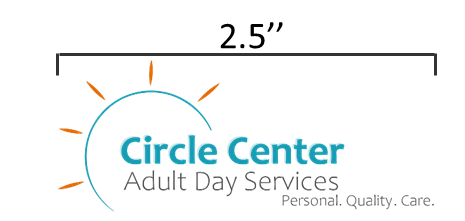
**SECONDARY LOGO**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

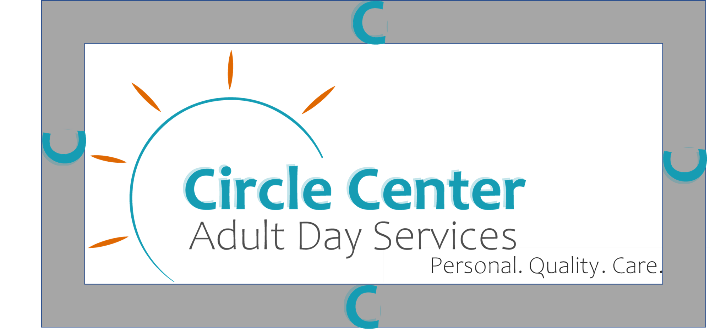
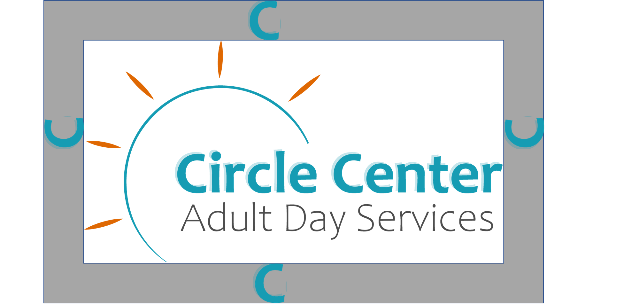


**MINIMUM SIZING**

**PRIMARY LOGO SECONDARY LOGO**

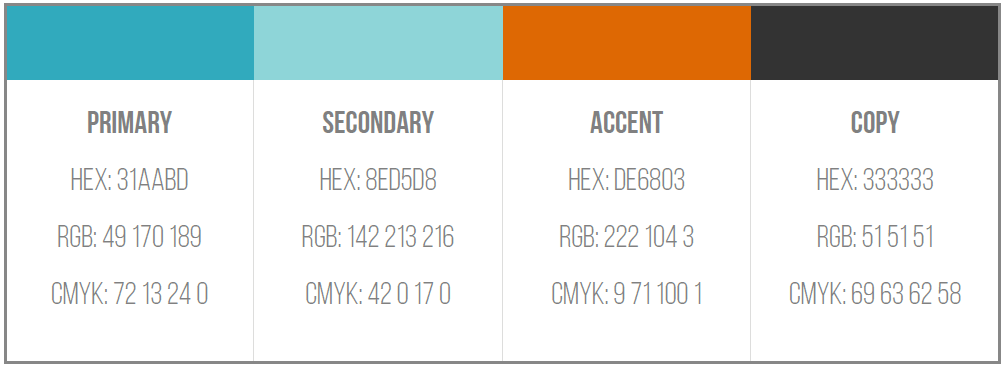
** **

**SPACING**: Do not crowd the logo, allow space around the logo that is approximately the size of the uppercase “C”.



**CIRCLE CENTER IDENTITY GUIDELINES**

**COLORS**



ADDENDUM as of 8/31/23, from Webbones, web design firm:

Here is our palette suggestion — the first line includes your branded colors. The second line offers two very light colors to use as backgrounds and then the first one (dark teal) is what we propose for clickable links. The burnt orange is what we propose for the headlines. The last two colors on the third line, we won’t load up to Divi (it only takes 8 colors), but we’ll keep them in our back pocket in case we need them. We thought the yellow might be fun! :-)

The teal link color (#1a5f65) and the body text color (#333333) pass the contrast test completely. Your branded orange color for header (#de6803) does not pass many of the contrast tests but the slightly darker one on the second row passes all but AAA text. Here’s a testing site: <https://webaim.org/resources/contrastchecker/> in case you want to play with it.

