

# GRACE identity standards

The guidelines that follow are set to consistently distinguish the GRACE identity as a recognizable service mark in the community. These standards will be utilized for all public and private media forms including print, electronic (internet/powerpoint), and video.

The GRACE logo is the outline of a house with a family of three inside and a tree to the right of the house. The logo may be used independently from the wordmark. The word GRACE should be in all capital letters with no periods between each letter.

**The font: Myriad Pro Black**



A Tagline may be used in addition to the logo and wordmark whenever necessary. The tagline should appear with the logo. However, instances will arise where the tagline will stand alone. The tagline should be in all lowercase italic letters, unless otherwise noted. Below is the acceptable tagline.

***Giving as we have received, to help those in need.***

GRACE is a one color identity. No instance should arise where additional color versions will need to be used. Below are the acceptable appearances.



PANTONE  
Solid Coated 660c  
C=86 M=50 Y=0 K=0  
R=14 G=117 B=188



100% Black  
C=0 M=0 Y=0 K=100  
R=35 G=31 B=32



50% Black



The GRACE logo may be placed on any color background, but should keep an appropriate contrast between the background and the logo. If the logo reversed as 100% White does not have the appropriate contrast, then 100% Black or 50% Black is acceptable.



The identity should never be scaled or skewed to fit in an area as in the examples provided below.

