

DoubleClick adoptions

Official Brand Style Guide

Brand Voice and Mission

Voice: Empathetic, dependable, and idealistic.

Give the impression that DoubleClick understands the difficulty of the adoption process and wants to make it easier. Convey how important the mission is and how dedicated we are to fulfilling it.

Example - "Every child wants to be chosen. At DoubleClick Adoptions, we connect families with agencies and orphanages to make sure that every child can be. It's our dream that no child goes without a stable, loving family. And we're doing everything we can to make that dream a reality."

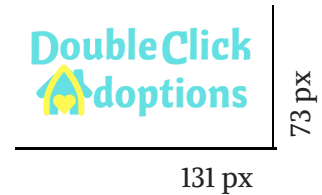
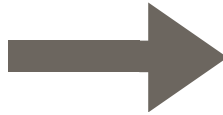
Mission: To increase the level of awareness and exposure for adoption agencies seeking loving families that want to adopt.

We serve as an agent of connection for families, orphanages, and adoption agencies to ensure that children who need families can be placed in loving homes. We do not serve as an online match service for orphans or kids; we are not selling children to prospective parents. Rather, we strive to ensure that everyone interested in adoption or being adopted has the means with which to find their family.

Logo

Minimum Size:

The minimum size of the logo must be no smaller than 131 x 73 px wide, or 4.5 x 2.5 cm on printed materials.

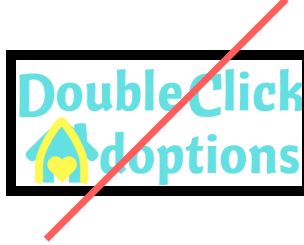
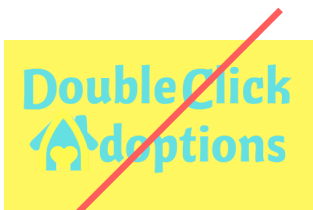


Clear Zone:

The clear zone of the logo must be equal to the x-height of the lower-case letters in the logo.



Avoid:



Fonts

Cantora One

Usage: Logo

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmno

pqrstuvwxyz

1234567890!@#\$%^&*()



Cantora One may only be used in the context of the logo. Do not use in any other documents.

If these typefaces are not available on the software being used, download and install them via Google Fonts.

Font size restrictions do not apply in the case of PowerPoints, advertising materials, and other such critical exceptions.

Lato Heavy

Usage: Headings

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmno

pqrstuvwxyz

1234567890!@#\$%^&*()



Lato Heavy heading size ranges from 26 to 42 pt. font. Use to denote document type and key information.

Lato

Usage: Subheadings

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmno

pqrstuvwxyz

1234567890!@#\$%^&*()



Lato subheading size ranges from 14 to 24 pt. font. Use below headings as needed.

Alike

Usage: Body text

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmno

pqrstuvwxyz

1234567890!@#\$%^&*()

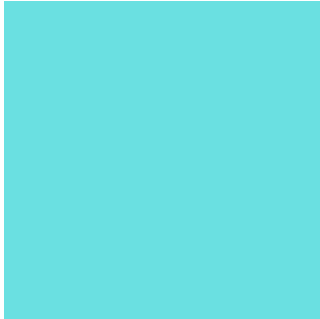


Alike body text size ranges from 9 to 14 pt. font. Use in all documents containing more than one line of text.

Colors

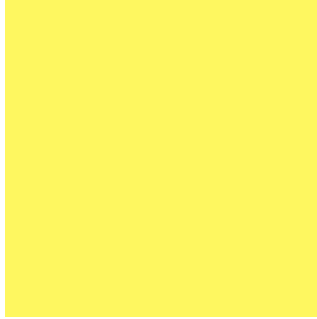
This color palette ensures consistency of color choice across all DoubleClick Adoptions communications. Most of the shades are light and playful to evoke an association with children and happiness.. Standard black and white paper and font may be used for news releases and other such materials sent to journalists.

Middle Blue



CMYK: 53, 0, 0, 12
RGB: 106, 224, 225
HEX: 6AE0E1
Pantone: 3242 C

Icterine



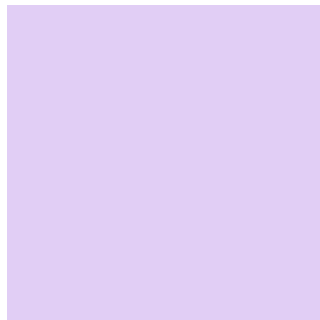
CMYK: 0, 3, 62, 0
RGB: 254, 247, 96
HEX: FEF760
Pantone: 100 C

Granite Gray



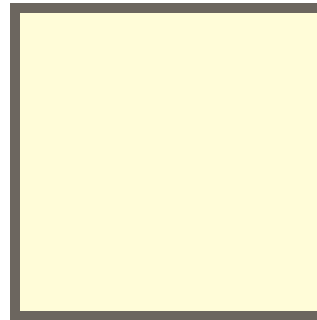
CMYK: 0, 3, 62, 0
RGB: 0, 6, 12, 58
HEX: 6C665F
Pantone: 405 C

Pale Lavender



CMYK: 8, 16, 0, 4
RGB: 225, 206, 245
HEX: E1CEF5
Pantone: 531 C

Cornsilk*



CMYK: 0, 3, 62, 0
RGB: 255, 252, 216
HEX: FFFCD8
Pantone: 7499 C

* Border for visibility only. Do not apply a border when using Cornsilk.

Imagery

