ADRC
Aging and Disability Resource Connection
— of OREGON —

BRAND RECOMMENDATIONS

The Aging and Disability Resource Connection (ADRC) has offices statewide in Oregon, serving as partners between the State of Oregon, the Oregon Department of Human Services, local Area Agencies on Aging, Centers for Independent Living, Aging and People with Disability Offices and other local agencies who serve seniors and people with disabilities.

The main goal of the Aging and Disability Resource Connection (ADRC) is to be recognized as a trusted place for Oregonians to seek information and services for seniors and people with disabilities.

The ways in which the ADRC communicates about itself and its brand — such as the website, phone number and physical locations throughout Oregon — should all be consistently branded.

The ADRC's services make up an important part of its brand. The ADRC strives to connect to all Oregon seniors and people with disabilities with needed services. Services such as:

- Information and Assistance
- Options Counseling
- Access to public and privately funded long-term care programs
- Prevention and early intervention programs
- Transition supports

DHS
Oregon Department of Human Services

ADRC LOGO: SIZE

The ADRC logo has specific size and space guidelines that must be followed to allow for proper legibility.

Minimum size allowed

Minimum
Height
0.75 Inches

ADRC LOGO: RATIO

Primary brand ratio is 2:1. When the ADRC logo is the primary brand, the ADRC logo should have 2 times the weight of the other logos.

When ADRC logo is used with another logo, it should have equal weight in comparision to other logos.

When using the ADRC name all Oregon ADRC's shall have a name that begins with the phrase "Aging and Disability Resource Connection" and shall include this name in all of its advertising, promotional materials.

COLOR

The use of the ADRC logo in color is the preferred method. Use only the following colors when reproducing the ADRC logo.

PANTONE VALUES
PANTONE 654

CMYK VALUES
C=100   M=50   Y=0   K=40

RGB VALUES
R=14   G=76   B=125

HEX VALUE
#0E4C7D

PANTONE VALUES
PANTONE 369

CMYK VALUES
C=60   M=0   Y=100   K=7

RGB VALUES
R=106   G=179   B=63

HEX VALUE
#6DB43F

Pantone 369

Pantone 654 Coated

Pantone 369
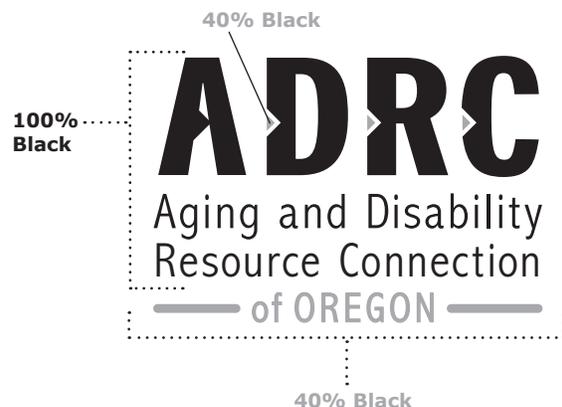
BLACK AND WHITE

Use only the black and white version of the ADRC logo as noted at right. Do not convert or print the color version of the logo as black and white, otherwise the hues of color will be inaccurate.

40% Black

100% Black

40% Black

IMPROPER USE

The ADRC logo elements, type treatment and colors may not be altered or modified in any way.

Altering typeface

Cropping

Adding elements or additional names

Altering color

Stretch or distort

Altering elements

Competing backgrounds

The ADRC logo should be used against a clean, lighter background that does not contain distracting patterns or competing color schemes.

FONT USAGE

When creating materials that have the ADRC brand, such as newletters or websites, it is recommended to use the following font styles.

Primary typeface recommendation

Headline—primary
Subhead—secondary

Body copy using primary typeface. Body copy of 14 point for most publications is recommended. Rio mo quo estem qui te es etum esci quos deserum corroritia qui commolluptae suntota.

Headline and Subhead: Verdana

Text, body copy: Garamond Premier Pro

Secondary typeface recommendation

Headline—secondary
Subhead

Body copy using secondary typeface. Body copy of 14 point for most publications is recommended. Lor repedit, sit que nisciendi bearchit volupta ernat. Ibusa perunt dolorum enet eossunt odiscium quosamus mi, nobis.

Headline and Subhead: Arial

Text, body copy: Times New Roman

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For questions about branding your materials,
or for more information and resources, contact:

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www.ADRCofOregon.org
1-855-ORE-ADRC (673-2372)