

Style Guide for DoubleClick Adoptions Inc.

Logo

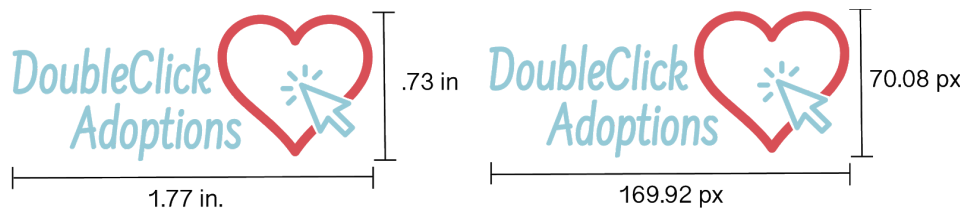


Farsan Regular Font:

- Used primarily in logo, acceptable for occasional design use on website
- Should not be used as body copy on communication documents
- The logo has a transparent background as to make it more versatile for design purposes

The inspiration for the logo came from the name of the organization as well as the concept behind it. DoubleClick acts as a convenient online portal to connect families to adoption agencies and vice versa, and the logo is meant to visually express that the love felt in these new families can be mere clicks away. The logo image should be included on all of DoubleClick Adoptions' print and digital communication documents.

Minimum Logo Size



On printed materials, the logo should be no smaller than 1.77 inches in width and .73 inches in height. Digitally, the minimum size is 169.92 pixels in width and 70.08 pixels in height.

Clear Zone



The minimum required clear zone of the logo must equal two times the x-height of the lower-case letters in DoubleClick as written in the logo, specifically the lowercase 'c' in Click.

No imagery, graphics or typography are permissible in the clear zone. This helps to keep the logo clearly legible and protects the design integrity.

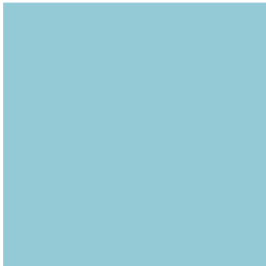
Color Guide

DoubleClick Adoptions' logo colors should remain consistent across all mediums. The reds and teals chosen are meant to emit a feeling of love and wholeness, to reflect the mission of the organization. These colors can be used interchangeably dependent upon the specific design circumstance. For example, it is acceptable to use the Pantone p 55-7 U color as an accent color on documents.

Logo:



PANTONE: P 55-7 U
CMYK: 12, 84, 63, 1
RGB: 214, 78, 85
HEX: D64E55



PANTONE: 636 UP
CMYK: 41, 7, 13, 0
RGB: 149, 200, 214
HEX: 95C8D6

Background:



PANTONE: 5463 XGC
CMYK: 92, 63, 60, 61
RGB: 3, 46, 51
HEX: 032E33

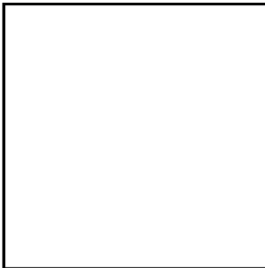
Accents:



PANTONE: 7714 U
CMYK: 79, 34, 40, 5
RGB: 53, 131, 141
HEX: 35838D



PANTONE: 49-16 C
CMYK: 26, 100, 100, 25
RGB: 150, 27, 30
HEX: 961B1E



PANTONE: N/A
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF

If no background color is necessary, a blank white background is acceptable.

Acceptable Fonts

Farsan (Logo)- Regular, 80 pt font size

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Farsan (Logo)- Bold, 80 pt font size

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Raleway (Header) - Italic, 14 pt font size

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Raleway (Header) - Bold, Italic, 14 pt font size

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Raleway (Body) - Regular, 12 pt font size

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Raleway (Body) - Bold, 12 pt font size

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

In order to maintain consistency across communications materials, the use of Raleway font for headings and body should always be the default as listed above. Farsan may be used in specific design instances where the logo is not included in the design, such as a page title on the website.