Center *for* Practice TRANSFORMATION

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Brand Elements

Purpose of Guidelines

The Center for Practice Transformation brand is more than a name or a logo. It's a system of artwork, typography and colors that reflect the spirit of our organization and the work it does. Using it consistently builds recognition, awareness, and trust with constituents.

These guidelines are for the Center's team and any designer, web developer, and/or partner who works with the logomark and other brand assets. These guidelines have been thoughtfully created to protect the Center's brand. Therefore, if you're ever in doubt about how to use the logomark, wordmark, fonts, or colors, please refer to this guide.

Brand Personality & Voice

The Center for Practice Transformation should be portrayed as intelligent, innovative, reliable and academic across all brand touchpoints.

The Center's voice is confident and straight-forward without being pushy. It's important that the voice is also approachable and level. The Center's values include: recovery-oriented, collaborative, empirically grounded, and innovative. The brand voice should embody these values.

The Center should speak to its audience's level—whether that be University faculty conducting research and reaching out to the Center to collaborate, practitioners attending a training, or an agency director dedicated to keeping her clinicians up-to-date on the latest practices. The Center blends scientific research, creativity, and innovation to design real-world, evidence based practices that can be adapted to fit the needs of a variety of clients. Life-long learning and exploration is at the core of the Center's identity. They are constantly evolving and adapting their practices to keep up with emerging studies.

You can expect the Center to be no-nonsense; they get to the point quickly but are never blunt or rude. Despite this, the Center knows how to inspire and motivate people. Their training, research, and consultation move practitioners toward effective recovery-oriented care. As practitioners implement what they learn, the Center is there to listen, support, and help them succeed.

A helpful way to understand the Center for Practice Transformation's brand personality and voice is by learning what it is and isn't:

Intelligent *but not boastful*

Educational and evidence-based *but not rigid*

Exciting *but not frivolous*

Young *but not immature or naive*

Innovative *but not too risky*

Critical *but not unfair*

Individualized *but not just open to everything*

Knowledgeable *but not condescending*

Responsive *but not directive*

Challenging *but not overwhelming*

Reliable *but not simple*

Calm *but not still*

Logo Meaning

The logo is the most critical and recognizable element of the Center for Practice Transformation's brand. Its consistent and intentional application is the cornerstone of a strong visual identity.

Symbol

The logo is a visual interpretation of the Center's mission, vision, and cutting-edge work. The symbol portion of the logo is known as the "burst." The burst is an energetic, exciting icon that represents the Center's research, training, and consultation that inspires, challenges, and motivates practitioners. The burst, more simply put, shows the transformation that occurs in a person's clinical practices after they have worked with the Center. Furthermore, each shape of the burst is a representation of a person who has grown and changed because of the Center. Practitioners bring new knowledge and inspiration, fostered by the Center, to the workforce and provide transformative care to those affected by mental illness and substance use disorders.

Center *for* Practice TRANSFORMATION

Wordmark

The typographic treatment aka "wordmark" includes both serif and sans serif type families. "Center for Practice" is set in a serif font in dark blue. Serif fonts evoke a more traditional look and feel. These fonts date back to the 18th century, and are still widely used in books, newspapers and magazines today. Because of their history and application people often sub-consciously interpret brands that utilize serif fonts as established, serious, and trustworthy. The word "Transformation" is set in a sans serif font and colored in a vivid blue. San serif fonts are modern because they are minimal and simplistic in design as well as accessible and clean. These attributes make them a go-to for cutting-edge, timely brands. The pairing of these two styles is a representation of the Center's training which is cutting-edge, innovative, and based in evidence.

Color

The color scheme is strong, modern, and vibrant. Green is traditionally associated with renewal, energy, and growth. The bold green and yellow green included in the logo symbolizes how the Center moves clinical practices, research and practitioners forward. Combining these two green hues with a friendly blue creates a harmonious effect, and is intended to reflect the partnerships the Center has formed. Blue is often associated with knowledge, stability and unity. The Center's work is grounded in sound evidence gathered through research. The deep, dark blue provides stability and is a reflection of the power and importance of the Center's research. The colors are highly compatible with Web Content Accessibility Guidelines (WCAG) 2.0 compliance meaning the website is more accessible to a wide range of individuals with visual disabilities as well as more readable to users in general.

Logo Anatomy

The Center for Practice Transformation logo is classified as a "combination mark" consisting of an symbol and wordmark. They may be used together or separately.

symbol

wordmark

symbol solo

wordmark solo

Center + University Branding

The default treatment of the Center's logo is the combination mark paired with the University of Minnesota wordmark. It is best to use the University wordmark without the "M" symbol as shown below. Depending on the situation, one of these variations of the logo may be more appropriate than the other. Consider both size constraints and application to determine what orientation will work best.

horizontal treatment

Tagline

Only use the tagline treatment if the tagline is highly legible.

Clinical Training · Research · Consultation

centered treatment

Logo Variations

At times the logo will appear without the University or Center tagline. Two variations of the logo exist in the Center's brand toolkit.

Center *for* **Practice**
TRANSFORMATION

horizontal treatment

Center *for* **Practice**
TRANSFORMATION

horizontal treatment, black

Center *for* **Practice**
TRANSFORMATION

horizontal treatment, grey-

Center *for* **Practice**
TRANSFORMATION

centered treatment

Center *for* **Practice**
TRANSFORMATION

centered treatment, black

Center *for* **Practice**
TRANSFORMATION

centered treatment, greyscale

Logo Rules

To ensure maximum recognition and visibility of the Center for Practice Transformation brand, refer to the spacing directives and logo "do nots."

Spacing

A space equal to the width of a "O" from the word "transformation" needs to be around the entire combination mark. Never alter the space between the icon and the wordmark.

Center _for_ Practice TRANSFORMATION

Do Not

Never alter the logo icon is the following ways:

| Rotating the icon | Swapping colors | Using colors outside the approved brand palette | Stretching or distorting | Use of gradients | Insufficient contrast with background |

Primary Colors

Color plays an important role in the Center for Practice Transformation's brand identity. The primary colors of blue and dark gray should be used on all collateral materials. When printing in full color coated paper stock is preferable. Uncoated stock absorbs ink which tends to darken and dull colors. Pantone and CMYK colors included in these guidelines are meant for coated paper stock.

Colors shown below and on subsequent pages are in RGB because this brand guidelines book will likely be viewed on-screen. Always print with Pantone (PMS) or CMYK colors and request printed proofs whenever possible. The Pantone swatches are part of the solid-coated formula guide.

Tints of the primary and secondary colors can be used when deemed appropriate but 100% saturation is recommended.

100%	100%
80%	80%
60%	60%
40%	40%
20%	20%
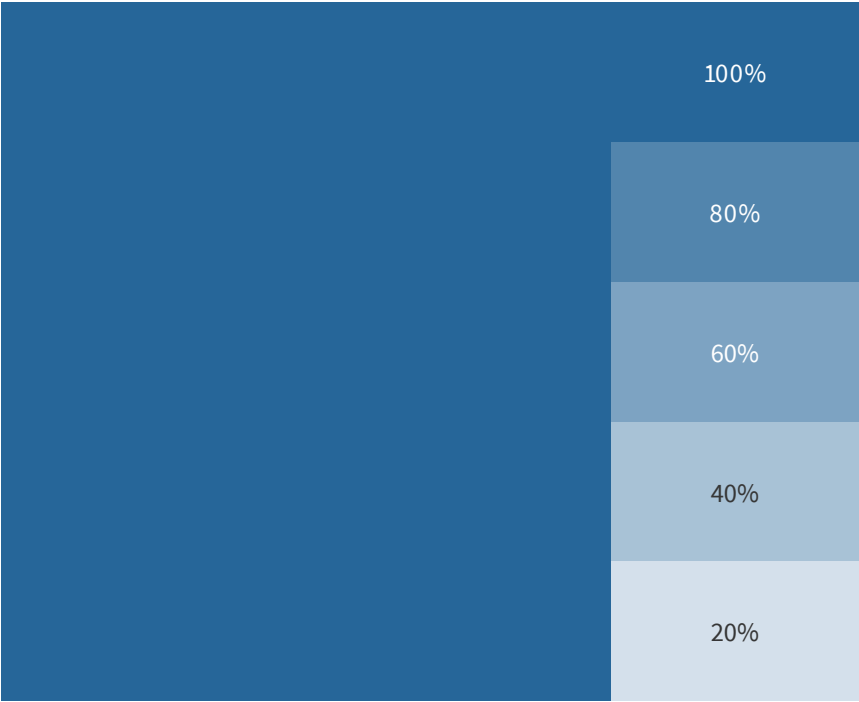
PMS: 2383 C
C: 83 **M:** 43 **Y:** 0 **K:** 2
R: 39 **G:** 101 **B:** 152
Hex: #276598
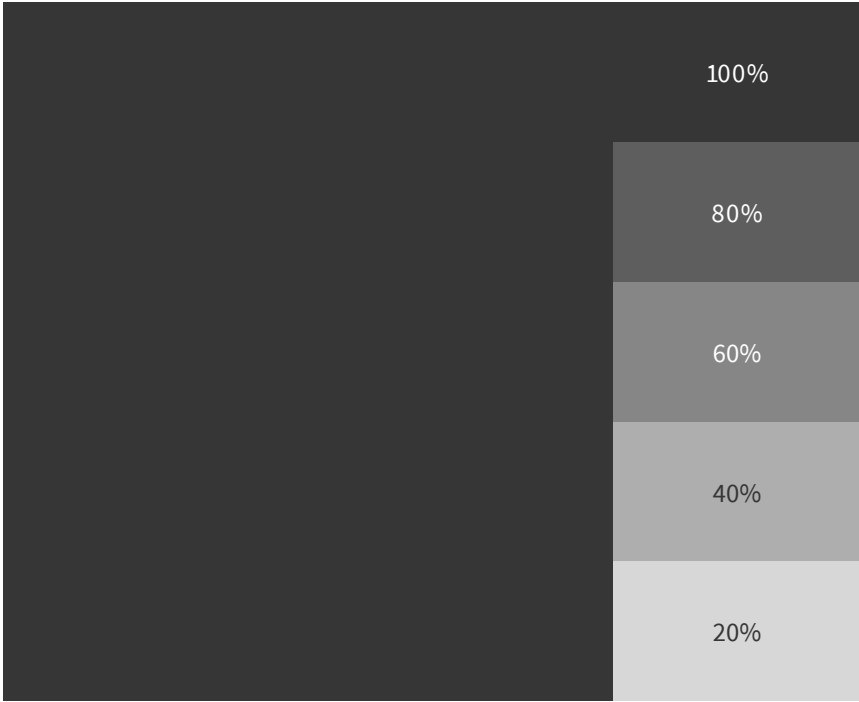
PMS: 426 C
C: 81 **M:** 67 **Y:** 55 **K:** 83
R: 53 **G:** 53 **B:** 53
Hex: #353535

Secondary Colors

The secondary color palette add flexibility to the visual identity. However, these colors are intended to always be used in conjunction with the primary color palette.

PMS: 2380 C
C: 90 **M:** 67 **Y:** 17 **K:** 62
R: 39 **G:** 55 **B:** 72
Hex: #273748

PMS: 369 C
C: 58 **M:** 0 **Y:** 100 **K:** 4
R: 104 **G:** 173 **B:** 17
Hex: #68AD11

PMS: 583 C
C: 24 **M:** 0 **Y:** 99 **K:** 6
R: 208 **G:** 205 **B:** 23
Hex: #B5BD00

Greyscale Colors

1-Color or 4-Color greyscale printing may be necessary for some promotional materials.

one color, black

4 color, greyscale

PMS: 426 C
C: 81 **M:** 67 **Y:** 55 **K:** 83
R: 53 **G:** 53 **B:** 53
Hex: #353535

PMS: 425 C
C: 63 **M:** 51 **Y:** 45 **K:** 33
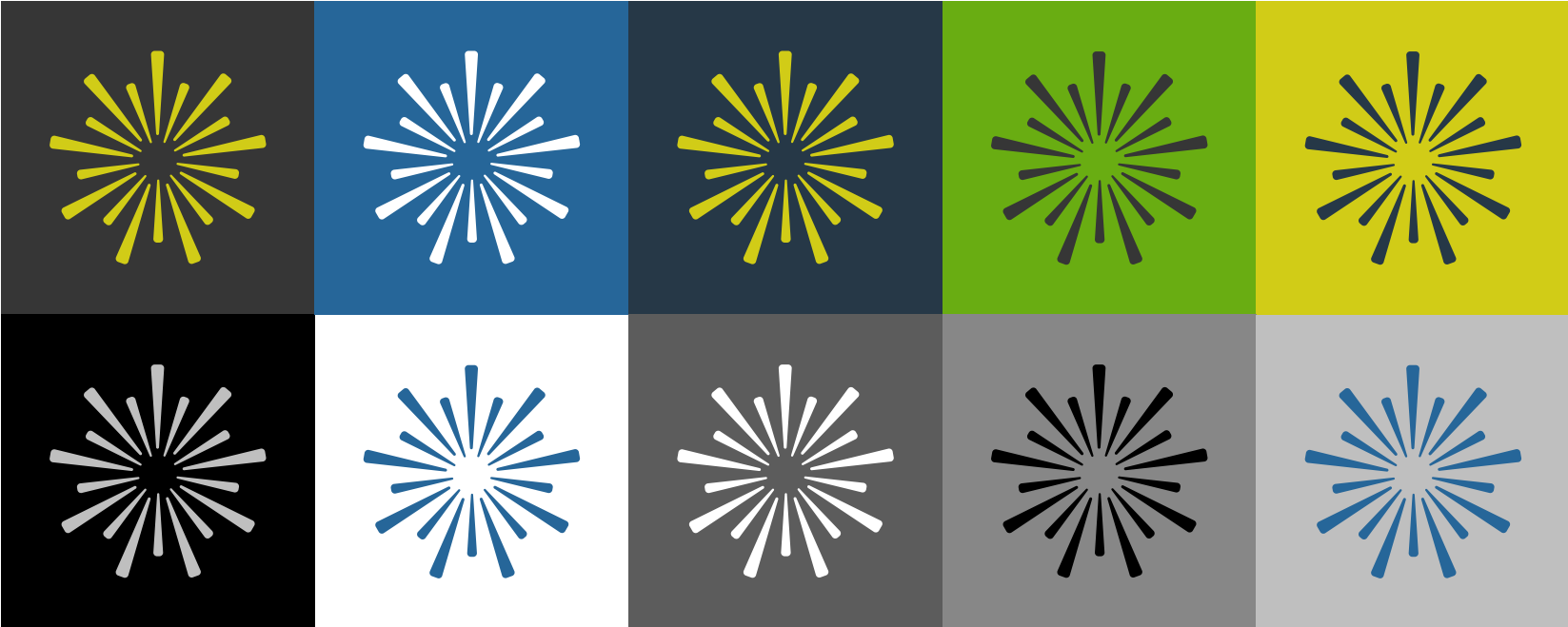**R:** 93 **G:** 93 **B:** 93
Hex: #5d5d5d

PMS: 423 C
C: 44 **M:** 33 **Y:** 29 **K:** 9
R: 134 **G:** 134 **B:** 134
Hex: #868686

PMS: 421 C
C: 28 **M:** 20 **Y:** 20 **K:** 1
R: 190 **G:** 190 **B:** 190
Hex: #bebebe

Color Pairings

All of the colors work well together, but the following
pairings are suggested in layouts and marketing materials.

Typography

When used appropriately typography is a powerful piece of the brand identity toolkit. Source Sans Pro is the font recommended for use across collateral materials. This open source font family has 12 styles ranging from extra light to black (8 are displayed below). It can be downloaded from Google Fonts.

Source Sans Pro Semi-bold or Bold is recommended for headings. Source Sans Pro Regular is recommended for paragraph copy. This guidelines book is typeset in Source Sans Pro Semi-bold for primary headings, Bold for secondary headings and regular for body copy and labels.

Source Sans Pro - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro - Semi-bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro - Semi-bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro - Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro - Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Iconography

Iconography can be used for presentations or documents. Center for Practice Transformation main brand icons are "stamp" style which means each icon is simple, clean, and fully colored.

Brand-appropriate icons

Icons may be any of the brand colors included in this document but should only be one color. The light yellow green is not ADA compliant when placed on a white background and should be used sparingly for iconography unless the icon is being placed on a dark background. Icons may stand alone or be encompassed in a shape like a circle. Please note the icons below that do not align with our brand style.
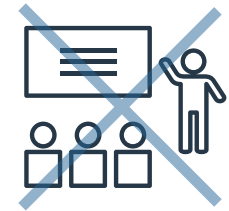
Icon styles that are **unacceptable**

Highly stylized and/or detailed icons
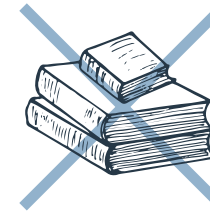
Hand-drawn or sketched icons

Outlined icons

Burst as a Graphic Element

The "burst" symbol can be used as a graphical element in a variety of ways. The following are examples of how to use the burst effectively to create brand recognition as well as visual interest in a print or digital design.

Diagonal blocks of color, that mimic the diagonal line from a single burst piece, can be used to create movement and break up areas of content. The diagonal from one side can be altered to create a block like the blue one on the far right of this page. Or the burst can be enlarged and remain unaltered on all sides as shown in the lime yellow burst. **At least one diagonal must remain the same as its depicted in the original burst symbol.**

Both sides are left unaltered from this burst piece.

The burst can be cropped at the edge of a page. This evokes a sense of innovation, energy, and growth while simultaneously showcasing the most recognizable element of the visual identity.

This diagonal is from the left side of this particular burst piece.

Burst as a Graphic Element

The burst shapes can be combined, outlined and layered to create graphics for any digital or print materials.

Clinical Training

At the Center for Practice Transformation, we create unique training experiences that are responsive to your specific needs. We utilize cutting edge clinical innovations and evidence-based practices that will help you achieve excellence in providing recovery oriented care. We begin by listening and understanding your specific needs and then collaborate with you to create transformational learning experiences specifically tailored to address, achieve and maintain your practice improvement goals.