



# LOOK

# STYLE GUIDE

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# OUR DREAM

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Our dream is to create a sense of belonging within our community so that we can inspire, develop, train, and advocate for children, students, and families in Alamance County.

# LOGO USAGE

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## General Overview

The Alamance Dream Center is represented by the three following logo variations. Each logo should be used individually and never all together!

Not sure which one to use? Just pick which one looks best for that particular product! For example, a t-shirt would look better with option #1, while option #3 might look better on printed materials.



# LOGO USAGE

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## Colors & Backgrounds

As for the logo itself, keep it simple by keeping it white.

However, you can give it some personality with a splash of color in the background!



CITYGATE  
**Dream Center**

**DC** | CITYGATE  
**Dream Center**

# LOGO USAGE

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## Black & White Variations

If having a colored version of the logo is not possible, the following black and white versions can be used.

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CITYGATE  
**Dream Center**

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## Clear Space

All logos should have a minimum of .25" of clear space surrounding all four sides to maintain the clarity of the logo. This means that no objects or text should be placed within the restricted areas.



# FONT USAGE

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## Nexa is our staple font.

It should be used for all branding and promotional materials, both printed and online.

**Aa**

### Header

Nexa Heavy | 32 pt

### Subheading

Nexa Extra Bold | 21 pt

Body content. This is an example of body content.

Nexa Regular | 12pt

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**Nexa Black**

**Nexa Heavy**

**Nexa Bold**

**Nexa Extra Bold**

Nexa Book

Nexa Regular

Nexa Light

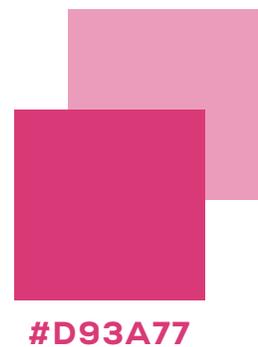
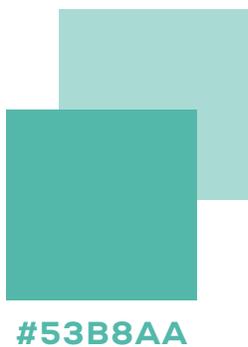
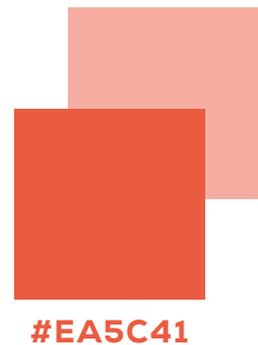
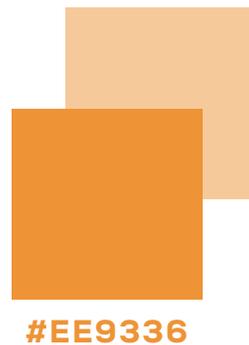
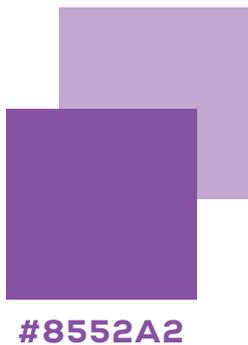
Nexa Thin

# COLORS

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## Colors evoke emotions..

We like to stick to colors that are warm, cheerful, and inspirational. Variations of these colors can be used, but try to stick to using these main colors.



As for colors to avoid, avoid those that are dark and gloomy, like gray, dark blues, and browns.

# ICONS

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All buttons and icons used should adhere to the color guidelines on the previous page. That way, they will be vibrant and inviting.

Buttons specifically should have rounded edges.

Community

Arts &  
Education

Kids &  
Students

Sports &  
Wellness

Families

Volunteer

Donate

Contact

# IMAGERY

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All pictures used to represent the Dream Center should convey positive, light-hearted emotions, like inspiration, enthusiasm, inclusivity, and happiness.

To add a little style and personality, colored overlays can also be added to images.

To do so, place a solid colored box that matches the color criteria over the image, and simply change the opacity of the box to 60%.

