



Early Learning  
NETWORK



BRAND GUIDELINES





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# Logo

Our logo is the visual representation of our nationwide partnership.

The preferred way to use the ELN logo is on a white background. If the logo must be placed on a different color, use the full white version of the logo.

## LOGO



## ICON



## Logo: Clear space

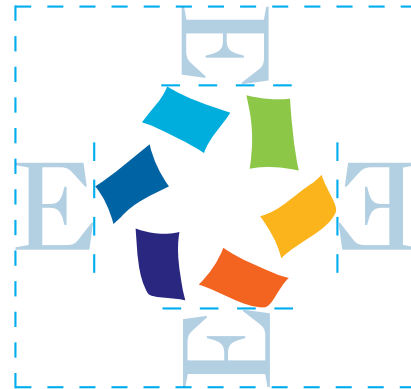
The logo should have a clear space that is equal to the width of the “E” from the mark. Nothing should intrude into this space, to ensure visual effectiveness.

The clear space should be free from other logos, text and graphics.



### SIZE RESTRICTIONS:

| .5 in | Minimum height



# Logo: Approved Lockups

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If a secondary lockup is needed to designate a project affiliated with the Early Learning Network, the following format should be used.

Please contact UNL's communications team for assistance with a lockup:

[dludvik2@unl.edu](mailto:dludvik2@unl.edu)

**OLOS OBSERVATION SYSTEM**



*Early Learning Network*

**OLOS Observation System**

# Logo: Usage

**DON'T:**

- 1. Change the logo's orientation
- 2. Add drop shadows or other effects to the logo
- 3. Place the logo on busy photography
- 4. Change the logo colors
- 5. Attempt to recreate the logo
- 6. Stretch or scale the logo unproportionately
- 7. Attempt to use the icon to create a lockup with another institution



1



2



3



4



5



6



7

# Colors

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Our colors are the heart of the brand. They represent the six network studies taking place across the nation.



**LIGHT BLUE**

CMYK 96, 0, 10, 0  
HEX #00afdd  
RGB 0-175-221



**GREEN**

CMYK 49, 0, 94, 0  
HEX #8fc748  
RGB 143-199-72



**YELLOW**

CMYK 0, 32, 98, 0  
HEX #fdb51b  
RGB 253-181-27



**ORANGE**

CMYK 0, 75, 100, 0  
HEX #f26522  
RGB 242-101-34



**DARK BLUE**

CMYK 100, 100, 0, 15  
HEX #282781  
RGB 40-39-129



**BLUE**

CMYK 100, 52, 2, 12  
HEX #0064a4  
RGB 0-100-164

# Typography: Print

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Mercury Text G2 and Gotham font families are to be used for all ELN materials. Mercury Text G2 will function as a headline font, while Gotham will be used for body copy.

While Mercury Text G2 and Gotham will be the fonts most primarily used, other variations within the family are allowed.

\*See alternate fonts for when Mercury Text G2 or Gotham are not available.

## Mercury Text G2 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*\*In instances where Mercury Text G2 is not available, use [Athelas](#).*

## Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*\*In instances where Gotham is not available, use [Montserrat](#).*



# Typography: Web

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PT Serif and Open Sans  
Light will be used for all  
web/online resources.

## PT Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Patterns

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Colors from the logo can be broken out to create design accents for collateral material. The color bar is a good accent to use on materials that ties clearly back to the logo.

Do not change the order of colors.



# Voice & tone

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Our voice and tone should reflect the collaborative and professional nature of the research, with messaging that is tailored to the audiences we intend to reach.

The Early Learning Network aims to translate research in ways that our key audiences find:

- Accessible
- Meaningful
- Useful

Brand Voice: What's the network's personality?

- Professional
- Collaborative
- Innovative

Brand Tone: How we say what we say?

- Informative and evidence-based
- Humble braggers — “leaders in the field”
- Conversational
- Hopeful



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