



STYLE GUIDE

MARCH / 2024

LOOSE ENDS / 207-838-2567 / info@looseendsproject.org / LooseEndsProject.org

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LOGO GUIDELINES



MONOCHROME / SQUARE
FOR SQUARE FORMATS
FOR WHITE OR LIGHT BACKGROUNDS
WITH OR WITHOUT TAGLINE



MONOCHROME / HORIZONTAL
FOR HORIZONTAL / BANNER FORMATS
FOR WHITE OR LIGHT BACKGROUNDS
WITH OR WITHOUT TAGLINE



SQUARE FORMAT
REVERSED OUT
FOR DARK BACKGROUNDS
WITH OR WITHOUT CIRCLE

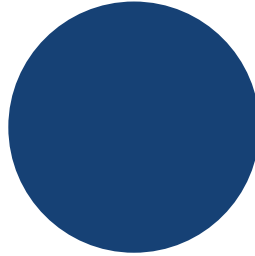


WHITE LOGO (REVERSED OUT)
FOR HORIZONTAL / BANNER FORMATS
ON DARK BACKGROUNDS

It's important that CMYK images not be uploaded to web pages, or the colors will be automatically converted to an off-brand color. Always use RGB versions for digital placements. CMYK logos are for print only.

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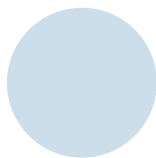
LOGO COLOR



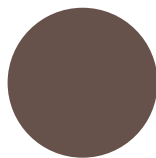
BRANDED BLUE
RGB: 31, 66, 118
CMYK: 98, 82, 27, 13
HEX: 1f4275

SIDEKICK COLORS

(for headlines, color blocks website buttons, newsletter accents)



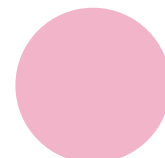
LIGHT BLUE
RGB: 205, 222, 235
CMYK: 18, 6, 3, 0
HEX: cddeeb



BROWN
RGB: 102, 82, 75
CMYK: 52, 60, 62, 33
HEX: 65514a



RED
RGB: 237, 28, 36
CMYK: 0, 100, 100, 0
HEX: ed1c24



RED
RGB: 242, 180, 201
CMYK: 2, 36, 5, 0
HEX: f1b3c8

When layering colors, always pay attention to their legibility.
Colors with similar values (lightness or darkness) should never be layered.

It's important that CMYK images not be uploaded to web pages, or the colors will be automatically converted to off-brand color. Always convert CMYK images to RGB before uploading.

CMYK logos are for print only. RGB is for digital applications.

FONTS

[Available with Adobe Creative Cloud subscription]

APTLY: LIGHT REGULAR MEDIUM BOLD

The LOOSE ENDS logo font is APTLY in upper case, MEDIUM

The tagline uses Aptly Light & Aptly Medium, Sentence Case.

FOR HEADLINES:

APTLY MEDIUM, UPPER CASE*

FOR TEXT:

Freight Family, or Freight Sans Compressed Family

PULL OUT QUOTES

“When Loose Ends newsletters, flyers or ads feature pull out quotations, they should be in Aptly Italic.” — Joey Jones, Knitter

The speaker’s name should not be italicized, and should follow an em dash + a space.

***EXCEPTIONS TO THE RULE**

There are times when font choices are limited and therefore must be simplified (ie: when choosing fonts for Engage email campaigns, in email signatures, or in a program that will be shown across platforms, like Keynote or Google Drive). On these

PHOTO TREATMENT

Photography and video play a key role in the visual identity of Loose Ends.

PERMISSIONS & CREDIT:

- Partners must get permission before using photos that have been posted on our social media in collateral material, on a website or in ads.
- Photos from our online media kit are available to use freely.
- Give credit to the artist in the style they wish.
- If no style is specified, use © Photographer Name

STOCK IMAGERY:

Not ideal, try to avoid.

If unavoidable, choose stock images that look as natural and “un-posed” as possible.

Add copyright info if required.

BEST PRACTICES:

Never change the opacity of photos, or “screen them back.”

Do not use drop shadows behind photos.

Do not use outlines around photos.

Never use photos of children without their parents’ permission (and signed waiver).

YES



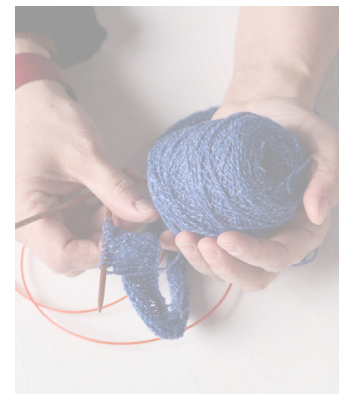
NO



NO



NO



© winky Lewis

MISCELLANEOUS

Our URL should be displayed in title case: LooseEndsProject.org

While the name of our legal entity is Loose Ends Project, it is OK to call us Loose Ends.

TM is pending.

Our Tax ID: 93-1605057