

Brand Guide

Ann Storck Center



Logo

To build brand awareness, it is critical that the Ann Storck Center logo appear on every form of communication that comes from our program. This includes all marketing, promotional, advertising, educational and event-related print and digital communications, including email and other correspondence.

There are occasions when our full color logo is not applicable. Below are other ways to use our logo: as black and white, as one color (in one of the colors in our palette) or in white on a contrasting background. If used this way, there must be enough contrast to be readable. The logo should never be represented in any other formats.



Full Color



Black and White



One Color



Reversing out of color

Logo With Taglines

The Ann Storck Center logo can stand alone or with the tagline in proximity as shown here. The tagline can also be used alone as a graphic element, and in different palette colors and orientation.



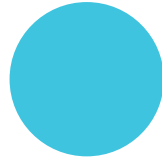
All Heart. All Abilities.

**ALL Heart.
ALL Abilities.**

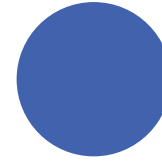
**All Heart.
All Abilities.**

Color Palette

Consistent use of color is critical in maintaining our brand. Any material created in-house should use only the following colors. Below each color are the various breakdowns to easily create these colors on our own, whether for web or print use.



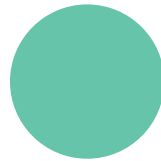
Light Blue
PMS 630
C=63, M=0, Y=14, K=0
R=106, G=193, B=214
Hex=#6ac1d6



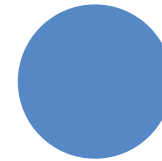
Dark Blue
PMS 7683
C=81, M=66, Y=0, K=0
R=75, G=98, B=168
Hex=#4b62a8



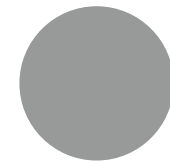
Bright Green
PMS 359
C=53, M=0, Y=78, K=0
R=144, G=195, B=116
Hex=#8fc374



Mint Green
PMS 564
C=58, M=0, Y=43, K=0
R=126, G=194, B=170
Hex=#7ec2aa



Periwinkle
PMS 7682
C=67, M=40, Y=0, K=0
R=100, G=136, B=194
Hex=#6488c2



Gray
PMS Cool Gray 7
C=43, M=35, Y=35, K=1
R=153, G=153, B=153
Hex=#999999

Font Usage

We use specific brand fonts in all marketing materials, including email. These fonts offer several weights and specific examples are shown here to guide use and choices. Fonts can be used as both headline or copy weight. All fonts are available at fonts.google.com.

Urbanist

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Urbanist ExtraLight

Urbanist Medium Italic

Urbanist Thin

Urbanist Bold

Urbanist Thin Italic

Urbanist Black Italic

Rufina

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Rufina Regular

Rufina Bold

Example:

Rufina Bold

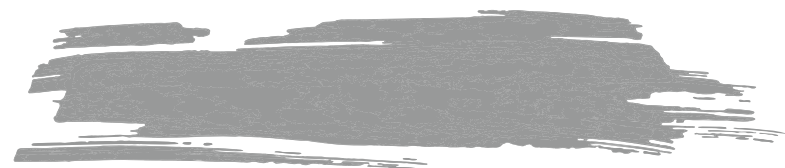
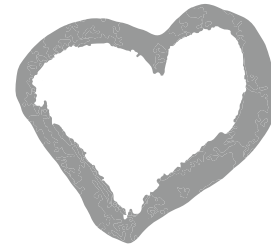
Welcome to the Ann Storck Center

The Ann Storck Center is the heart of uncompromising care, supporting children and adults of all abilities with developmental, educational and residential programs that foster lives of discovery and fulfillment.

Urbanist Regular

Graphic Elements

This page shows the types of graphic elements used in our collateral pieces. Patterns and graphics can be used in any palette color.



Core Values

Core values and beliefs speak to our higher purpose and solidify the foundation of our organizational culture. It's important to express these beliefs often to strengthen our unique identity and build a community of belonging around shared values.

WE BELIEVE IN

Discovering Abilities

Ensuring the freedom for everyone to realize their gifts and strengths is our pride, joy and motivation.

Fulfilling Purpose

Everyone, of every ability, deserves the fulfillment of their unique and essential purpose, lived out within their family and community circle.

Building Independence

Here, people are not defined by assumptions or limits. We are a place of exploration, development and possibility — where self-expression and potential are always growing.

Leading With Love

We perform our work with love, grateful for the lives entrusted to us and the extraordinary moments we share together.

Uncompromising Care

Our pledge to compassionate, expert care is unmatched — forming a trusted extended family.

Messaging

Our brand message conveys who we are and why we exist, inviting others to join and support our mission through a compelling vision for change. It's important to speak with clarity and consistency so our message is informative, moving and actionable. Use of our tagline, key words and phrases, and hashtags all support our greater messaging goals.

Tagline

All Heart. All Abilities.

Our Mission

Ann Storck Center brings people of all abilities into a supportive community where each is inspired to realize a fulfilling life of purpose, possibility and love.

Our Vision

We are building a village of love and purpose, changing how those with unique abilities are included as inspiring, valuable members of our communities.

Service Statement (Boilerplate)

The Ann Storck Center is the heart of uncompromising care, supporting children and adults of all abilities with developmental, educational and residential programs that foster lives of discovery and fulfillment.

Additional Key Words and Phrases

- Discovery, Possibility, Potential, Purpose, Fulfillment
- Family in All Forms, Extended Family, Family for Everyone
- The Village We Needed
- Ability, Capability, Independence, Expression
- Goals, Development, Skills, Growth
- Uncompromising Care
- Heart. Strength. Trust.

Hashtags

#AllHeart
#LifeFulfilled
#LeadWithLove
#DiscoverAbility
#BuildingIndependence
#FreeToBe