



Style Guide

Logo Identity

The following entails Westchester Family Care's logo identity and orientations.

WORDMARK & NATIVE FONT

westchester family care

Font: Questa Grande

PRIMARY LOGOS



SOLID BLACK



SOLID WHITE



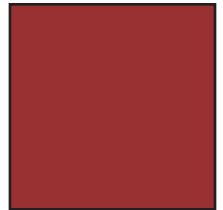
Primary Colors

Westchester Family Care color identity consists of five colors.

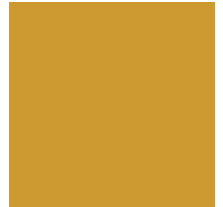
PRIMARY COLORS:



PMS 50 - 7C
C27 M90 Y81 K22
R153 G51 B51
HEX #993333



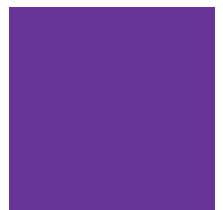
PMS 11 - 7C
C20 M40 Y96 K2
R203 G152 B50
HEX #ca9831



PMS 125 - 6C
C77 M21 Y42 K1
R50 G153 B153
HEX #329898



PMS 94 - 7C
C74 M95 Y0 K0
R103 G54 B149
HEX #663694



PMS Process Black C
C100 M100 Y100 K100
R0 G0 B0
HEX #000000



Logo Usage

Westchester Family Care's logo may be used in the following manner when overlayed over photos and block colors.

CORRECT



The white/black logo options may be used against contrasting background colors as long as the hues are not similar.

The full color may be used against a color photo as long as there is enough contrast to distinguish the logo from the background.

INCORRECT



As a general rule, dark logo options should not be used on dark backgrounds and the same goes for light backgrounds with the white logo option.

The full color logo is used incorrectly here against the photo background. There is not enough contrast.

