



Identity Standards Manual v2.0

Introduction

Welcome to Peg's Foundation Identity Standards Manual. This document outlines the proper usage of Peg's Foundation visual brand identity. For questions or additional support please visit pegsfoundation.org.

This section contains:

- Namesake
- Vision, Mission, and Core Values
- Positioning Statement
- Boilerplate

Peg's Foundation is named for our founder, Peg Morgan. Her formal name was Margaret Clark Morgan but she known by her friends and community as Peg. When recognizing us at an event, in social media or print, acknowledge us as Peg's Foundation. Do not use "the" before our name, Peg's Foundation.



Peg Morgan

Our Mission

To improve the lives of people with serious mental illness by investing in innovative projects in Northeast Ohio having national transformational impact.

Our Vision

We envision a world where recovery from mental illness is the expectation, and all regard mental wellness as an integral part of a healthy life.

Our Core Values

We believe and practice:

- Faithfulness to the Intent of our Founder, Peg Morgan
- Innovation, Creativity, and Leadership
- Compassionate, Respectful, Open Communication
- Efficient, Effective Stewardship and Management
- Building and Sharing Knowledge

Positioning Statement



The public addresses behavioral health with outdated terms, and continuing stigma, lack of creativity, and low funding levels stall progress. Building a stronger, effective, compassionate and inclusive health care system for the mentally ill is essential.

Individuals affected by mental illness are not defined by their disease. Collaborate to remove barriers to care and treatment while listening to their words, “nothing about me without me.” Understand their journey to restore dignity and respect. Recovery from mental illness is the expectation and mental wellness is integral to a healthy life.

Philanthropy has a unique, untapped potential to deliver relevant and disruptive ideas to behavioral health delivery systems. The promotion by implementation of evidence-based practices can create immediate opportunities to improve the lives of the seriously mentally ill and their families.

Leadership in the behavioral health space is critical to improving the lives of the seriously mentally ill. Engaging good leaders and accelerating the sharing of knowledge leverages our smaller endowment to be bold and impactful.

Peg cared, we care.

Peg enabled us to make a difference.

Peg inspired us to think bigger.

Peg’s Foundation—Think Bigger

Peg's Foundation, the largest mental health funder in Northeast Ohio, believes in relevant, innovative, and at times, disruptive ideas to improve access to care and treatment for the seriously mentally ill. Peg's Foundation promotes the implementation of a stronger, more effective, compassionate and inclusive health care system for all. Founded in 2001, Peg's Foundation provides grants to mental health, education, and the arts. Guided by Founder, Peg Morgan to "Think Bigger," Peg's Foundation understands recovery from mental illness is the expectation, and mental wellness is integral to a healthy life.

pegsfoundation.org

Logo Usage

When using the visual identity of Peg's Foundation please consider the usage rules that are defined on the following pages. For questions or additional support please visit pegsfoundation.org.

This section contains:

- Primary Use
- Secondary Use
- Tagline
- Logo Safe Area
- Minimum Size
- Do's & Don'ts

Primary Use



Stacked (Main Use)

When orientation is not dictated or constrained use this version of the logo.



Primary Use: 1-color



Black

Use the black version of the logo for 1 color printing.



Reversed

Use the reversed versions of the logo on dark backgrounds.

Acceptable options for reversed logo use are all white or white type with red icon.



Horizontal

In situations when the stacked logo won't work, the horizontal version may be used.

Black and reversed versions of the horizontal logo are also provided.



Think Bigger

Use of the tagline is reserved for Peg's Foundation only.

When using the logo, ensure no items fall within the specified safe area.

Using the width of the petals from the logo's icon is a good guide to ensure sufficient room around the perimeter of the logo.



Minimum Size



A minimum size has been set for the logo so that it will be displayed clearly when printed.

The logo should be at least .93 inches wide when the stacked orientation is used.

STACKED MINIMUM WIDTH



The logo should be at least 1.45 inches wide when the horizontal orientation is used.

HORIZONTAL MINIMUM WIDTH





DO use the most recent logo design.

The latest Peg's Foundation logo approved for use includes the red flower icon mark with "Peg's" written in title case.

The "P" is capitalized while "eg's" is in lower case.



DO NOT use old logo designs.

Previous logo versions that shouldn't be used include the red flower icon and capitalized "PEG'S", as well as the previous blue dogwood variation.

Do's & Don'ts



DO use approved colors.



DO NOT change the colors of the logo.



DO keep the flat color and appearance of the logo.



DO NOT Add drop shadow, make "3D", or add other effects.



DO use the reversed logo when needed.



DO NOT outline or offset shapes from the logo



Do's & Don'ts



DO use the Horizontal logo when needed.



DO NOT stretch or distort logo in any way.



DO keep the correct angle of the logo.



DO NOT rotate logo in any way.



DO take into consideration the logo safe area.



DO NOT add or remove elements from the logo.



Supporting Elements

Non-logo items that can help support the logo and brand imagery are defined in the following pages. For questions or additional support please visit pegsfoundation.org.

This section contains:

- Color
- Typography
- Pattern

Primary Palette



PMS:
Pantone 7621 C

CMYK:
c21, m100, y95, k12

RGB:
r178, g30, b40
hex# B21E28



PMS:
Pantone 2757 C

CMYK:
c100, m93, y31, k31

RGB:
r0, g31, b95
hex# 001F5F

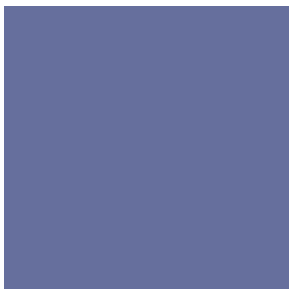


PMS:
White

CMYK:
c0, m0, y0, k0

RGB:
r255, g255, b255
hex# FFFFFFFF

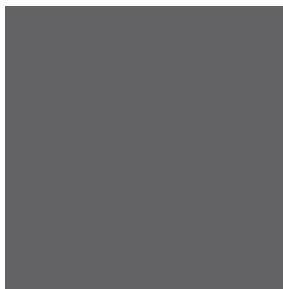
Accent Palette



PMS:
Pantone 2757 C (60%)

CMYK:
c60, m56, y16, k4

RGB:
r109, g111, b157
hex# 6D6F9D



PMS:
Pantone 425

CMYK:
c0, m0, y0, k75

RGB:
r99, g100, b102
hex# 636466

Display

Best used for Headlines, Titles, and Calls to Action

Gotham Rounded
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**Gotham Rounded
Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Supporting

Best used for General Copy and Large Bodies of Text

Baskerville
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Pattern

A repeatable pattern is available for use on various identity and marketing pieces.

The pattern consists of the icon repeated in the Dark Blue color specified in the Primary Color Palette with a single icon colored the specified Red.

The pattern should be scaled to match the size of the icon used on the corresponding logo.

When the pattern is used on double sided printed pieces, the red icon should be located similarly on both sides (e.g., top left corner front and top left corner back).



Think Bigger

