

Life is Sweet Enough Logo Guidelines

Integrity

The Life is Sweet Enough campaign logo and other visual elements must remain as originally drawn and proportioned. The Circle and all its contents water glass, font type, and water lines must remain intact. Proportion of the tag line OUR DRINKS DON'T HAVE TO BE/NUESTRAS BEBIDAS NO LO TIENEN QUE SER can be modified to fit different communication media output discretion given to the media graphics department and or the print departments of said companies. Do not obscure any part of the logo and/or visual elements by placing type, photographs or other elements on top of it.

Nomenclature

Consistent use of the Life is Sweet Enough logo is critical to the campaign identity of Unidos Contra La Diabetes (UCD) UT Health Science Center at Houston/School of Public Health Brownsville.

Recommended designations for the logo are:

Formal - Life is Sweet Enough Circle with incased image of water glass and its contents followed by OUR DRINKS DON'T HAVE TO BE in English or/line one NUESTRAS BEBIDAS and line two NO LO TIENEN QUE SER in Spanish at the bottom of the logo as is demonstrated on our sample campaign ad.

Second reference - Life is Sweet Enough Circle with incased image of water glass and its contents with optional proportions of the tag line to be determined by the media graphics department and or the print departments of designated print work provider.

Blue

Process:

C75%

M37%

Y0%

K0%

RGB:

R17

G143

B231

Web

118fe7

White

Process:

C 0%

M 0%

Y 0%

K 0%

RGB:
R255
G255
B255

Web
ffffff

The Life is Sweet Enough logo typographic identity is visible across many applications, including print, electronic and environmental displays. To communicate in a consistent tone, type selections have been made that best represent the voice of our campaign identity of Unidos Contra La Diabetes (UCD) UT Health Science Center at Houston/School of Public Health Brownsville.

The Arial Regular typestyle adds a clean and simple representational quality to the words the campaign uses. This typestyle has a calm feel and implies a confident voice. The font was specifically chosen to be legible. The typeface is available worldwide in both PC and Apple Mac formats.

Life is Sweet Enough campaign
abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
1234567890 (!@#\$\$%^&*)

Note: Life is Sweet Enough Campaign tag line logotype is written in all capitals. When written in a body of text, the name should appear in upper case letters. Use these font recommendations when creating brochures, promotional material or anything representing the Life is Sweet Enough campaign in an official capacity.

Theme Logos

The theme logo and other Life is Sweet Enough circle visual elements must remain as originally drawn and proportioned and cannot be modified (eg. graphic filters, such as drop shadows, bevels, 3-D effects, embosses or glows should not be applied to these logos). Do not obscure any part of the logo and/or visual elements by placing type, photographs or other elements on top of it.

JPG vs. PNG

Use PNG files when you want the background to remain transparent. JPG files CAN NOT have transparent backgrounds.

Logo ad placement

The LIFE IS SWEET ENOUGH logo placement must be followed. Use these recommendations when creating brochures, promotional material or anything representing the Life is Sweet Enough campaign in an official capacity.

Recommendation:

Placement - ½ inch from the top margin and ½ inch from the left top margin.

Unidos Contra La Diabetes (UCD) logo placement must also be included in all campaign materials adopted by your organization.

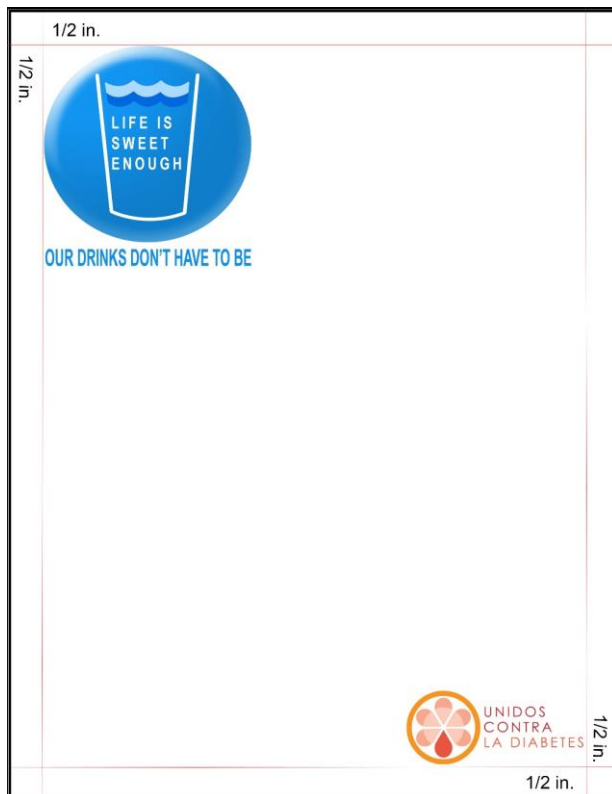
Recommendation:

Placement - ½ inch from the bottom right margin and ½ inch from the right lower page margin.

Note: All ads can be in a portrait or landscape format.

Sample Templates

Portrait



Landscape

