State Employee Charitable Campaign

SECC

Making a difference in Delaware
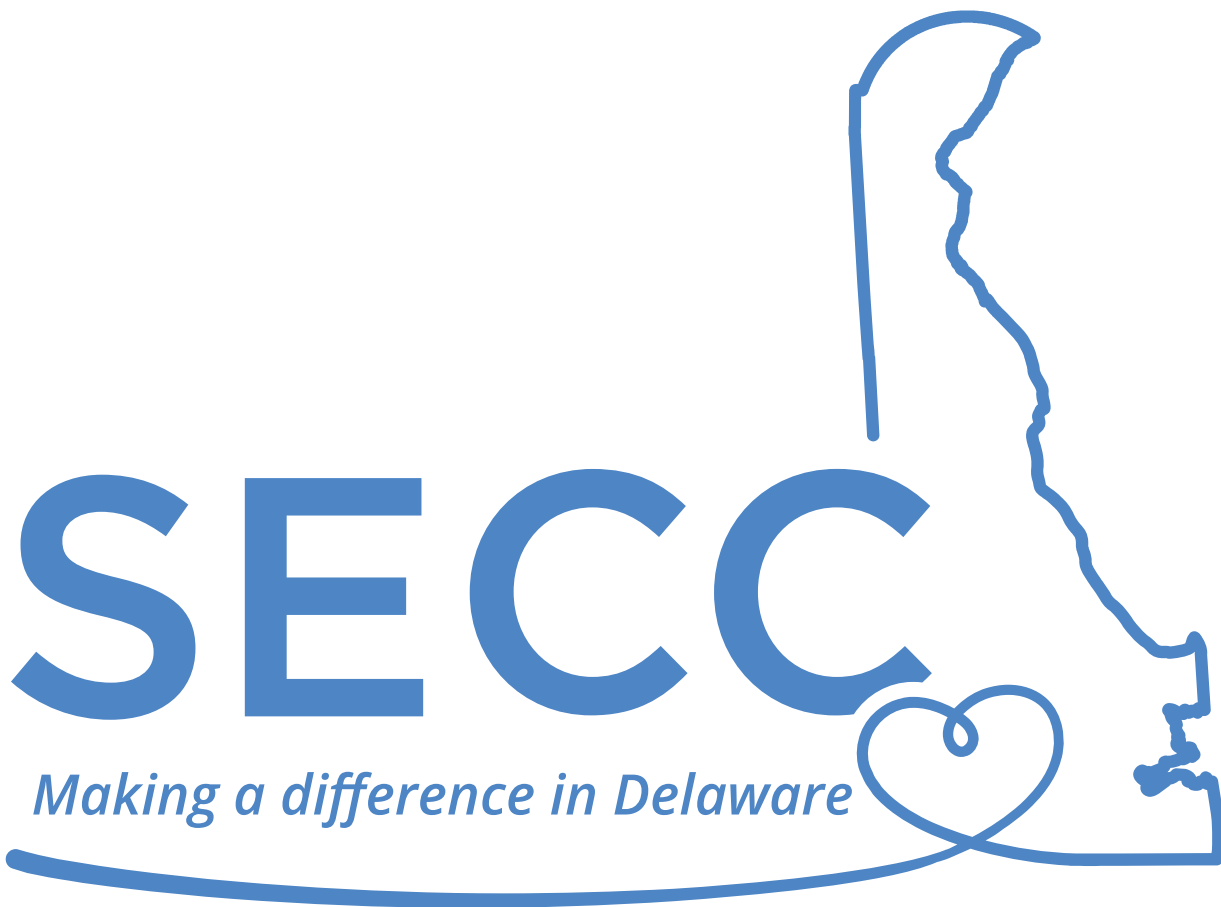
SECC Brand Guideline 2020

The SECC is dedicated to providing an online resource where state employees can donate to Delaware charities to improve the lives of Delawareans. This guideline aims to further this mission by providing a reference to creating SECC branded digital imagery to help differentiate and advertise the SECC initiative and campaigns.

LOGO

CONCEPT

The State Employee Charitable Campaign is a force for good in Delaware. With hundreds of charities to choose from that support the health and welfare of the residents of the State of Delaware. The logo reflects a stroke that is forming a heart and the shape of Delaware, to symbolize a stroke of kindness, an act of giving, can help shape the state of Delaware.

VARIATIONS

The Heart of Delaware logo has several variations that can be used when needed.

[1] Landscape Orientation

This variation is ideal in a situation where the logo needs to be accompanied by other elements. For example, a donation pledge form, or a sign in sheet.
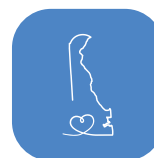
[2] Landscape Orientation No Slogan

Use this variation when the logo will be reduced to a size where the slogan will become illegible.

[3] Mark/Favicon

This is a simplified mark created based on the SECC main logo. This mark can be featured on your website, placed as buttons, or used in creating brand assets.

GIVE CAMPAIGN LOGO

[4] Supportive Campaign Logo

Often the SECC has campaigns that initiate or inspire new employees or those who may not yet know about the campaign to create an account and donate with SECC. The give logo has the heart of Delaware stroke. The letter "e" finial is reaching out behind the heart, seemingly holding the heart out to give.

TYPOGRAPHY

MONTSERRAT
HEADLINE

Montserrat is a clean bold san serif font that provides easy viewing on screens. Montserrat Semi-Bold is the chosen typeface of the SECC Heart of Delaware wordmark.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ALEO
ACCENT

Aleo is also a google font. Aleo is a serif font that pairs well with Montserrat as an accent. Aleo Bold Italic is the type used in the slogan of the Heart of Delaware logo as well as the "give" word mark in the Give SECC logo.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

OPEN SANS
BODY

Open Sans is the body font of choice for SECC's website. This font is very legible on screens. Open Sans is a very common font for the content of websites. This makes legibility easier for online readers.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

IMAGERY

CONCEPT

Each year the SECC helps raise over thousands of dollars for non-profits throughout Delaware. SECC charities fight disease, make life more meaningful for young and old, help the impoverished, and train people to become self-sustaining. The imagery representing the SECC should reflect this mission or even better, photos of Delaware's finest supporting the SECC in action.
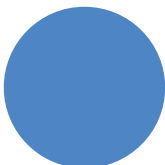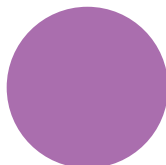
DESIGN MOOD

COLORS

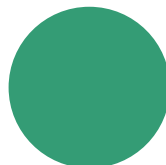**Charitable blue**
HEX: #4e86c6
RGB: 78, 134, 198
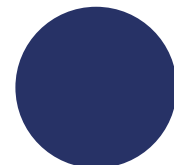CMYK: 71/41/0/0
Pantone: 279 C

Royal Purple
HEX: #aa6eae
RGB: 170,110,1174
CMYK: 34/66/0/0
Pantone: 2583 C

Giving Green
HEX: #349c75
RGB: 52, 156, 117
CMYK: 77/16/68/2
Pantone: 7730 C

Soft White
HEX: #e5e5e5
RGB: 229, 229, 229
CMYK: 9/6/7/0
Pantone: Cool Gray 1 C

Deep Navy
HEX: #2a3367
RGB: 42, 51, 103
CMYK: 96/90/31/20
Pantone: 2766 C