

# **BRAND GUIDELINES**

Created by Skigital LLC

## Youth Led Community Change.

The mission of the Coatesville Youth Initiative is to contribute to a vibrant future for Coatesville by engaging youth in experiences that support their success in school and in life, and by uniting a wide range of partners to make the community better for everyone. We are committed to nurturing partnerships at all levels to provide the highest caliber of programming and support for Coatesville Youth. CYI is an independent not-for profit corporation and was started in 2008 as a response to feedback from the community and most importantly, from Coatesville youth.

CYI leverages the talents, expertise and diversity throughout our community to build trust, work together, and share resources. We are committed to nurturing partnerships at all levels to provide the highest caliber of programming and support for Coatesville Youth.



## Midnight

#242021

### Bright Red #EE3325







\*Oswald / Questrial

### Oswald

## 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 O 1 2 3 4 5 6 7 8 9

Questrial

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

#### Caption Text

Questrial 10pt type / 12pt leading

#### Copy Text

Questrial 12pt type / 15pt leading

#### **Headlines Copy Text**

Oswald Medium + Title Case 14pt type / 17pt leading

#### **Subtitle Sections**

Oswald Semi-Bold + Title Case 17pt type / 21pt leading

### **Big Headlines & Title**

Oswald Bold + Title Case 34pt type / 30pt leading

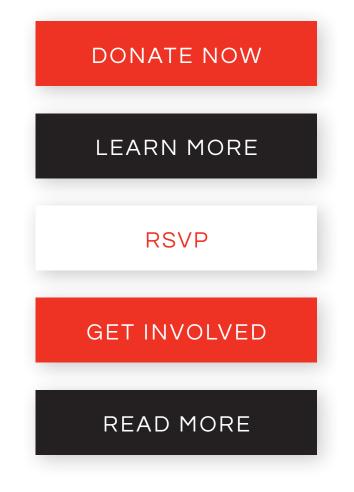
## **MARKETING TITLES**

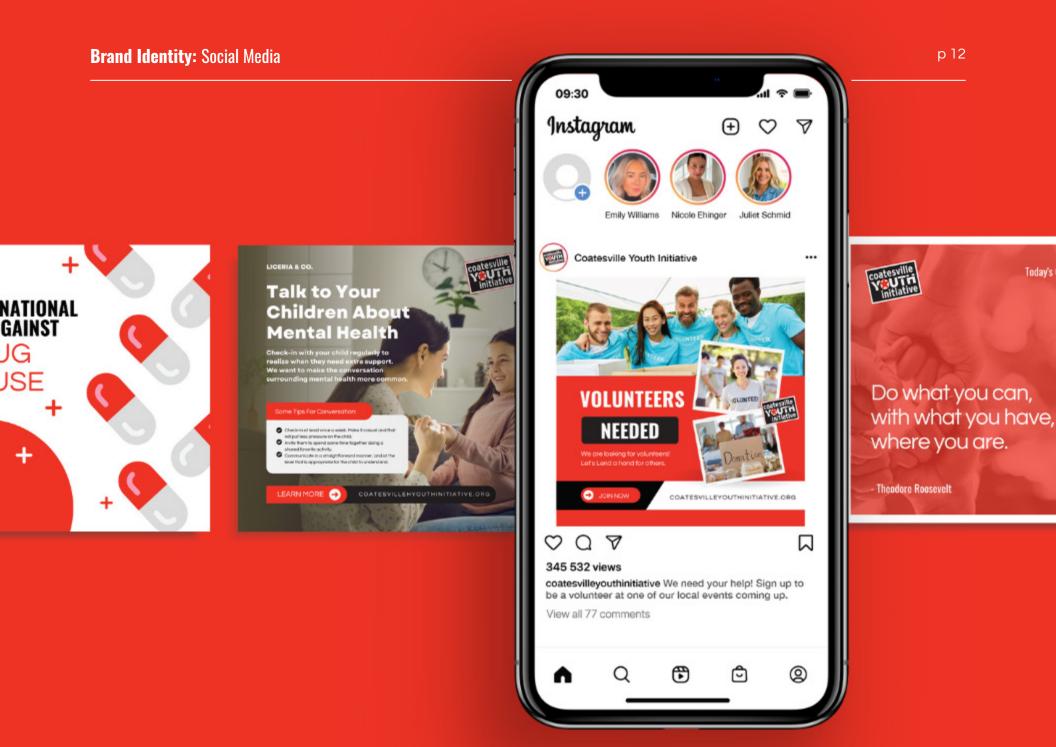
Oswald Bold + All Caps 45pt type / 40pt leading / 25pt kerning Photography plays a crucial role in shaping a brand's identity and communication strategy, making it an essential element for any successful organization. It allows a brand to tell its story visually, capturing its values, mission, and unique offerings in a compelling way.











Coatesville Youth Initiative Brand Identity Standards



coatesvilleyouthinitiative.org