



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



A a A a

*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
0 1 2 3 4 5 6 7 8 9

Questrial

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
0 1 2 3 4 5 6 7 8 9

Caption Text

Questrial
10pt type / 12pt leading

Copy Text

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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.





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LIGERIA & CO.

Talk to Your Children About Mental Health

Check-in with your child regularly to realize when they need extra support. We want to make the conversation surrounding mental health more common.

Some Tips For Conversation:

- Check-in at least once a week. Make it casual and that will put less pressure on the child.
- Invite them to spend some time together doing a shared favorite activity.
- Communicate in a straightforward manner, and at the level that is appropriate for the child to understand.

LEARN MORE COATESVILLEYOUTHINITIATIVE.ORG

A smartphone mockup displaying an Instagram post from Coatesville Youth Initiative. The phone's status bar at the top shows the time as 09:30, along with signal, Wi-Fi, and battery icons. The Instagram app interface includes the logo, navigation icons (plus, heart, paper plane), and a row of three profile pictures: Emily Williams, Nicole Ehinger, and Juliet Schmid. The post itself is from the account "Coatesville Youth Initiative" and features a vibrant photo of a diverse group of young people in blue t-shirts. The post text reads: "VOLUNTEERS NEEDED" in large, bold letters, followed by "We are looking for volunteers! Let's lend a hand for others." Below the text is a red "JOIN NOW" button and the website "COATESVILLEYOUTHINITIATIVE.ORG". The post has received 345,532 views and includes a caption: "We need your help! Sign up to be a volunteer at one of our local events coming up." and a link to "View all 77 comments". The bottom of the phone shows the standard Instagram navigation bar with icons for home, search, post, activity, and profile.

A graphic featuring a quote by Theodore Roosevelt. The background is a close-up, slightly blurred image of a hand. The text "Do what you can, with what you have, where you are." is written in a white, serif font. Below the quote, it says "- Theodore Roosevelt". In the top left corner, there is a small logo for "Coatesville Youth Initiative".

Coatesville Youth Initiative
Brand Identity Standards



coatesvilleyouthinitiative.org