



# BRAND STANDARDS GUIDE

A BRIEF STYLE-DEFINING  
GUIDE TO ASSIST CANOPY  
AND TRUSTED PARTNERS  
IN KEEPING THE BRAND  
CONSISTENT AND EFFECTIVE

VERSION 1.2



## INTRODUCTION

Canopy Children's Solutions, formerly Mississippi Children's Home Services, is pleased to introduce its new brand guide. From approved logos, colors, and fonts to the tone of our messaging, anything that's branded as Canopy should be informed by the guidelines herein. Adherence to these guidelines by our vendors and trusted partners creates a cohesive brand experience that serves as a beacon for Mississippi children and families in need.

### **The Brand Promise**

We cover families with an array of Behavioral, Educational and Social Health Services that transform the lives of children in need.

## LOGO SPACING

### Leading:

The space between the logo mark and “CANOPY” should be equal to the height of the “P” bowl, minus one stroke.

The space between “CANOPY” and the subtext should be equal to the height of the subtext “t” below the cross stroke.

### Padding:

There should be space the height of the “CANOPY” “C” on the left and right of the logo when enclosed in a box or shape.

There should be space the width of two adjacent “CANOPY” “C”s above the logo, and space the height of four stacked subtext “S”s below the logo.

The leading and padding rules are true of both the vertical and horizontal logo variations.

Leading



Padding



## LOGO ALTERNATIVES

### Avatar:

When appropriate, a simplified version of the logo may be used, consisting of an all-white vertical logo set on a square of black, green or blue. Padding should be greater than or equal to what is described on pg. 5, provided that the logo inside is greater than or equal to 1" tall.

### Avatar Mark:

When appropriate, the logo may be used without any type. It should be full-color, black, or blue on white; or white on black, blue, or green.

Logo Avatars



Logo Avatar Marks





## INCORRECT LOGO USAGE

The logo should never be squeezed or stretched. It should never be reproduced in colors that are not expressly defined in the Canopy Graphics Standard Manual. It should never be altered in any way in relation to proportion, organization, or font choice.

If you have any questions pertaining to logo usage, please contact:

**Kym Williams**  
Director of Public Relations  
769-777-1010



## COLOR PALETTE TREATMENT

This guide will help maintain brand consistency in colors used. Follow the specific color combinations outlined here when creating or modifying brand materials.

Variations and specific usages of these colors in relation to photography will be outlined on page (insert page #).

### RGB:

R: 151  
G: 202  
B: 83

### CMYK:

C: 45  
M: 0  
Y: 88  
K: 0

### HEX:

#97CA53

### PANTONE:

367 U.



### RGB:

R: 25  
G: 111  
B: 184

### CMYK:

C: 87  
M: 55  
Y: 0  
K: 0

### HEX:

#196FB8

### PANTONE:

Proc. Blue U.



### RGB:

R: 0  
G: 0  
B: 0

### CMYK:

C: 0  
M: 0  
Y: 0  
K: 100

### HEX:

#000000

### PANTONE:

Black



## ADDITIONAL COLOR PALETTE TREATMENTS & RELATIONSHIPS

While blue, green, black, and white are the primary Canopy colors, occasionally secondary colors or a gradient may be used.

### Gradient:

The Canopy gradient is a smooth, 50/50 transition between Canopy blue (#196FB8) and Canopy green (#97CA53).

### Secondary Colors:

The Canopy secondary color palette consists of three colors. #FBAF5D, a pale orange, may be used sparingly for adding emphasis to web links, small blocks of text, and other similar situations. #EEEEEE and #F9F9F9, two light shades of gray, may be used for backgrounds and large color fills.

### Primary Colors



### Gradient



### Secondary Colors

