



**THE PALMETTO BASICS
BRAND STANDARDS**

LOGOS AND MINIMUM SIZE



- Logo is always horizontal
- Primary logo is best used on full color print and web collateral
- The minimum output size is 1.5 inches wide
- Any size below minimum print size is not recommended because the visual composition of the brand will be compromised





MAXIMIZE LOVE, MANAGE STRESS



TALK, SING, AND POINT



COUNT, GROUP, AND COMPARE



EXPLORE THROUGH MOVEMENT AND PLAY



READ AND DISCUSS STORIES

FONTS

LOGO FONT

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Font Uses

Palmetto Basics Logo
Heading
Sub Heading

BASICS ICON FONT

League Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Uses

Basics Icons
Body font

EMAIL TYPEFACE FONT

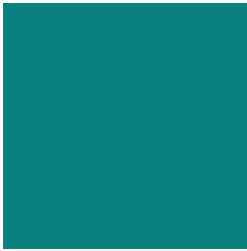
Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

If webfonts are not available and you need to replace with system defaults.

BRAND COLORS

PALMETTO BASICS LOGO COLORS



C:86 M:31 Y:49 K:8
R:0 G:128 B:128
#008080



C:2 M:26 Y:96 K:0
R:248 G:191 B:34
#f8bf22



C:3 M:64 Y:99 K:0
R:236 G:121 B:36
#ec7924

PRIMARY SUPPORTING COLOR



C:61 M:74 Y:36 K:18
R:106 G:77 B:108
#694d6b

PALMETTO BASICS ICON COLORS



C:24 M:100 Y:76 K:18
R:165 G:2 B:53
#a50235



C:5 M:49 Y:88 K:0
R:235 G:146 B:59
#eb923b



C:63 M:41 Y:84 K:27
R:90 G:105 B:62
#5a693e



C:87 M:37 Y:38 K:7
R:0 G:123 B:139
#007b8b



C:100 M:89 Y:10 K:1
R:36 G:64 B:143
#24408f

SUPPORTING TEXT

WHAT ARE THE BASICS?

The Basics are five fun, simple, and powerful ways to help all our children become the happiest and most successful they can be!

WHY THE BASICS?

80% of brain development happens during the first three years of life.

During these early years of brain growth, infants and toddlers absorb massive amounts of information from interacting with other people. This early learning becomes the foundation for all future learning.

MESSAGING

In order for The Palmetto Basics to maintain consistent, simple messaging, it's crucial that community partners use correct content and phrasing.

The Palmetto Basics helps parents and caregivers give every child a great start in life.

Every child from every background can benefit from routinely experiencing The Palmetto Basics.

The Palmetto Basics Initiative is working through a broad range of institutions to ensure that every parent and caregiver is fully supported by family and friends to use The Palmetto Basics practices in everyday life.

Visit www.palmettobasics.org for information on the initiative, opportunities in your community, tips, and videos.

The Palmetto Basics don't take extra time or fancy toys. It's about how you use the time you're already spending with your child.