



# MARE BRANDING GUIDE



# COLOR PALETTE

MARE brand colors include a primary, accent, values and secondary colors option.

Each color break down depends on where it will be used. **CMYK and PMS colors are for print. RGB and HEX colors are for web and computer screen use.**

Be sure you are choosing the correct color mode (RGB or CMYK) when creating content.

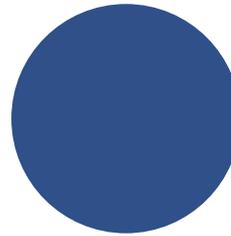
Although not recommended, it is easier to go from CMYK to RGB, but color tends to change drastically if you go from RGB to CMYK. **Printing RGB creates inconsistencies of what you see on screen versus what is actually printed.**

Printing PMS allows us to print from any printer and it will consistency be the same color. Printing the same material at two different printers will likely result in inconsistencies with CMYK.

MARE blue is the primary color and should be the dominant color, while teal is the accent color. Avoid lowering the tint percentage of the each color EXCEPT for the **accent color. It can be use as a background at 12% tint.**

Values are neutral shades for text and backgrounds.

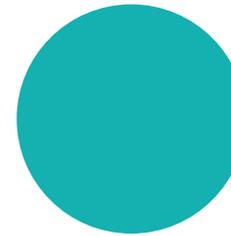
## PRIMARY



### MARE BLUE

**PMS:** 287 U  
**CMYK:** 92•76•19•5  
**RGB:** 47•80•137  
**HEX:** #2F5089

## ACCENT



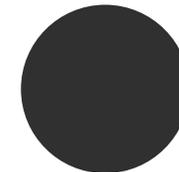
### TEAL

**PMS:** 3262 U  
**CMYK:** 74•6•35•0  
**RGB:** 29•176•177  
**HEX:** #1DB0B1

## VALUES

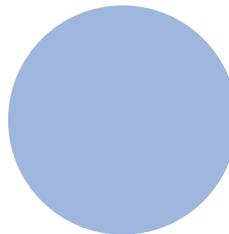


3% Black  
246•246•24  
#f6f6f6



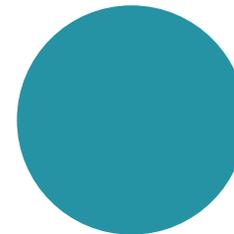
95% Black  
51•49•50  
#333132

## SECONDARY



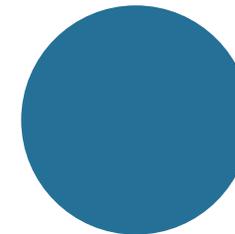
### LIGHT BLUE

7451 U  
36•24•0•0  
158•184•233  
#9EB8E9



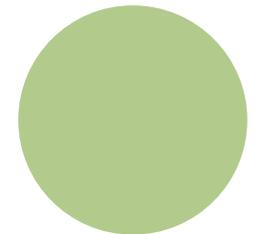
### TEAL BLUE

7712 U  
80•27•31•1  
34•184•233  
#2292A4



### TEAL BLUE DARK

3015 U  
86•51•25•4  
40•111•149  
#286F95



### LIGHT GREEN

578 U  
32•7•56•0  
180•204•142  
#B4CC8E

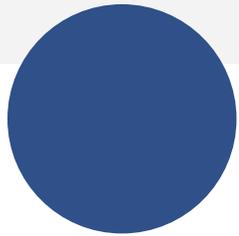
# LOGO

The logo color should be MARE blue. If the background is a dark color, the white logo can be used. Black should only be used when printing in black only. The logo must be in one color.

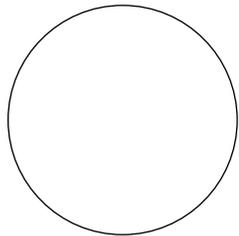
The primary logo uses the full MARE name. This should be used on content where MARE is first introduced. It is important to not make the logo too small where the full name isn't legible. The minimum width should be 2.875in. If the logo is too wide, use the stacked logo.

The secondary logo uses only MARE. This is a good logo to use if the area is small. These logos are ideal in content where MARE isn't being first introduced. This would work on social media graphic posts. This would be okay to use if it was on the back of a booklet while the front should include MARE's full name.

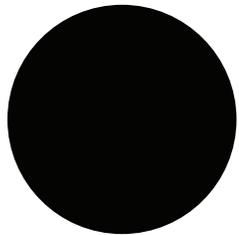
Favicon is primarily used in social media or in areas where branding is in addition but the organization has already been presented.



**MARE BLUE**



**WHITE**



**BLACK**

## PRIMARY



## SECONDARY



If the full name must be in the logo, but it needs to be a smaller width, use this stacked logo

## FAVICON / SOCIAL MEDIA



Use in social media or in areas where branding is in addition but the organization has already been presented.

# DO'S AND DONT'S

## ACCEPTABLE USAGE

The MARE logo uses MARE blue but the blue can be white or black as a secondary option when the MARE Blue cannot be used. These combinations apply to the alternative logos as well. Try to keep the backgrounds shades of gray, black, white, and MARE blue when using the MARE logo.



Favicon icons should be placed on the bottom right of social media posts.



## UNACCEPTABLE USAGE

Do not alter the logos proportions or colors in the following ways:



Do not alter the proportions



Use one color for the logo of MARE blue, black, white



Although the logo can be used without the next, the reverse should not be done. Do not omit the people when using the text.

**HEADER**

Zooja Light Pro

- 0 tracking
- used for titles and accent text
- 1 - 2 lines maximum
- all colors allowed

**SUB  
HEADER**

**PROXIMA NOVA  
BLACK**

- 100 tracking
- used for titles in tandem with Zooja
- all caps
- black or white

**SUBTITLE 1**

PROXIMA NOVA LIGHT  
Proxima Nova Light

- 20 tracking
- used for section headers & social media
- all cases & colors allowed

**SUBTITLE 2 PROXIMA NOVA BLACK**

- 20 tracking
- used for paragraph headers
- all caps
- black or white

**BODY**

Georgia

- 20 tracking
- harsh justified left
- used for body text
- black and white

# FONTS

Use these fonts. They can be downloaded on Adobe. If you do not have the programs, there are alternative fonts that can be used. Because Zooja Light Pro is stylized font, avoid replacing this font. Rather, use the Header font.

# FONTS (cont)

## HOW TO USE MARE FONT

The sizes of the font in this section is standard, however, be sure that the ratio stays the same. For example, if the header and the subheader should be roughly the same size but can be oriented in different ways for visual appeal.

The header color can vary per design, but the subheader should stay black or white. The header should also be lowercase while the subheader is uppercase. The header can also be used as accent text when Subtitle 1 is being used as body text.

Subtitle 1 is used for section headers or as body text when the font must be large. When used as a section header, it should be all capital. When used as body text, it can be sentence case. Subtitle 1 can be any color.

Subtitle 2 is a secondary section header. It should be significantly smaller than subtitle 1, and slightly larger than the body text. Subtitle 2 should stay black or white.

In subtitles and body paragraph, avoid hyphens to split two words and avoid ending a paragraph with one word.

stylized header  
**SUB HEADER**

SUBTITLE 1

### **SUBTITLE 2**

14pt: If you are using the body paragraph at 10.5pt use this version

Body Paragraph minimum 10.5 pt, 20 tracking. Eptatatiost eaquian tusandae nos dolles am facerum voluptatus diandignimin nihil minvell itiuntio. Ovid quo idigeniente prem velibus nullitatore et, volore magnis ent aut ut alitem

### **SUBTITLE 2**

18pt: If you are using the body paragraph at 12pt use this version.

Body Paragraph max 12 pt, 20 tracking. Eptatatiost eaquian tusandae nos dolles am facerum voluptatus diandignimin nihil minvell itiuntio. Ovid quo idigeniente prem velibus, to et, quatus qui cum et, volore magnis ent aut ut alitem

# FONTS

## USAGE EXAMPLES (TITLES)

### TITLES (PRIMARY)

*spring*  
**MEET & GREET**

*Spring*  
**MEET & GREET**

*winter warriors*  
**MEET & GREET**

*Winter Warriors*  
**MEET & GREET**

*how to adopt from*  
**FOSTER CARE**

*How To Adopt From*  
**FOSTER CARE**

### TITLES (SECONDARY)

A combination of proxima  
light and black should be used  
when Zooja is not available.

MEET THE  
**YOUTH**

EVERY CHILD  
**DESERVES A HOME**

# FONTS

## USAGE EXAMPLES (ACCENT TEXT)

When Zooja is used as accent text, it can be stacked or horizontal. Zooja should be paired with Proxima Nova Light. The Zooja text should be the subject or most important part of the sentence.

SHARE YOUR  
*adoption journey*

SHARE THE *love*

HELP YESSSENIA  
CELEBRATE HER  
*birthday!*

MEDIA *kit*

# DESIGN ELEMENTS

## FULL COVER PHOTOGRAPHY

Full coverage photography can be used to cover a whole page, or as a supporting image.

- Photo covers entire page or in simple rectangular clipping mask
- Text goes in negative space
- If there's a large amount of negative space with a complex background, use a sketchy text box
- Avoid covering face with text
- Supporting images should have a colored box behind

## TRANSPARENT CUTOUTS

Image subjects can be isolated to form a transparent image. These assets can be used in print and social media.

- Outline color can be teal or green
- Primary cutouts have outline, with supporting cutouts do not
- Outlined cutouts placed on solid color background
- Non-outlined cutouts placed on patterned background

## NO PHOTOGRAPHY

Some designs benefit from having no photos. These include event banners, email headers, and social media posts.

- Primary white background with doodles as accents
- Use of colored backgrounds minimally
- Variety of colored text
- Large scale designs should use sketchy text boxes to improve legibility (power points, videos, etc)

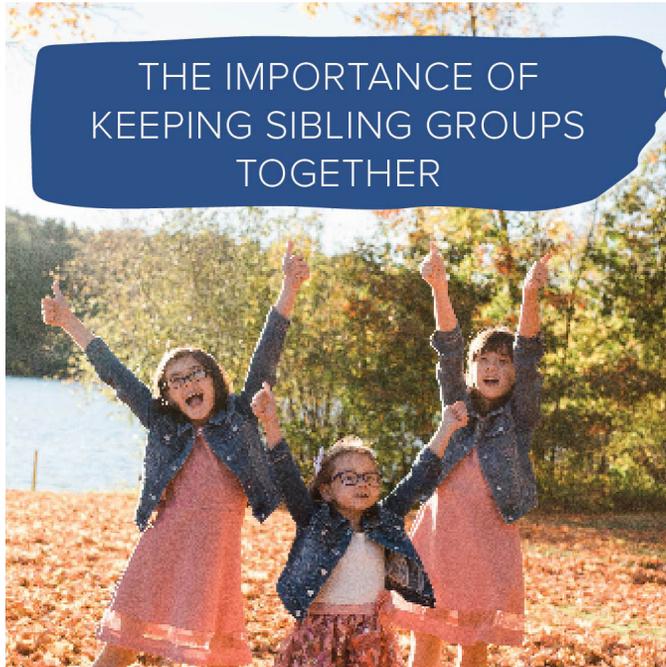
## GRADIENTS

Gradients can be used to accentuate text on complex backgrounds.

- Black transparent gradients
- 50% black/white, 0% white/black
- Multiply 50% for black
- Avoid covering face with text

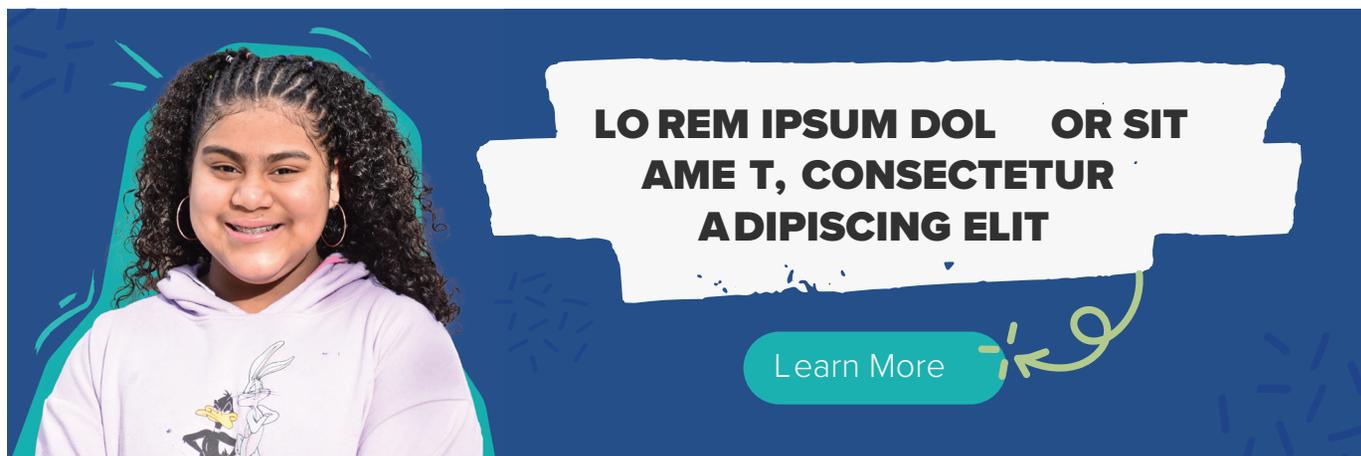
# DESIGN ELEMENTS

## FULL COVERAGE PHOTOGRAPHY EXAMPLES



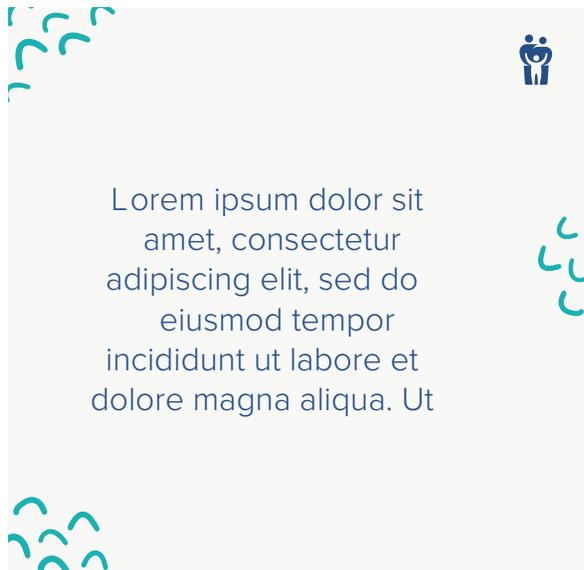
# DESIGN ELEMENTS

## TRANSPARENT CUTOUT EXAMPLES



# DESIGN ELEMENTS

## NO PHOTOGRAPHY EXAMPLES



# VECTOR ASSETS

## LINES, ARROWS, AND CIRCLES/BOXES

### LINES

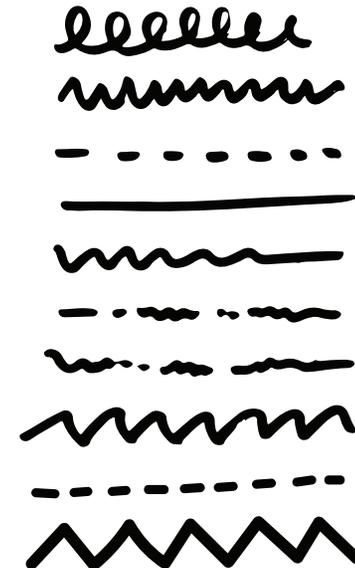
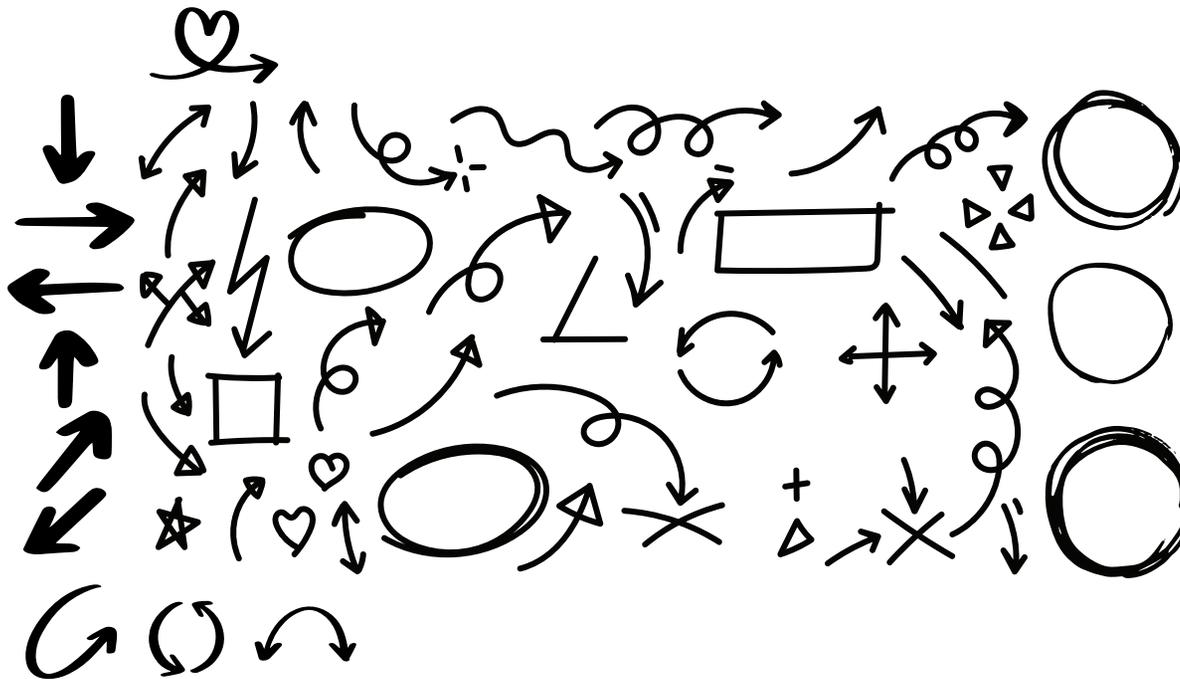
Lines are used to separate headers from the body, as well as underline important words. Lines can also act as page separators.

### ARROWS

Arrows are used to point to CTAs and blocks of information, like dates, times, etc.

### CIRCLES/BOXES

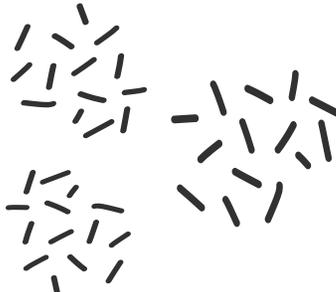
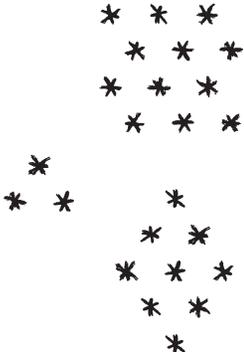
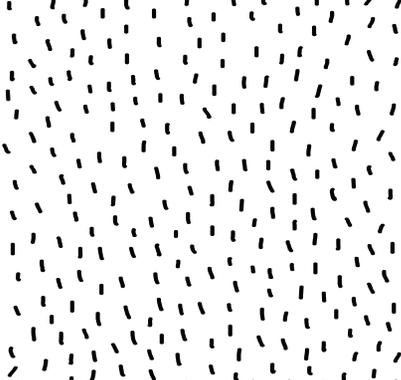
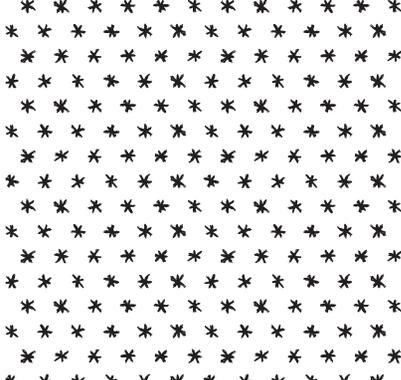
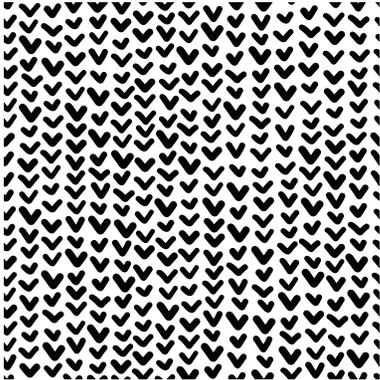
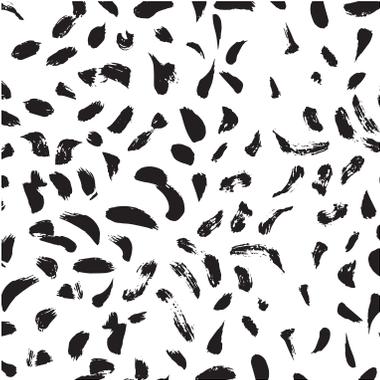
Circles and boxes act as accents for important sections of text, ie. dates, emails, etc. They should be used sparingly, once per design.



# VECTOR ASSETS

## DOODLES

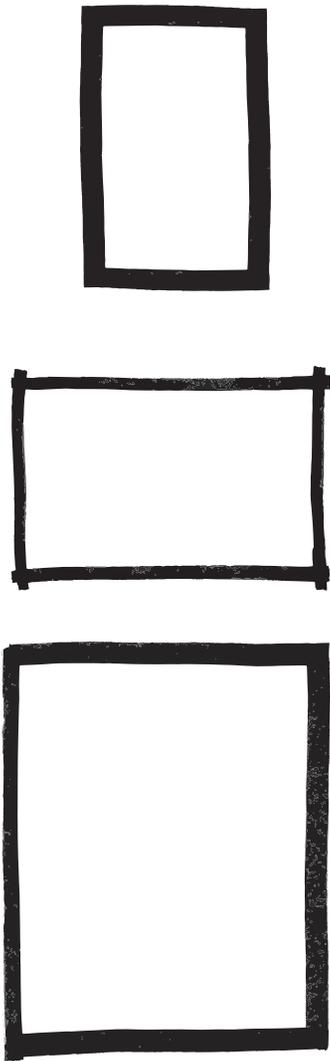
Doodles are used as either backgrounds or as design accents. When used as a background, it should be slightly darker than the background color. When used as accents, any color can be used.



# VECTOR ASSETS

## TEXT BOXES

Text boxes are used to frame text, mostly in social media and powerpointns. They can also be used as call out boxes for quotes.



# PRINT AND DIGITAL MEDIA EXAMPLES



MARE welcomes and serves all without regard to an individual's actual or perceived race, creed, color, ethnicity, national origin, religion, age, sex, sexual orientation, gender identity, gender expression, physical or mental ability, veteran status, domestic partnership or marital status.

**READY TO LEARN MORE?**  
Contact Ricardo L. Franco  
617-964-6273 ext. 111

COVER PHOTO:  
"MCDONAGH-NORTON FAMILY"

**MARE**  
617-964-6273  
www.mareinc.org

massadopt

Massachusetts Adoption Resource Exchange  
79 Needham Street, Suite 206 Newton, MA 02461

*Anyone seeking adoption information can call or email MARE for confidential, personal guidance.*

Revised on April 2023

## MAKE A difference

No child deserves to go through life without a permanent family. The children of Massachusetts, our children, need us as a community to step up and make a difference for them. Here's how you can help.

**VOLUNTEER WITH US**

Though the need for adoption is great, many people simply don't know about it. That doesn't have to be the case. Join the cause by raising awareness for kids in foster care — it takes a large team of creative and motivated people to get the word out about these amazing children in need of permanent homes.

From volunteering at events, to helping with photography and videography, there are many creative ways you can help. Contact us to find out the difference you can make for children in foster care.

**HELP US DO MORE**

None of the work we do to find adoptive homes for children and teens in foster care would be possible without generous community support. Donate to the MARE so that we can find permanent homes for every child in Massachusetts.

**give online**  
www.mareinc.org/donate

For more information, contact MARE at **617-964-6273** or visit our website at **mareinc.org**

**family support SERVICES**

## spring MEET & GREET

AT JORDAN'S FURNITURE

Dear Social Workers,

You are invited to the 2023 Spring Meet & Greet at Jordan's Furniture. The event will take place from 8:30am – 11:00am on Sunday, March 26th at 50 Walkers Brook Road in Reading.

**Adoption Workers are invited to join us with the youth (ages 5+) on their caseloads to meet in-process pre-adoptive families.** Activities will be offered throughout the morning allowing pre-adoptive families and waiting children and teens to get to know one another. These include a ropes course, arts & crafts projects, giant board games, and more.

There will also be an area where **ADULT staff**, along with adoption workers and supervisors, can display photo-boards and talk with pre-adoptive families about the children and teens they are recruiting for. **Family Resource Workers** are also welcome to join the event to support their waiting families.

Please register yourself and any children or teens that you would like to attend by **Wednesday, March 15th** (Tuesday, March 7th if they have not yet been referred to MARE). Any child or teen registered after that date will not be in the digital event booklet.

Please note that to attend the event a child or teen **must be referred to MARE**. Everyone who attends this event **must be pre-registered** and no walk-ins will be allowed.

We are holding an optional Zoom call on Friday, March 24th at 1:00pm for social workers attending the event. During the call we will review how the event will run and discuss how to help the children and teens that you are working with get the most out of the event. We will also give some tips on how to speak with prospective adoptive families. You will be sent the Zoom link once you register.

If you have any questions, please contact Emily Goldberger, Director of Child Services, at [emil@gmareinc.org](mailto:emil@gmareinc.org).

If you wish to attend as a volunteer (MARE will assign you a role), please contact Adriana Raines at [adrainan@mareinc.org](mailto:adrainan@mareinc.org).

