

BRAND STANDARDS

# GiGi's Playhouse Style Guide



Down Syndrome Achievement Centers  
educate. inspire. believe.

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# INTRODUCTION

The brand identity for GiGi’s Playhouse Down Syndrome Achievement Centers, like the organization itself, continues to evolve. As the organization expands its reach, it is important that the identity elements are used consistently to help build our important brand. These guidelines are provided to accurately define the approved identity elements and guidance as to how they should be used.

As GiGi’s Playhouse expands in the future, the cumulative impressions created by all the consistent marketing materials should help build a single, nationally recognized brand. Playhouse staff members and leadership, at all levels, must understand the importance of the brand standards and encourage their implementation in all communication efforts. This manual is a necessary guide for accomplishing this goal.

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## COMPANY MESSAGING

- 1 Our Mission and Purpose:** To change the way the world views Down syndrome and to send a global message of acceptance for all.
- 2 Our Vision:** To see a world where individuals with Down syndrome are accepted and embraced in their families, schools, and communities.
- 3 Our Niche:** We change lives through the consistent delivery of free educational, therapeutic-based, and career development programs for individuals with Down syndrome, their families, and the community, through a replicable playhouse model.
- 4 Our Promise:** A lifetime commitment to families.

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## OUR CORE VALUES

**Enthusiasm:** Bringing positive, high energy to our work.

**Best of All:** Always looking to improve in all that we do. Challenge yourself every day.

**Get It Done:** Making things happen and blasting through barriers when needed; figure it out.

**Believe:** Believe in ourselves, believe in our mission, believe we can achieve all that we set out to achieve.

**Locally Concerned, Enterprise Minded:** We collaborate, share best practices, and leverage the collective learnings from across the GiGi’s Network

## LOGO USE

### Logo With Tagline

This is the primary version of the GiGi's Playhouse brand logo. This should be used to reference the organization in both print and online/electronic advertising, marketing, PR, events, media, fundraising, and program related communications.



Down Syndrome Achievement Centers  
educate. inspire. believe.

### Color

The full color logo is preferred on all collateral. In cases where color needs to be restricted, the one-color logos are acceptable. Choose the color option with the highest contrast. Primarily, the white version of the logo should be used when the logo appears on a colored background. Use the black version when the logo appears on any light-colored background if the full color version is not acceptable.



Down Syndrome Achievement Centers  
educate. inspire. believe.

#### Full Color

Approved Background Colors:



Down Syndrome Achievement Centers  
educate. inspire. believe.

#### One Color

Approved Background Colors:



Down Syndrome Achievement Centers  
educate. inspire. believe.

#### One Color for Dark Backgrounds

Approved Background Colors:



Down Syndrome Achievement Centers  
educate. inspire. believe.

#### Reversed for Dark Backgrounds\*

\*This version is only to be used on color/images backgrounds where all logo colors are visible.



.25 inch wide  
(18 pixels wide)



Down Syndrome Achievement Centers  
educate. inspire. believe.

1.5 inches wide  
(108 pixels wide)

### Give It Space

The logo needs space to stand out. There should always be at least .25 of an inch (or 18 pixels wide) between the logo and any other graphic on the page.

### Size Stipulation

To keep the logo legible, the minimum approved size of the primary logo is 1.5 inches wide for print (or 108 pixels wide).

# LOGO USE

## Logo Without Tagline

This version of the logo should be used anytime the GiGi's Playhouse logo is small in size or the logo is surrounded by a very busy atmosphere.



Down Syndrome Achievement Centers

If the logo is only 1 inch wide (or 72 pixels wide), use the GiGi's Playhouse logo version without the tagline to ensure the entire logo is legible.



## Color

The full color logo is preferred. In cases where color needs to be restricted, the one-color logos are acceptable. Choose the color option with the highest contrast. Primarily, the white version of the logo should be used when the logo appears on a colored background. Use the black version when the logo appears on any light-colored background if the full color version is not acceptable.



Down Syndrome Achievement Centers

### Full Color

Approved Background Colors:



Down Syndrome Achievement Centers

### One Color

Approved Background Colors:



Down Syndrome Achievement Centers

### One Color for Dark Backgrounds

Approved Background Colors:



Down Syndrome Achievement Centers

### Reversed for Dark Backgrounds\*

\*This version is only to be used on color/images backgrounds where all logo colors are visible.

# LOGO USE

## Logo Restrictions

To maintain brand integrity for all versions of the logo, **DO NOT** alter the logo artwork, proportion or color in any way. There are versions of the logo available that will work for most scenarios. If you still have questions, or encounter a scenario not covered in these guidelines, contact [info@gigisplayhouse.org](mailto:info@gigisplayhouse.org).



**DO NOT** use unapproved colors.



**DO NOT** outline the logo.



**DO NOT** disproportionately resize the logo.



**DO NOT** use a registered trademark symbol.



**DO NOT** re-type any part of the logo.



**DO NOT** layer content over the logo.



**DO NOT** add visual effects to the logo, like a drop shadow or a 3D bevel.



**DO NOT** modify any part of the logo.

# LOGO USE

## Background Restrictions

Keep backgrounds simple, clutter-free and as neutral as possible. Ensure a high-degree of contrast to maintain separation from the background. Additionally, keep the area surrounding the logo needs to be clear, without any visual distraction.



**DO NOT** place the logo on a background that makes any part of the logo disappear.



**DO NOT** put the logo over imagery that is visually busy and makes the logo difficult to read.



**DO NOT** put any version of the logo on an image with clashing colors that will make it difficult to read.



**DO NOT** put the white logo on a light background, like yellow or light gray.



**DO NOT** put the logo on a background that has low contrast. Use the white logo when the background is a dark color.



Use the white logo whenever the background is an approved brand color.



Use the black logo when the background is a light color, like yellow or light gray.



When using an image, ensure the logo is easy to read and placed in an open area, away from distraction.

# LOGO USE

## Network Logos

These logos pertain to specific Playhouse locations and are available online to every Playhouse through the GiGi's Playhouse G Drive. The logos can be accessed below:

[Click Here to Access the Network Logos](#)

The following are acceptable backgrounds: white, any dark color in the GiGi's color palette, or a very simple area of a photo. When the background is dark, the reverse (white) logo should be used.



Annapolis, MD

### Full Color

Approved Background Colors:



Annapolis, MD

### One Color

Approved Background Colors:



Annapolis, MD

### One Color for Dark Backgrounds

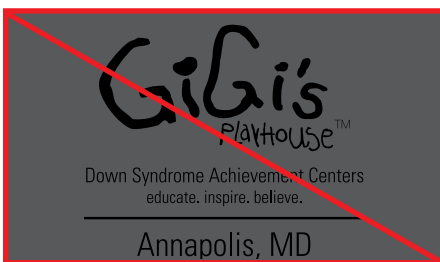
Approved Background Colors:



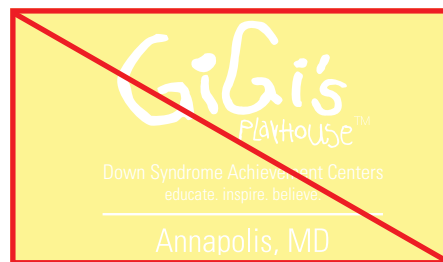
Annapolis, MD

### Reversed for Dark Backgrounds\*

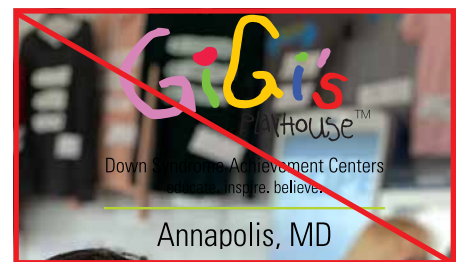
\*This version is only to be used on color/images backgrounds where all logo colors are visible.



**DO NOT** put the logo on a background that has low contrast. Use the white logo when the background is a dark color.



**DO NOT** put the white logo on a light background, like yellow or light gray.



**DO NOT** put any version of the logo on an image that will make it hard to read.



Annapolis, MD

1.25 inches wide  
(90 pixels wide)



### Size Stipulation

To keep the logo legible, the minimum approved size of the location logo is 1.25 inches wide for print (or 90 pixels wide).



# LOGO USE

## Young Professionals Board Logo

This logo mirrors the lockup of the location-specific logos. Include this tagline in all collateral involving the Young Professionals Board program.

The following are acceptable backgrounds: white, any dark color in the GiGi's color palette, or a very simple area of a photo. When the background is dark, the reverse (white) logo should be used.



Down Syndrome Achievement Centers  
Young Professionals Board

### Full Color

Approved Background Colors:



Down Syndrome Achievement Centers  
Young Professionals Board

### One Color

Approved Background Colors:



Down Syndrome Achievement Centers  
Young Professionals Board

### One Color for Dark Backgrounds

Approved Background Colors:



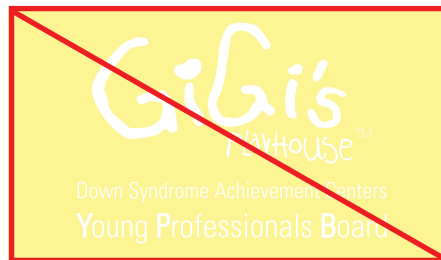
Down Syndrome Achievement Centers  
Young Professionals Board

### Reversed for Dark Backgrounds\*

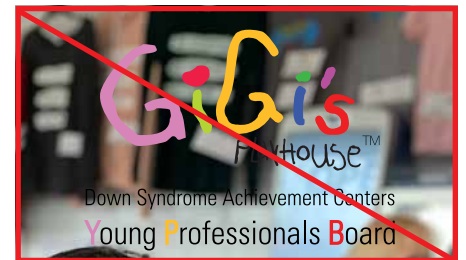
\*This version is only to be used on color/images backgrounds where all logo colors are visible.



**DO NOT** put the logo on a background that has low contrast. Use the white logo when the background is a dark color.



**DO NOT** put the white logo on a light background, like yellow or light gray.



**DO NOT** put any version of the logo on an image that will make it hard to read.



1.25 inches wide  
(90 pixels wide)

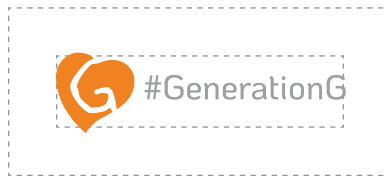
### Size Stipulation

To keep the logo legible, the minimum approved size of the location logo is 1.25 inches wide for print (or 90 pixels wide).

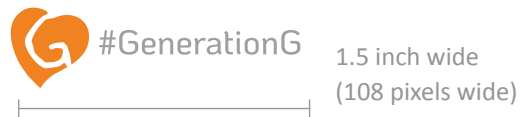
# LOGO USE

## Generation G Logo

The Generation G logo can be used when referencing the Generation G campaign in a social media post, on an event or campaign flyer or poster, on apparel or merchandise, in volunteer orientation materials (flyers or PPT presentations) for volunteers and families, and in presentation materials to prospective donors and partners.



.25 inch wide  
(18 pixels wide)



1.5 inch wide  
(108 pixels wide)

### Give It Space

The logo needs space to stand out. There should always be at least .25 of an inch (or 18 pixels wide) between the logo and any other graphic on the page.

### Size Stipulation

To keep the logo legible, the minimum approved size of the primary logo is 1.5 inches wide for print (or 108 pixels wide).

The following are acceptable backgrounds: white, any dark color in the GiGi's color palette, or a very simple area of a photo. When the background is dark, the reverse (white) logo should be used.



**Full Color**

Approved Background Colors:



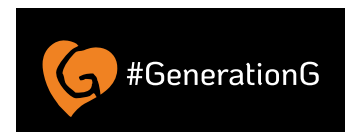
**One Color**

Approved Background Colors:



**One Color for Dark Backgrounds**

Approved Background Colors:



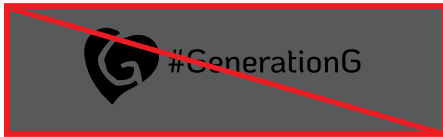
**Reversed for Dark Backgrounds\***

\*This version is only to be used on color/images backgrounds where all logo colors are visible.

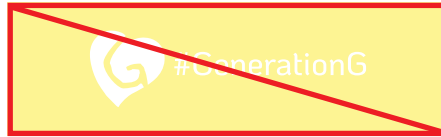
# LOGO USE

## Generation G Logo Restrictions

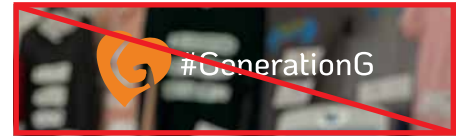
Keep backgrounds simple, clutter-free and as neutral as possible. Ensure a high-degree of contrast to maintain separation from the background. Additionally, keep the area surrounding the logo needs to be clear, without any visual distraction.



**DO NOT** put the logo on a background that has low contrast. Use the white logo when the background is a dark color.



**DO NOT** put the white logo on a light background, like yellow or light gray.



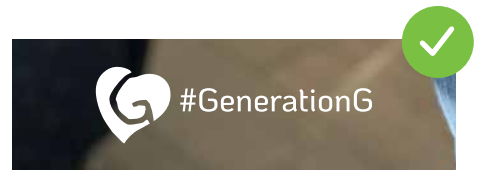
**DO NOT** put any version of the logo on an image that will make it hard to read.



Use the white logo whenever the background is an approved brand color.



Use the black logo when the background is a light color, like yellow or light gray.



When using an image, ensure the logo is easy to read and placed in an open area, away from distraction.

## Other Approved Uses of the Generation G Logomark

The heart-shaped logomark can be used on its own as a symbol for the Generation G campaign. The logomark may also be used within the circular badge presented below.



### Logomark

Available in all Black or all white



### Badge Version

*NOTE: you are allowed to use without outline on merchandise.  
Use the file named  
GenG Round Badge-Tshirt ONLY*



### DSAM edition - for use only in October

# LOGO USE

## Pairing Logos Together

When campaign collateral is created, please ensure the GiGi's Playhouse logo is always present on the piece.



### For Printed Materials

The campaign logo and the GiGi's Playhouse logo may either be paired together (shown in the two options below, stacked both horizontally and vertically), or the logos can be separately shown in opposite corners of a document (shown to the left).



### For Online Materials

The campaign logo and the GiGi's Playhouse logo should be paired together (as shown in the stacked options above) on all digital pieces. These logos are divided by a simple, light gray line. Both the vertical and the horizontal version can be used. Please use discretion as to which fits your collateral best.

# COLOR PALETTE

This color palette was developed to help capture the personality, positivity, and spirit of GiGi's Playhouse. Please use it faithfully and without any additional new colors. These colors are building blocks of our brand identity. To those outside the organization it will, with repetition, define the GiGi's brand as much as the logo. These colors are to be used for any brochures, insert cards, event flyers or posters, PowerPoint presentations, or other communication materials. **Pantone colors should only be used if there is no other option.**



**C:** 57%    **R:** 122  
**M:** 0%    **G:** 193  
**Y:** 100%    **B:** 67  
**K:** 0%  
**HEX:** #7ac143  
**PANTONE:** 360



**C:** 0%    **R:** 245  
**M:** 60%    **G:** 130  
**Y:** 100%    **B:** 32  
**K:** 0%  
**HEX:** #f58220  
**PANTONE:** 715



**C:** 71%    **R:** 72  
**M:** 36%    **G:** 140  
**Y:** 0%    **B:** 203  
**K:** 0%  
**HEX:** #488ccb  
**PANTONE:** 7688



**C:** 0%    **R:** 255  
**M:** 21%    **G:** 201  
**Y:** 100%    **B:** 7  
**K:** 0%  
**HEX:** #ffc907  
**PANTONE:** 7408



**C:** 12%    **R:** 215  
**M:** 58%    **G:** 133  
**Y:** 0%    **B:** 184  
**K:** 0%  
**HEX:** #d785b8  
**PANTONE:** 673



**C:** 79%    **R:** 0  
**M:** 10%    **G:** 168  
**Y:** 45%    **B:** 158  
**K:** 0%  
**HEX:** #00a89d  
**PANTONE:** 7473

Optional Secondary Colors			
<b>C:</b> 42%	<b>R:</b> 3	<b>C:</b> 0%	<b>R:</b> 237
<b>M:</b> 42%	<b>G:</b> 0	<b>M:</b> 100%	<b>G:</b> 28
<b>Y:</b> 0%	<b>B:</b> 18	<b>Y:</b> 100%	<b>B:</b> 36
<b>K:</b> 110%		<b>K:</b> 0%	
<b>HEX:</b> #090016		<b>HEX:</b> #ed1c24	
<b>PANTONE:</b> Black 6		<b>PANTONE:</b> 485	

## Pairing Colors

When pairing colors, it is important to avoid combinations that vibrate and distract the viewer. For example, when putting text on a dark, colored background, utilize white text. If the background is light, black text is recommended. **DO NOT** use other colors on a colored background. This will be hard to read.

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# TYPOGRAPHY

The following guidelines are to specify fonts to use for documents, web and printed collateral.

## Document Fonts

### For Body Copy

#### Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### For Headers

#### Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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## Other Fonts

### For Body Copy

#### Koho

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### For Headers

#### Koho Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### Bitter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### Bitter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### *Dancing Script*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# LANGUAGE USAGE

## Our Mission and Purpose

To change the way the world views Down syndrome and to send a global message of acceptance for all.

### Our Vision

To see a world where individuals with Down syndrome are accepted and embraced in their families, schools and communities.

### Our Niche

We change lives through consistent delivery of free educational, therapeutic-based and career development programs for individuals with Down syndrome, their families and the community, through a replicable playhouse model.

### Our Promise

A lifetime commitment to families

## Boilerplate

GiGi's Playhouse is the ONLY international network of Down Syndrome Achievement Centers created to provide FREE, life-changing therapeutic and educational programs for all ages of development and for the unique needs of individuals with Down syndrome. With 57+ locations across the U.S. and Mexico, a demand to open 200 more, and GiGi's Virtual programming serving families virtually in more than 83 countries, GiGi's Playhouse is on a mission to change the way the world views Down syndrome and send a global message of acceptance for all. We offer a lifetime commitment—from pre-natal diagnosis through career skills—to empower families with all the tools their child needs to succeed. Learn more at [GiGisPlayhouse.org](http://GiGisPlayhouse.org).

## Key Messages

- GiGi's Playhouse offers FREE therapeutic, educational and career development programs.
- GiGi's Playhouse makes a lifetime commitment to serve our families from pre-natal diagnosis through career skills.
- Everything we do at GiGi's Playhouse is purposeful, progressive, always celebrated, and FREE!
- GiGi's Playhouse exists today through the continued outpouring of generous donations from individuals, foundations, the corporate community, and the efforts of selfless volunteers.
- We foster hope and acceptance for everyone through our Generation G campaign – a conscious decision to be better every day.  
Be Accepting. Be Generous. Be Kind.

## URL's

URL's should not include <https://> or [www](http://www). when included in printed materials or when not being directly linked to on social media platforms.

- [GiGisPlayhouse.org](http://GiGisPlayhouse.org)
- [GiGisPlayhouse.org/Virtual](http://GiGisPlayhouse.org/Virtual)
- [GiGisPlayhouse.org/Location](http://GiGisPlayhouse.org/Location)

# LANGUAGE USAGE

## Brand Terms

- GiGi's Playhouse  
Capitalize both G's in "GiGi" Playhouse  
Even when standing alone, capitalize "Playhouse" to notate it as a location
- Generation G  
When not used in a hashtag, both G's should be capitalized with a space before the second G
- Make the Generation G Promise  
Use "make the promise" vs. "take the pledge"
- GiGiFIT  
Always capitalize both G's and FIT

## Hashtags

Preferred hashtag usage, especially in print or when used as part of a sentence on social media platforms:

- #GiGisPlayhouse
- #GiGisVirtual
- #GenerationG
- #BeAccepting #BeGenerous #BeKind
- #GiGiFIT

When appropriate, tag the GiGi's Playhouse Inc. pages. This is not always necessary, but both Inc. and your playhouse will gain additional eyes on the post!

Example Social Media Usage: Did you know #GiGisPlayhouse now offers virtual programs through #GiGisVirtual? Sign up for #GiGiFIT before enrollment ends for the winter session!

## Down Syndrome Language: Proper usage, capitalization, etc.

- Down syndrome  
Not Down Syndrome (unless it's in a title)
- An individual with Down syndrome, not Down's syndrome or A downs child or a downs person
- Always use person-first language! Also, remember people don't "suffer from" Down syndrome – they have it, like a person has brown eyes

## Writing Style Guide

- Do not use periods with abbreviations or acronyms of more than two letters.  
Example: AAP, not A.A.P.
- Time in display text, list am/pm in small caps.
- Internet terms (AP Style):  
e-mail  
online  
Web site
- In general follow the AP Style