

Agency Logo: Acceptable Color Uses



PMS 293 and PMS 321



Black



Reversed Out



PMS 293

Agency Tagline:

Believing in the power of potential...™

Basic Fonts:

Arial Black

Arial

Arial Narrow

Times New Roman



Pantone® (PMS)

RGB

CMYK

293

R = 44

G = 91

B = 174

C = 91

M = 73

Y = 3

K = 0



Pantone® (PMS)

RGB

CMYK

321

R = 0

G = 123

B = 138

C = 96

M = 37

Y = 42

K = 9

Logo Usage Guidelines:

The Youth In Need logo must be used in all publications or printed materials issued by the agency to the public. The logo may be used in the following ways:

- By itself
- With the tagline, *"Believing in the power of potential...™"*
- In blue/teal, solid black, reversed out (white on a colored background) or all blue (as shown above)

When resizing the logo, follow these steps:

- Click on the logo so that the bounding box appears.
- Place your mouse over any of the **corner** points of the bounding box.
- Press and hold the **Shift** key while dragging the corner of the bounding box inward or outward to the needed size. You should see the logo increase or decrease, horizontally **and** vertically by the same proportions.

Mission:

Believing in the power of potential, Youth In Need's mission is to provide nurturing environments and educational opportunities so children, youth and families will find safety and hope, achieve their goals, and build a positive future.

Common Description:

Founded in 1974 by community volunteers, Youth In Need provides residential treatment, early childhood, education, counseling and outreach programs to more than 9,000 children, teens and families each year in six counties in eastern Missouri.

Logo and Tagline Notes:

The Youth In Need logo is a registered trademark and must include the following symbol: ®.

The Youth In Need tagline is trademarked and must include the following symbol: ™.

For more information, contact:

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