



50th Anniversary Child Logo  
Brand Addendum

## **BRAND GUIDELINES** **50th ANNIVERSARY MARK**



The purpose of the 50th year graphic mark is to apply consistent design and messaging within the existing brand standards, leading up to and during the year 2020.

Both the horizontal and vertical/square mark should be used in tandem with the existing People's Community Clinic logo and all existing brand guidelines.

All brand guidelines for the People's Community Clinic standard logo do's and don'ts apply to the 50th marks.

The anniversary mark should never be the most dominant element on a page, but should live comfortably and clearly as an identifying mark - be sure the mark is separated on all sides from photos, text, and graphic elements except as noted in the guidelines. Do not change the proportions or order of the words or elements.

Use the anniversary mark when sharing stories or promoting events and celebrating People's anniversary including print, website, social media, earned and paid advertising, and event graphics beginning December 2, 2019.

All uses must be submitted to Development for approval.

**BRAND GUIDELINES**  
**50th ANNIVERSARY MARK**  
**VERTICAL/SQUARE**



**BRAND GUIDELINES**  
**50th ANNIVERSARY MARK**  
**HORIZONTAL**

**CELEBRATING**  
**PEOPLE'S** **50**<sup>th</sup>

**CELEBRATING**  
**PEOPLE'S** **50**<sup>th</sup>

**CELEBRATING**  
**PEOPLE'S** **50**<sup>th</sup>

**CELEBRATING**  
**PEOPLE'S** **50**<sup>th</sup>

**BRAND GUIDELINES**  
**50th ANNIVERSARY MARK**  
**WIDTH OF THE MARK**

The Horizontal mark should be approximately the width of the word “community” in the adjacent People’s logo.



The Vertical (Square) mark should be approximately the width of the space between the right edge of the last “c” in “clinic” and the right edge of the “y” in “community” in the adjacent People’s logo

**BRAND GUIDELINES**  
**50th ANNIVERSARY MARK**  
**TYPE FACE**

The typeface for the “th” in the anniversary mark is *Caprizant Bold* and should not be used anywhere else.

a b c d e f g h i j k l m  
n o p q r s t u v w x y z

**BRAND GUIDELINES**  
**ANNIVERSARY MARK**  
**USE WITH SOCIAL MEDIA**



**BRAND GUIDELINES**  
**ANNIVERSARY MARK**  
**USE WITH SOCIAL MEDIA**

**CELEBRATING**  
**PEOPLE'S** **50**<sup>th</sup>



[austinpcc.org](http://austinpcc.org)

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**BRAND GUIDELINES**  
**50th ANNIVERSARY MARK**  
**EMAIL/SOCIAL MEDIA SIGNATURE**

*Joy Authur*

*Chief Development & Communications Officer*



*1101 Camino La Costa  
Austin, Texas 78752*

*512-684-1722 (office)  
512-619-7930 (cell)  
512-320-0702 (fax)*

*The mission of People's Community Clinic is to improve the health of medically underserved and uninsured Central Texans by providing high quality, affordable health-care with dignity and respect.*