

Loveland Center™

Brand Style Guide

Updated August 2026

PURPOSE

Loveland Center is a non-profit that supports both children and adults with intellectual and developmental disabilities throughout Southwest Florida. The purpose of this style guide is to give you the ability to correctly represent our brand and ensure consistent information across programs and locations.

This is a **LIVING DOCUMENT** and will be updated periodically to match changing brand standards.

MISSION

Loveland Center helps individuals with intellectual and developmental disabilities live their lives to the fullest.

VISION

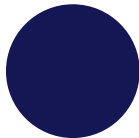
A world where all people, regardless of their abilities, are recognized as equals at home and in their community.

COLOR PALETTE

PRIMARY



#16A6B4



#141753

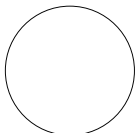


#F6A84E

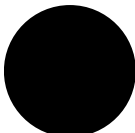


#B2CA59

ACCENT



#FFFFFF



#000000



#FFEF82



#CAE3DB



#892B8F

FONT S

HEADER & BODY FONT

MERRIWEATHER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY TEXT FONT

POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PLEASE NOTE: WE ARE FADING OUT THE USAGE OF POPPINS. AT THIS TIME, IT IS APPROPRIATE TO USE EITHER POPPINS OR MERRIWEATHER FOR BODY.

IMAGE INSPIRATION



Images should be bright, easy to tell what is going on, and show people in action. Only specifically posed photos should show a group standing doing nothing. Photos should be cropped to help the eye focus on the specific action. When able, the “vivid” photo filter should be used.

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Brand Style Guide

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LOGOS

Three different color options are available to select from for the logo. The stacked logo should only be used when the logo needs to fit into a rectangular area and the horizontal logo would be cut off. The white logo should only be used on top of a dark background.

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There are a total of four logo colors to choose from; teal, green, orange or red .

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When selecting a heart color, you should pick the one that will have the most contrast from the color background it will be placed over. If the logo is on a plain white background then the default should be teal or red logo.

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ALTERNATIVE LOGOS



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A Solid color background behind Loveland's logo in either orientation is acceptable as long as the logo is not cut off and is legible. Loveland brand and marketing staff should approve all logo background colors before they are used. The logo can not appear directly on top of a photo or pattern.

LOGO WITH TAG LINE



L♥veland Center™
Equality Through **Opportunity**



L♥veland Center™
Equality Through **Opportunity**



L♥veland Center™
Equality Through **Opportunity**

Loveland's tag line should be added below our logo everywhere it is appropriate. The tagline can ONLY be used below the single height logo, and must be in Merriweather. The end of "opportunity" must be in line with the "r" from Loveland Center. It is preferred that Opportunity is in one of Loveland's main colors and in bold, but it may be in regular print in black as well.

PROGRAM & EVENT SPECIFIC LOGOS



Ability **First** Therapy



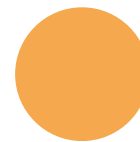
Many of Loveland's programs and events have their own specific logo. These logos may only be used in conjunction with marketing for those specific programs. A Loveland Agency logo must accompany the program or event specific logo somewhere on the marketing material. All event or program logos must be approved by the marketing department before use.



Physical spaces should integrate the above three colors. Spaces should be bright and cheerful without looking juvenile.



EXAMPLES: PRINTED MATERIALS



Printed materials (with the exception of specific branded content for fundraising events) should integrate the above four colors. Body text should be in black. Bright colors stand out and maintain vibrancy through the printing process.





All branded social media content (with the exception of specific content for fundraising events) should use these two primary colors only. The official Loveland newsletter and letterhead should also only include these two primary colors.



Thank You

CALDWELL TRUST COMPANY HONORS JIM WOODS' 20 YEARS OF BOARD SERVICE WITH \$5,000 DONATION TO LOVELAND CENTER

Loveland Center™

EXAMPLES: STAFF UNIFORMS



DSP Uniform:
Orange T-Shirt



Maintenance Uniform:
Green T-Shirt



Administrative Staff:
Teal Polo Shirt



Front Desk Staff:
Dark Blue Polo Shirt



BRAND USAGE

Brand Consistency

Loveland Center requires all marketing for any of its owned properties, owned programs, or other assets that could be perceived as belonging to Loveland Center, to follow its brand guidelines.

Use of AI

Ai created posters, photos, and other content is not permitted per Loveland Center brand guidelines as it does not give us the ability to control the image and quality of content.

Approval for distribution

All marketing content, such as posters, flyers, banners, etc that will be shown to the public must be approved by the marketing department before distribution to ensure that it meets brand guidelines. The only exception to this rule is marketing for major fundraising events that must follow the requirements of having a Loveland brand logo, and not be made by Ai, but may deviate from fonts, colors, and themes of Loveland marketing.