Brand Guide

ATHENS-HOCKING-VINTON Alcohol, Drug Addiction and Mental Health Services Board

WELCOME TO THE 317 BOARD BRAND GUIDE.

A strong brand helps the 317 Board communicate clearly and consistently across every county, program, publication, and platform. Brand guidelines ensure that staff, partners, vendors, and community organizations present the 317 Board in a unified way, making materials instantly recognizable and reinforcing trust in the organization.

Using the brand consistently strengthens awareness of the 317 Board's mission and services while creating a professional, cohesive experience for the people and communities we serve.

CONSISTENCY MATTERS

Every use of the 317 Board logo contributes to the organization's identity. Consistent logo placement, sizing, spacing, and color usage helps build recognition and strengthens the Board's presence throughout Athens, Hocking, and Vinton Counties.

317board.org
7990 Dairy Lane
Athens, Ohio 45701
740-593-3177

317 BOARD

ATHENS-HOCKING-VINTON
Alcohol, Drug Addiction and
Mental Health Services Board

Choosing the Right Logo Orientation

HORIZONTAL LOGO

317 BOARD

ATHENS-HOCKING-VINTON
Alcohol, Drug Addiction and
Mental Health Services Board

The horizontal logo is the preferred version and should be used whenever space allows. It works best in:

- Website headers
- Email signatures
- Letterhead
- Presentation slides
- Banners and signage with a wide format

VERTICAL LOGO

317 BOARD

ATHENS-HOCKING-VINTON
Alcohol, Drug Addiction and
Mental Health Services Board

The vertical logo is ideal when available space is taller than it is wide or when a more compact layout is needed. It works best in:

- Social media graphics
- Profile images
- Promotional items
- Posters and flyers with limited horizontal space
- Narrow design layouts

When both options fit comfortably, use the horizontal logo as the primary choice.

Approved Logo Variations



ATHENS-HOCKING-VINTON
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Proper Size & How To Use the Logo

MINIMUM SIZE - HORIZONTAL LOGO

Minimum Height: 1 inch / 96 pixels



MINIMUM SIZE - VERTICAL LOGO

Minimum Height: 1 inch / 96 pixels



MAXIMUM SIZE

There is no maximum size.

SPACING AROUND THE LOGO

To maintain visibility and impact, always leave adequate clear space around the logo. No text, images, graphics, or page edges should enter this area.

Maintaining this clear space ensures the logo remains prominent, legible, and visually distinct across all applications.

How Not To Use the Logo

DO NOT DISTORT THE LOGO

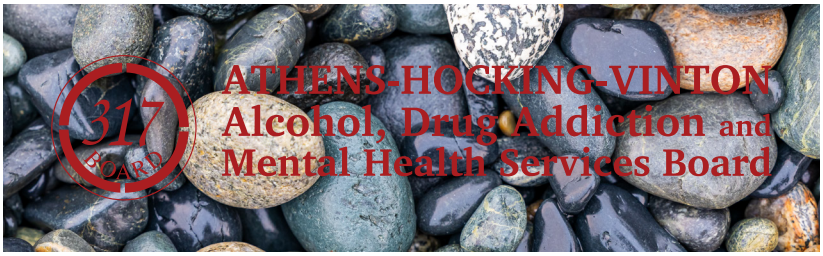
Always resize the logo proportionally. Stretching, compressing, or otherwise altering the logo's dimensions can compromise its appearance and reduce brand consistency.

ENSURE PROPER CONTRAST

The logo should always remain clear and legible. Avoid placing the logo on backgrounds that reduce visibility or make any part of the logo difficult to distinguish.

AVOID DISTRACTING BACKGROUNDS

Do not place the logo over busy patterns, complex imagery, or other visual elements that compete for attention. Choose backgrounds that allow the logo to stand out clearly.



DO NOT ANGLE OR ROTATE THE LOGO

The logo should always appear upright and in its approved orientation. Rotating, skewing, or angling the logo weakens brand consistency.

DO NOT CHANGE THE LOGOTYPE OR ALTER COLORS

The logo is a carefully designed combination of typography, color, and graphic elements. Do not change the logotype font, alter the colors, recreate the logo, or substitute any of its components. Always use approved logo files exactly as provided to maintain a consistent and recognizable brand identity.

Approved Logo Applications

Consistent use of the 317 Board logo helps create a recognizable and professional presence across all communications. The examples shown here demonstrate approved ways to incorporate the logo while maintaining proper sizing, spacing, color, and legibility.

EMAIL SIGNATURE

The approved email signature provides a consistent format for 317 Board staff communications. Staff should use the provided signature layout and maintain the established logo size, spacing, typography, and contact information structure.

When updating individual contact information, do not alter the logo, rearrange the signature elements, or introduce additional fonts, colors, or graphics.

Example below:



Brand Colors

Hex	CMYK	RGB
#aa1F23	0, 82, 79, 33	170, 31, 35

Hex	CMYK	RGB
#19335e	73, 46, 0, 63	25, 51, 94

Hex	CMYK	RGB
#e9f0f1	3, 0, 0, 5	233, 240, 241

Hex	CMYK	RGB
#3b8ea5	64, 14, 0, 35	59, 142, 165

Typography

Headline - Charis SIL Bold

Subheadline - Charis SIL Regular

Paragraphs - Outfit Regular
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea