VISUAL STANDARDS GUIDE

planned

WHY A REBRAND?

WHAT IS PLANNED?

For years, Planned Parenthood has been primarily known for its proactive and continuous efforts regarding reproductive healthcare services and their advocacy for reproductive rights.

We are now introducing Planned—a parent company that will oversee the new services being offered alongside Planned Parenthood—whose primary focus is to support and empower the choices people make and guide them to live full and healthy lives.

Planned will work as an umbrella over the different areas of focus they will now pursue, connecting to their mission of supporting individuals throughout their journeys in life. Planned Parenthood will remain, but will now focus primarily on parenting help, family growth, and family health.

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THE
BREAKDOWN

THE NEW LOGO

OUR NEW MISSION

WE ENCOURAGE AND SUPPORT INDIVIDUAL'S DECISIONS REGARDING THEIR FAMILY GROWTH, HEALTH, AND PEACE OF MIND—EMPOWERING PEOPLE TO MAKE INFORMED DECISIONS TO LIVE FULL AND HEALTHY LIVES.

STARTING FRESH

To support our new mission statement, we have developed a new logo to support the foundations of Planned. The openness of the P symbol represents the never-ending journey and limitless paths we take when we make choices and decisions regarding the directions our lives go. The leaves paired with the P represents the personal growth we encourage for every individual to ensure they are living the lives they choose.

ANATOMY OF THE LOGO

ELEMENTS THAT MAKE THE LOGO

Our logo is made up of a symbol and a wordmark that work together to create our signature logo.

[A] The Signature

[B] The Symbol

[C] The Wordmark

CLEAR SPACE

The clear space around the logo is equal to the x height of the wordmark. This space should be kept clear (without additional elements) so the logo remains unobstructed and clearly visible.

ANATOMY OF THE LOGO

PLANNED SYMBOL

CONSTRUCTION OF THE LOGO

The wordmark from the Planned signature logo is based on the existing typeface *Tan - Mon Cheri*, an elegant sans serif with simple letter shapes. The letters have been modified to be unique to the Planned brand. The bold letterforms represent the sturdiness of the brand, which also assists with better readability and recognition. The corners of the letterforms were treated with both round and sharp corners to represent both the soft compassionate aspects of the brand as well as the fierce fighting spirit the brand maintains for the communities they work for.

The symbol in the Planned signature logo combines the modified "p" from the wordmark and 2 overlapping leaves growing from the "p". The leaves represent peace, growth, and health, a visual of the core values pulled from our mission statement. The halftone dots that emerge from the curve of the "p" tapering off into different directions represents people of all ages and backgrounds and the individual journey and directions s they take.

TAN - MON CHERI REGULAR

PLANNED TYPEFACE CONSTRUCTION
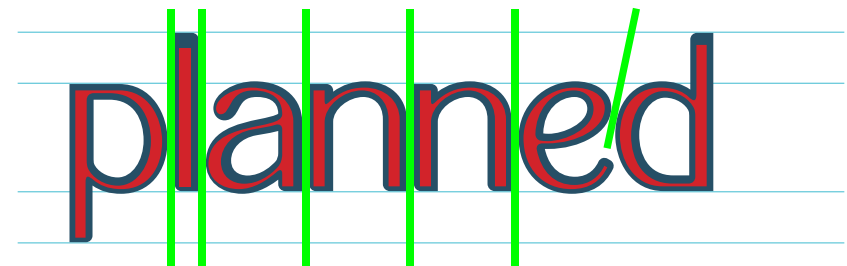
THE COLORS THAT MAKE US

COLOR RULES

Only print the approved colors at 100% opacity, 60% opacity, or 20% opacity. Do not go below 20% opacity of any color. While using these colors at 100% is our priority, using our brand colors at a lower opacity can create a more subtle and sophisticated look, especially for designs where bold or vibrant colors might be too overpowering. In some cases, using brand colors at a lower opacity can improve accessibility and legibility, especially when overlaying text or graphic elements. Please note, these opacity specifications apply to white when used on darker backgrounds. By reducing contrast and glare, opacity adjustments can make content easier to read and understand for all users.
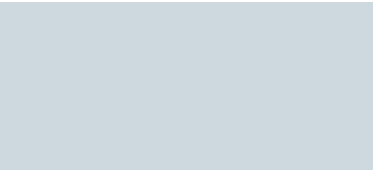
CMYK: 100, 70, 40, 30

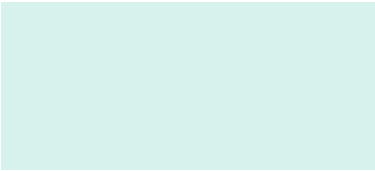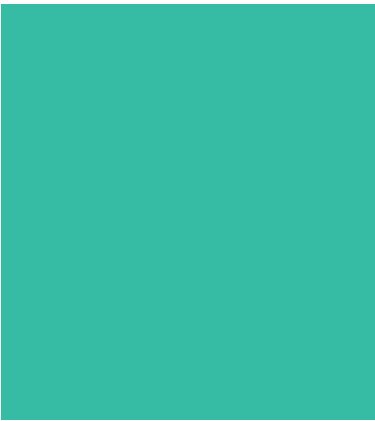**RGB:** 0, 66, 95

PANTONE: 302 C

HEX: 00425f

CMYK: 70, 0, 45,0

RGB: 54, 188, 165

PANTONE: 3258 C

HEX: 36bca5

CMYK: 0, 40, 100, 0

RGB: 255, 166, 0

PANTONE: 130 C

HEX: ffa600

100%

60%

20%
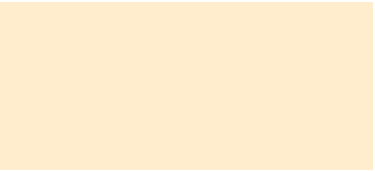
TYPOGRAPHIC STANDARDS

MILKSTORE 02 - CLEAN // **TITLE + PULL QUOTE**

AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPP
QQRRSSTTUUVVWWXXYYZZ 1234567890

OCULI TEXT - REGULAR // **BODY COPY**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp

QqRrSsTtUuVvWwXxYyZz 1234567890

OCULI TEXT - REGULAR ITALIC // **BODY COPY**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp

QqRrSsTtUuVvWwXxYyZz 1234567890

GOTHAM - BLACK // **SUBHEAD**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 1234567890

THIS IS A TITLE

THIS IS A SUBHEAD

This is some body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce facilisis lorem id ligula feugiat, non placerat justo fermentum. Sed ultrices urna nec lorem lobortis, sed congue ex dapibus. Vestibulum eget viverra eros. Nulla facilisi. Integer ac turpis vehicula, eleifend neque eget, hendrerit ipsum. Morbi rutrum nisi in libero placerat consequat. In nec nulla eu nunc ultricies posuere. Nulla sed commodo turpis, id consequat turpis. Sed vitae lacus non tortor accumsan dignissim id nec velit. Suspendisse potenti. In hac habitasse platea dictumst.

THIS IS USED FOR A PULL QUOTE BECAUSE IT IS INTERESTING INFORMATION.

– THIS IS WHO SAID THE QUOTE; *THIS IS WHO THEY ARE*

This would be used as a caption to add context to an image.

[1] This would be used as a footnote to add explanation to something on the page.

BUSINESS SYSTEM

HOW IT WORKS

Based on the logo and brand standards explained previously in this book, a business system has now been established. To uphold the visual consistency of the brand, only approved typefaces and colors have been utilized. While additional printed business materials may be required in the future, this comprehensive system provides a foundational understanding of print materials and the incorporation of brand elements within this established framework.

02

BRANDING USAGE

SIGNATURE VARIATIONS

FULL COLOR VERSION

BLACK AND WHITE VERSIONS

HOW SELECT A VERSION

The most important aspect when determining which version to use is readability. When selecting a 1-color version, the dark blue or black options are to be selected when used on lighter backgrounds. The teal, yellow, and white options are to be selected when used on dark backgrounds. The approved colors are allowed to be used at different opacity* depending on the design intention. These rules apply to the symbol and wordmark versions as well.

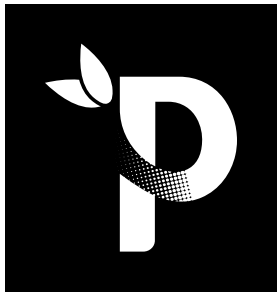*See The Colors That Make Us on page 10-11*

ONE COLOR VERSIONS

ALTERNATE VARIATIONS

SYMBOL

WORDMARK

BLACK AND WHITE VARIATIONS

BLACK AND WHITE VARIATIONS

ONE COLOR VARIATIONS

ONE COLOR VARIATIONS

LOGO SIZE CHART

SIZE RULES

To ensure that the branding is readable anytime it is being used, we have supplied an established branding size guide which covers the minimum height measurements that the logo can be used. In the chart to the right, we have included the signature logo, the symbol logo, and the wordmark logo as the three ways the branding can be used. The signature logo is the preferred mark to be used, although the symbol logo and wordmark logo may be used as an alternative to the signature logo. In a horizontal space, the wordmark logo is preferred over the signature at a smaller size.

	SIGNATURE	SYMBOL	WORDMARK
HEIGHT: 1 INCH +			
HEIGHT: 3/4 INCH			*Not actual size*
HEIGHT: 1/2 INCH			
HEIGHT: 1/4 INCH			

Do not print logo below 1/4 inch. This is the minimum. Larger sizes are preferred.

LOGO DO'S AND DONT'S

Signature logo with 3 colors

Signature logo in Black (or white)

Use our signature logo in dark blue or black on lighter backgrounds.

Use our signature logo in white on lighter backgrounds.

Use our signature logo in black or white on simple imagery. Logo should be kept in the corner when the image is the focal point and centered when the logo is the focal point of the design.

Do not use unapproved colors.

Do not rearrange the components.

Do not rearrange the components.

Do not use a transparency.

Do not stretch, squish, or distort the logo.

Do not stretch, squish, or distort the logo.

Do not use unapproved colors.

Do not use the full color logo on a dark or busy background.

Do not tilt or rotate the logo.

THANK YOU

FOR MORE INFORMATION, BE SURE TO EXPLORE MORE OF THE REBRANDING PROCESS IN:

BOOK 1: THE VISUAL BRANDING GUIDE

BOOK 2: THE VISUAL DEVELOPMENT GUIDE

BOOK 4: THE VISUAL EXTENSIONS GUIDE

YOU CAN ALSO VISIT US ONLINE TO LEARN MORE AT

WWW.PLANNEDEMPOWERMENT.ORG