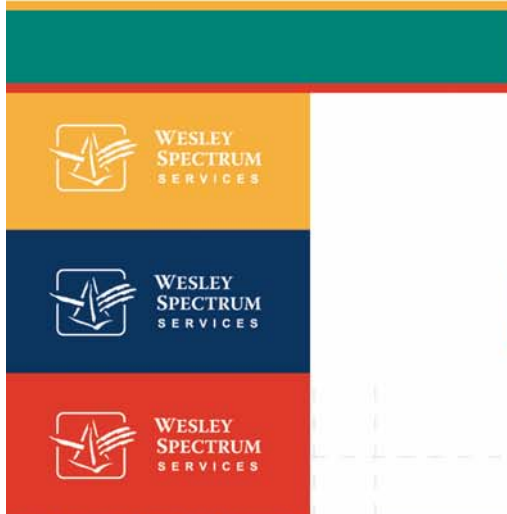




**WESLEY
SPECTRUM
SERVICES**



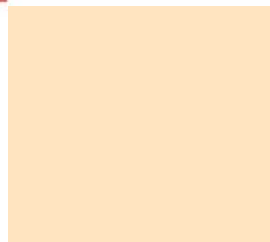
CORPORATE IDENTITY



Style Guide



Strength to learn, to live, to love





WESLEY
SPECTRUM
SERVICES

Table of Contents

Introduction	1
Brand Awareness	2
Design Elements	3
Size requirements	4
Color Usage	5-6
Font Usage	7
Unacceptable Signature	8-9
Signature Usage with Photography	10-11
Signature Usage in Publications and Advertising	12
Additional Guidelines and contact Information	13

Introduction

Importance of the STYLE GUIDE

One of the characteristics of a successful company is the strength of its public identity. To build upon the public's positive recognition of Wesley Spectrum Services, the organization must maintain a consistent use of the company's Logo and Word Mark. Having a highly visible and recognizable graphic image—through diligence and commitment to standards— will pay dividends over time as that image grows in its value to the company. This style guide is intended to provide you with information, requirements, and graphics standards to appropriately use the Wesley Spectrum Services Signature.

All graphic vernacular will be explained as you read the following pages of this guide.

How to use this guide

This guide provides an easy-to-use reference to ensure consistent use of our graphic identity for both internal and external applications. Clear examples demonstrate what is and what is not acceptable in applying the graphic style guidelines.

For questions regarding an application that has been outlined in this manual or one which needs further clarification, please contact Jennifer Mullen, Communication and Public Relations Manager, Wesley Spectrum Services, at: 412-831-9390.

Brand Awareness

Importance of the Wesley Spectrum Services Brand

All Wesley Spectrum Services branded communications should follow the Wesley Spectrum Services graphic standards. In addition to meeting these standards, using the recommended Wesley Spectrum Services fonts, colors, and logo signatures is the best way to give all Wesley Spectrum Services communication efforts a successful, timeless brand identity. Most importantly, it maintains a consistency across all Wesley Spectrum Services communications that fosters a sense of familiarity and confidence to its diverse audience. The Wesley Spectrum Services brand name should be managed with the view that its integrity be maintained and strengthened.

A graphic identity represents the cornerstone of all communication efforts, and must be applied consistently to convey a single, clear message. For Wesley Spectrum Services, the central message of our graphic identity is the spectrum of services that Wesley Spectrum Services provides to children and families in need. We at Wesley Spectrum Services are proud of our role as a source of education and support for our clients, staff and community at large. Our graphic identity communicates the image of a corporation on the rise, committed to excellence and with a bright future.

Purpose of Graphic Standards

The graphic identity of an organization is the embodiment of its goals, objectives and its vision. Since our graphic identity is the cornerstone of all communication efforts, it is essential that its integrity be protected. Use of the graphic identity carries with it the responsibility to uphold the ideals of our vision.

It is up to each of us to protect the Wesley Spectrum Services identity and remain vigilant in controlling its use. The intent of this guide is to provide enhanced design flexibility, simplification and clarity.

Design Elements

The Logo

A logo is a simplistic graphic mark used by a corporation to visually describe the company's product, service, position or ethic. Wesley Spectrum Services chose an illustrated triangular shape, representing the function of a prism, to visually represent the stress on society and the multitude of services provided by the corporation as a solution.



The Word Mark

The Word Mark is a unique typographic element displaying the name of the company.



The Signature

The Word Mark used in combination with the logo is referred to as the Signature. The authorized configuration shown in this style guide is the only approved Signature for Wesley Spectrum Services. Combined in this precise manner, this configuration of the Logo and Word Mark create a unified identity for Wesley Spectrum Services.



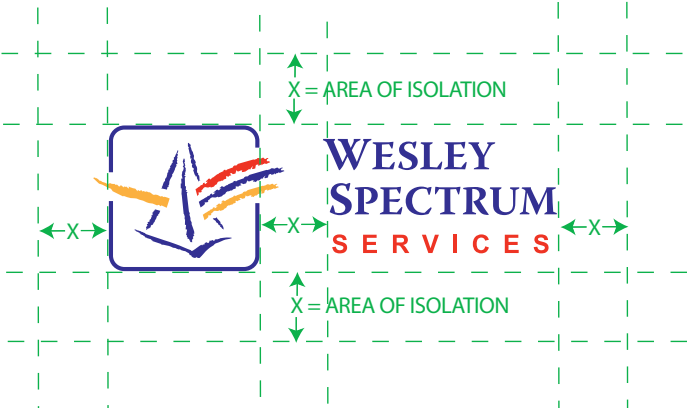
Size Requirements

Area of Isolation for the Signature

The blank area surrounding the Signature must be equal to or more than X, where X is equal to the distance between the logo and word mark.



The Signature must not be placed close to distracting design elements and must not become part of a larger pattern or design.



Guidelines for Secondary Type Usage

The only exception to this area of isolation is the use of secondary type, such as the address line for Wesley Spectrum Services. Secondary type must be positioned flush left to the Cap S, and a minimum of 1/2 X distance vertically from the Word Mark.



The Minimum Reproduction size of the Signature

The minimum recommended print size of the signature is 3/8 inch in height.



Color Usage

Approved Wesley Spectrum Services Colors

The Logo and Word Mark should be reproduced in the approved corporate colors. Shown is the Official Wesley Spectrum Services PANTONE® color palette for print applications. Both the PMS ink number and the process printing ink mix equivalents are included below. It is important to mention that the process equivalents are not an exact match.

Primary Colors



1795



281



143

Secondary colors



569



513

Wesley Spectrum Services Signature Colors
Logo - PMS Red 1795, Blue 281, Gold 143
Word Mark - PMS Blue 281, Red 1795



**WESLEY
SPECTRUM
SERVICES**

Wesley Spectrum Services Signature Colors
Logo and Word Mark - PMS Blue 281
Process ink equivalent
PMS 281 = C -100, M -72, Y - 0, K -32



**WESLEY
SPECTRUM
SERVICES**

Wesley Spectrum Services Signature Colors
Logo and Word Mark - PMS Red 1795
Process ink equivalent
PMS 1795 = C - 0, M - 94, Y -100, K -0



**WESLEY
SPECTRUM
SERVICES**

Wesley Spectrum Services Signature Colors
Logo and Word Mark - PMS Gold 143
Process ink equivalent
PMS 143 = C - 0, M - 35, Y - 85, K - 0



**WESLEY
SPECTRUM
SERVICES**

Wesley Spectrum Services Signature Colors
Logo and Word Mark - PMS Green 569
Process ink equivalent
PMS Green 569 = C -98, M -0, Y -57, K -17



**WESLEY
SPECTRUM
SERVICES**

Wesley Spectrum Services Signature Colors
Logo and Word Mark - PMS Purple 513
Process ink equivalent
PMS Purple 513 = C -44, M -83, Y -0, K -0



**WESLEY
SPECTRUM
SERVICES**

*PANTONE® is Pantone, Inc.'s check-standard trademark for color reproduction and color reproduction materials.
Pantone® 281 Pantone® 1795 Pantone® 143 Pantone® 569 Pantone® 513*

Color Usage

Approved Wesley Spectrum Services Colors

The Logo and Word Mark must never appear in screen tints and must always appear in the solid color. Please see page 10 for correct usage with photography.

Embossing, Foil Stamping and Metallic Inks

The Signature may be foil-stamped in gold, silver or bronze. Both the Logo and Word Mark must be the same foil color. The minimum height when foil stamping is 1/2 inch. Metallic inks are acceptable, as long as the reproduction is readable. If in question, have your printer place the desired ink on the intended paper for you to preview. This is referred to as a “draw down.”

- ◆ Blind embossing, or embossing the paper with the plate only, is preferred over foil stamping since the difficulty of matching the PMS ink color to foil is eliminated. There is a limited availability of colors produced in foil.
- ◆ Take extra care in matching foil colors to the approved PMS color palette.
- ◆ Matte foil colors are recommended over gloss foils.

Ink colors are affected by many variables including printing method, paper color, texture and conditioning. Our objective is to achieve a very close color match to the official color palette within reasonable tolerances of the chosen reproductive method, paper and substrate.

Wesley Spectrum Services Signature Reversed
out of PMS Blue 281, PMS Red 1795, PMS Gold 143, PMS
Green 569, PMS Purple 513 and Black



Font Usage

Recommended typefaces to be used with the WESLEY SPECTRUM SERVICES Signature

The following typefaces are approved for use in communication and publication literature for Wesley Spectrum Services, Inc.

Serif Family

The serif font family suggested for use with Wesley Spectrum Services is Times or Times new Roman. Times is available in 2 weights; Times Roman and Times bold. Both are available in italic. This font is recommended for use as the body copy when you are

Times

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Times Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Times Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Times Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

creating an internal or external document for Wesley Spectrum Services. A sampling of the font family is shown below.

Sans Serif Family

The sans serif font family suggested for use with Wesley Spectrum Services is Helvetica. Helvetica is available in 2 weights; Helvetica regular and Helvetica bold. Both are available in italic. This font should be used for headlines and sub-heads when creating internal or external documents for Wesley Spectrum Services. A sampling of the font family is shown below.

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Unacceptable Signature Usage

Unacceptable Type Usage



Using other typefaces in place of the official Word Mark is unacceptable.



Angling or rotating the Signature or either the Logo or Word Mark is unacceptable.



Altering the Word Mark in any way, such as eliminating part of the Word Mark, such as the "WESLEY SPECTRUM SERVICES" is unacceptable.



Adding a shadow, dimension, or distorting the Logo or Word Mark is unacceptable.



Rearranging the Logo, Word Mark or Word Mark elements configuration is unacceptable.



Recreating the Signature is unacceptable. It is unacceptable to change the spacing between the Logo and Word Mark.



Unacceptable



Scanning the Logo from a printed document or recreating the Logo in any way is unacceptable.

Avoid using bitmapped images such as Tiff or Pict file formats for offset printed materials due to their poor reproduction quality. The EPS (encapsulated postscript) file format provides better reproduction for offset printing.

Unacceptable



For 1-color applications, using screen tints in either the Logo or Word Mark portion of the Signature is unacceptable.

Unacceptable



Using screen tints of the PMS approved colors is unacceptable.



When using the Signature in reverse, both the Logo and Word Mark should be white. Using screen tints in either the Logo or Word mark is unacceptable.

Unacceptable



Mixing the official pms colors in any combination other than the approved usage is unacceptable.

Signature Usage with Photography

Acceptable 4-Color

When using the signature over a 4-color photograph, the standard red, blue, and gold or white Signature must be used. The placement of the Signature should be in an area of the photograph where there are no distracting patterns or elements, keeping the area of isolation in mind. See examples to the right.



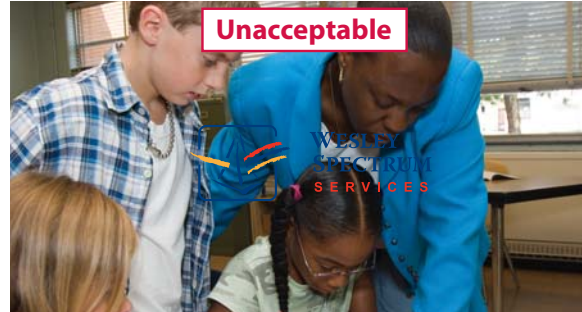
Acceptable 1-Color

When using the signature over a one color photograph, the black or white Signature must be used. In both cases, the placement of the signature should be in an area of the photograph where there are no distracting patterns or elements. See examples to the right.



Unacceptable 4-Color

When using the Signature overprinting a 4-color photograph, it is unacceptable to place the Signature over an area of the photograph where there are distracting patterns or elements. See example.



It is also unacceptable when using a reverse Signature treatment, where the Logo is not the same as the Word Mark. Both elements should be the same. See example.



Unacceptable 1-Color

When using the Signature over a one color photograph, it is unacceptable to place the Signature over an area of the photograph where there are distracting patterns or elements, which inhibit readability.



It is unacceptable to use the white Signature over an area that is of similar lightness.



Signature Usage in Publications and Advertising

Incorporating the Signature into Publications

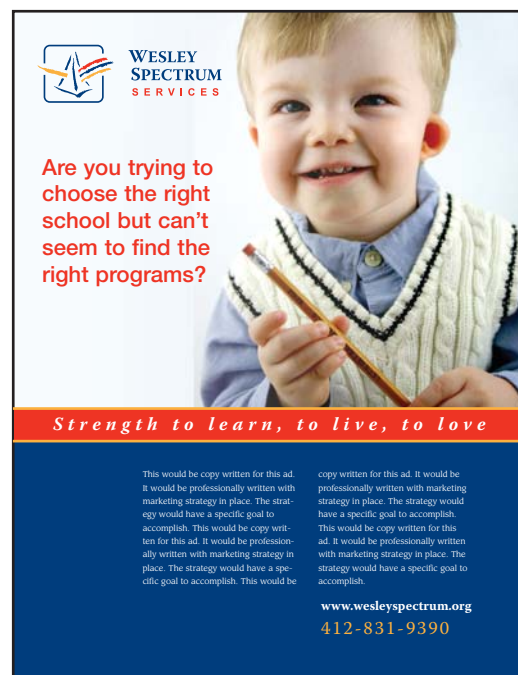
The Logo and Word Mark or Signature must appear on the front of all publications and in the address block whenever an address block is included. For larger publications, it is recommended that the Logo be included on the cover, title page and back cover.

When using a publication as a self-mailer, the Signature and address block must be placed in the upper left corner on the mail address side.



Incorporating the Signature into Advertising

The Signature must always appear in one of the approved configurations, as demonstrated on pages 4-6, for all advertising applications.



Additional Guidelines and Contact Information

Mastheads

The signature must appear on the front of the publication and may be used within the masthead as seen here. The titling for the masthead must never replace configuration of the Signature.

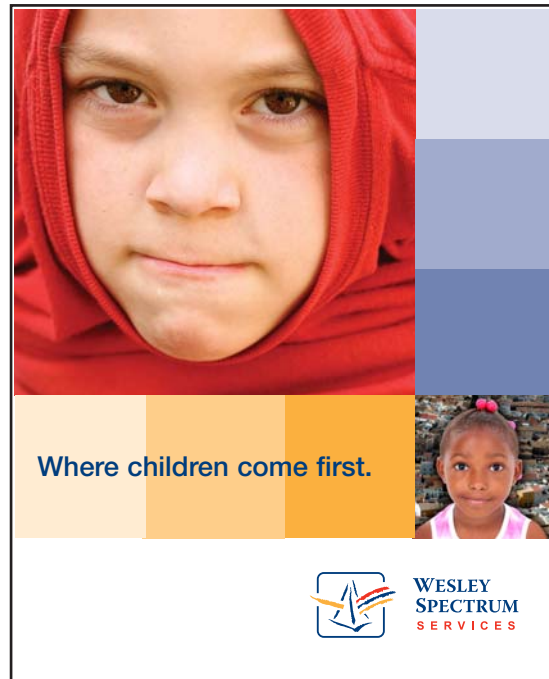


Forms

Forms that require an address block must include the Signature, following the guidelines of secondary type usage mentioned in Size requirements, page 4.

Incorporating the Signature into Other Graphic Elements

When incorporating the Signature into other graphic elements, it is important to follow the area of isolation as defined in the Size Requirements on page 4. Boxes, rules and other graphic elements must not compete with the Signature and should remain outside the area of isolation. When using the Signature with photos, please follow the standards on page 10.



Digital Files

The authorized Wesley Spectrum Services Signature configuration is available in digital formats. The recommended format for using the Signature in digital files for offset or digital printing is the EPS (encapsulated postscript) format. Do not scan or copy the Signature from already printed materials. Digital files of the Signature can be obtained in several formats readable by Macintosh or Windows platforms off the Wesley Spectrum Services website www.wesleyspectrum.com.



**WESLEY
SPECTRUM
SERVICES**

South Office

243 Johnston Road
Pittsburgh, PA 15241
412-831-9390

East Office

221 Penn Avenue
Pittsburgh, PA 15221
412-342-2300