MEDIA KIT

October 2021

ABOUT CENIKOR

Cenikor is a 501(c)(3) nonprofit organization, proudly serving over 1,000 clients per week to help them stay sober well beyond recovery.

MISSION AND VISION

Vision: To be a place for change. Providing a foundation for better health and better lives.

Mission: Be a leader in providing quality substance abuse and behavioral health services in the communities we serve through a continuum of care for adults and adolescents.

VALUE PROPOSITION

Transforming lives with accountability and grace.

BRAND COLORS

AND FONTS

PRIMARY FONT
Hurme Geometric Sans

GENERAL USE FONT
Montserrat

PRINTED LETTER FONT
Times New Roman

Cenikor Blue

CMYK: 69/25/0/0
RGB: 28/162/244
HEX: #1CA2F4

Transformation Blue

CMYK: 54/0/1/0
RGB: 74/215/255
HEX: #4AD7FF

SECONDARY COLORS*

USE SPARINGLY**

Accent Gold

CMYK: 0/31/98/0
RGB: 255/184/28
HEX: #FFB81C

Callout Yellow

CMYK: 4/6/95/0
RGB: 251/225/34
HEX: #FBE122

Logo Blue

CMYK: 86/71/0/0
RGB: 0/77/226
HEX: #004DE2

*Use of secondary colors outside of defined brand guidelines require prior written approval from the marketing department.

**Use minimally and as last resort so it does not detract from blue in logo.

PRIMARY LOGO

Cenikor's primary logo is the dual color (Cenikor Blue & Transformation Blue) wordmark as shown here with tagline lockup. The "Transformational I" stands as the point of color change.

Space other elements outside margins measuring at least the height of the wordmark. Do not place over a busy background that compromises its visibility. If this is necessary, place a white rectangle directly behind the logo.

Any questions? Contact the marketing department via email at marketing@cenikor.org.

WORDMARK HEIGHT

WORDMARK HEIGHT

WORDMARK

CENIKOR
WELL BEYOND RECOVERY

WORDMARK HEIGHT

TAGLINE GRAPHIC

LOGO USAGE

WHAT TO DO / WHAT NOT TO DO

Do scale the proportions to the size you need.

Do use appropriate color variations to fit usage needs (see Logo Color Variations).

Do apply responsive sizing to fit usage needs.

Don't distort, skew, or warp the logo. Any manipulation of the original lockup is unacceptable.

Don't change or alter the color of the logo or the tagline.

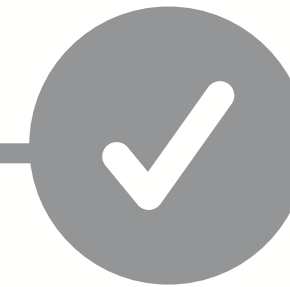**Don't** rearrange the structure of the logo.

LOGO COLOR VARIATIONS

PRIMARY

Preferred version whenever possible.

CENIKOR
WELL BEYOND RECOVERY

ONE COLOR

1-color print only OR when gray is difficult to see on design.

CENIKOR
WELL BEYOND RECOVERY

CENIKOR
WELL BEYOND RECOVERY
Color version.

CENIKOR
WELL BEYOND RECOVERY
Grayscale version.

DARK BACKGROUND

For applications on a dark background.

CENIKOR
WELL BEYOND RECOVERY

NO COLOR

Only recommended when color printing is unavailable.

ANNIVERSARY SEAL (55 YEARS)

To support the establishment of Cenikor for our 55 year anniversary, the seal can be used secondary to our primary logo.

To know if your intended use is approved, please contact the marketing department at **marketing@cenikor.org**.

The 55th anniversary seal is only valid from July 1, 2021 through December 31, 2022.

SEAL USAGE

WHAT TO DO / WHAT NOT TO DO

Do use appropriate color variations to fit usage needs (see page 6).

Do place a solid square background if the main background is not solid.

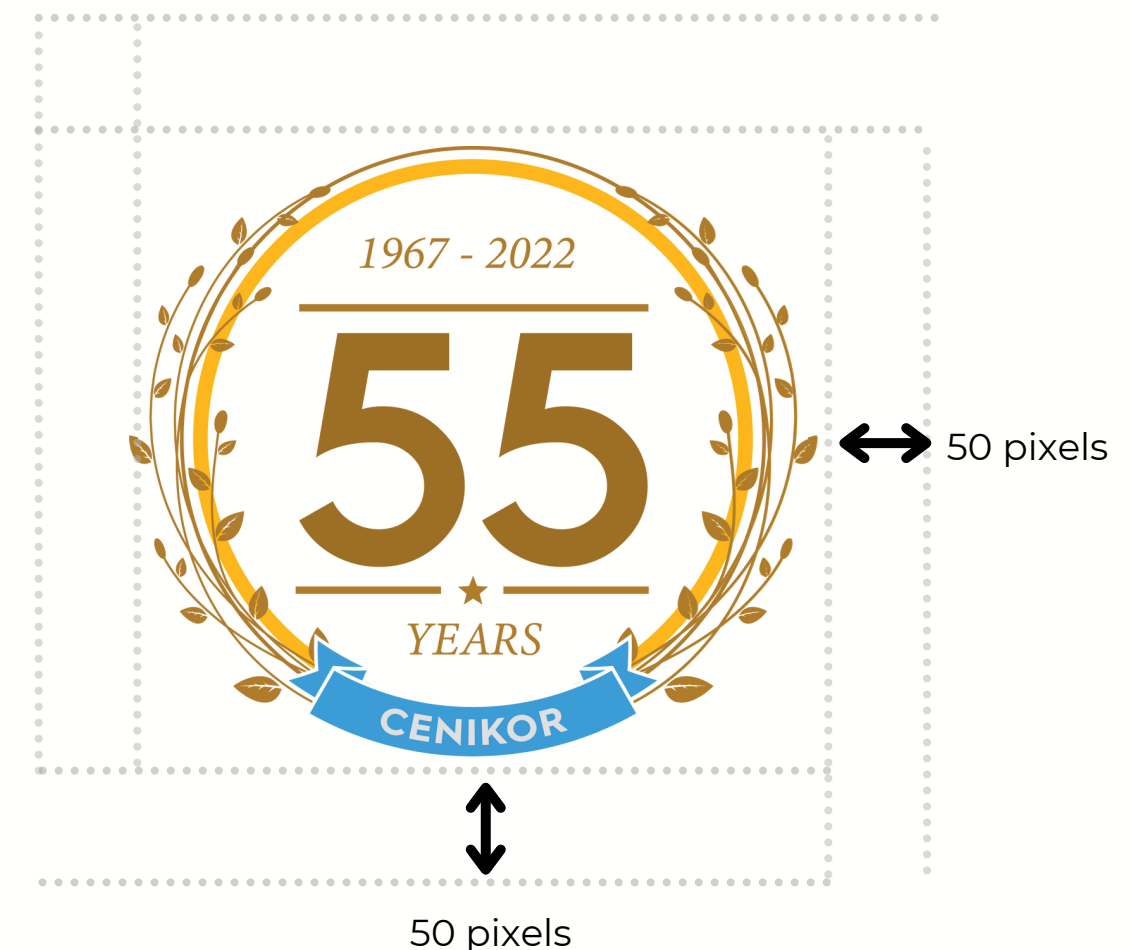**Don't** place elements closer than 50 pixels to seal's perimeter.

Don't change or alter the color of the seal.

Don't distort, skew, or warp the seal. Maintain it's original aspect ratio.

*original seal

*inverse seal

50 pixels

50 pixels

SOCIAL MEDIA HANDLES
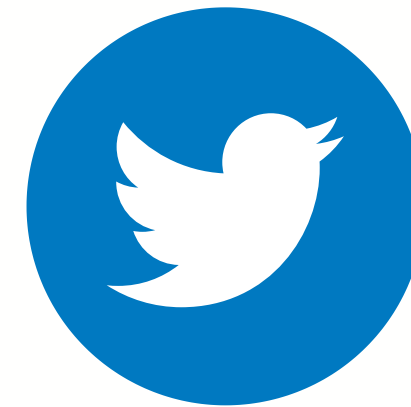
FACEBOOK

@Cenikor

INSTAGRAM

@cenikorfoundation

LINKEDIN

@cenikor-foundation

TWITTER

@Cenikor

YOUTUBE

@CenikorFoundation

CONTACT

FOR QUESTIONS AND CLARIFICATIONS

To obtain logo files, please reach out to the marketing department with the following information:

- Date required by
- Intended use of logo
- Logo Configuration
- Print or Web colors
- File extension type (.eps, .jpg, png, etc)
- Size/color/configuration (see pages 4-8)

EMAIL ADDRESS

marketing@cenikor.org