

MEDIA KIT

December 2022





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.

OUR 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*

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

USE SPARINGLY**

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.



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.



**PRIMARY**

Preferred version whenever possible.

CENIKOR
WELL BEYOND RECOVERY



CENIKOR
WELL BEYOND RECOVERY

**DARK
BACKGROUND**

For applications on a dark background.



CENIKOR
WELL BEYOND RECOVERY

NO COLOR

Only recommended when color printing is unavailable.

SOCIAL MEDIA HANDLES



FACEBOOK

@Cenikor



INSTAGRAM

@cenikorfoundation



LINKEDIN

@cenikor-foundation



TWITTER

@Cenikor



YOUTUBE

@CenikorFoundation

Marketing is the only department authorized to post on official social media platforms. Please be advised that posting, sharing, and commenting with your personal profile has the potential to bring legal and personal risks to the Cenikor brand. For a full understanding of the expectations when interacting with our social media, refer to the Cenikor Social Media Policy.

Cenikor's primary social media channels are Facebook, Instagram and LinkedIn. Twitter will be used primarily for Legislative Affairs and YouTube for special use. Comments and suggestions about social media content is welcome! Please send to marketing@cenikor.org.

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

