

BRAND COLOR SYSTEM

A color system with purpose, hierarchy, and explicit guidelines for use across print and digital.

Primary Role: Our core brand color. Used for key elements, primary navigation, main headings, primary buttons, and immediate brand recognition.

PANTONE 289C

RGB 12, 35, 64
HEX 0C2340
CMYK 100, 76, 12, 70

Secondary Role: Extends core brand depth and supports the primary navy. Used for section backgrounds, supporting graphic shapes, and secondary buttons, subheadings, and secondary structural elements.

PANTONE 7683C

RGB 66, 109, 169
HEX 426DA9
CMYK 62, 36, 0, 33

Accent Role (Year-Round): Permanent, high-contrast brand colors used sparingly year-round to highlight critical elements, draw immediate attention to key calls to action (CTAs), and signal urgency. Never used for large background fills.

PANTONE 200C

RGB 186, 12, 47
HEX BA0C2F
CMYK 0, 94, 75, 27

PANTONE 123C

RGB 255, 199, 44
HEX FFC72C
CMYK 0, 22, 83, 0

Seasonal and Campaign Palette (Temporary): Event-specific shades reserved strictly for time-bound marketing campaigns, seasonal promotions, and sub-program themes. Activated on a temporary basis to add variety without diluting core brand identity. Used sparingly to highlight critical elements, draw attention to CTAs (calls to action), and create visual interest.

PANTONE 171C

RGB 255, 92, 57
HEX FF5C39
CMYK 0, 64, 78, 0

PANTONE 708C

RGB 248, 144, 165
HEX F890A5
CMYK 0, 42, 35, 1

PANTONE 7737C

RGB 107, 165, 57
HEX 6BA539
CMYK 55, 0, 95, 35

PANTONE 2298C

RGB 183, 219, 87
HEX B7DB57
CMYK 16.4, 0, 60.3, 14.1

Neutrals and Functional Semantics: Provide balance, backgrounds, crisp readability, borders, and body text foundations. Strictly used to communicate system status, notifications, input states, and data visualizations. Never use for general decoration.

WHITE

RGB 255, 255, 255
HEX FFFFFFFF
CMYK 0, 0, 0, 0

PANTONE 428C

RGB 193, 198, 200
HEX C1C6C8
CMYK 4, 1, 0, 22

PANTONE 431C

RGB 91, 103, 112
HEX 5B6770
CMYK 19, 8, 0, 56

PANTONE 447C

RGB 55, 58, 54
HEX 373A36
CMYK 5, 0, 7, 77

Layout Notes & Best Practices (Do's & Don'ts)

APPROVED:

- **Core Dominance:** Primary Navy (PANTONE 289C) or blue (PANTONE 7683C) or neutral white must dominate the overall layout to maintain instant brand recognition.
- **Intentional Highlights:** Seasonal colors are used strictly as minor contextual accents (e.g., event graphics, subtle background patterns, campaign sub-labels).
- **High Contrast & Legibility:** Text on dark containers must use white or light neutrals to ensure accessibility across print and digital media.

NOT APPROVED:

- **Seasonal Overload:** Replacing core navy/blue/neutral backgrounds with full-bleed seasonal colors or overriding main section headers.
- **Color Clutter:** Combining multiple seasonal accent palettes on a single asset.
- **Low-Contrast Typography:** Placing dark text over dark background boxes.

KEY TAKEAWAY: "The asset should always look like Cross Gates, with just a touch of spring or holiday—never the other way around."

NOT Approved Design:

**SCHOOL'S CLOSED
CROSS GATES IS OPEN!**

When the kids are out of school, Cross Gates has camp!

Ages 4-11 • 7am to 6pm
Before & After Care Included • Lunch Available
Fun Activities Planned • Daily Rates Available
MILITARY ROAD LOCATION

October 2..... Parish Fair Day
October 5..... Fall Break
November 3..... Election Day
November 23-27..... Thanksgiving Break
(closed Thanksgiving Day)

December 21-January 5..... Christmas Break
(Closed Friday 12/25 for Christmas and Friday, 1/1 for New Years Day.
Both Christmas and New Years Eve, camp closes at 2pm)

January 18..... Marthing Luther King Day
February 8-12..... Mardi Gras Break
(Club is closed Mardi Gras Day, Tuesday Feb 9)

March 26-April 5..... Spring Break
(subject to change depending on state testing)

Camp Rates:
\$39 Per Day MEMBERS
\$54 Per Day NON-MEMBERS
\$30 One time registration fee and includes camp uniform shirt

Registration Available Online

Reserve your spot early! These camps fill up fast.

Approved Design:

**SCHOOL'S CLOSED
CROSS GATES IS OPEN!**

When the kids are out of school, Cross Gates has camp!

Ages 4-11 • 7am to 6pm
Before & After Care Included • Lunch Available
Fun Activities Planned • Daily Rates Available
MILITARY ROAD LOCATION

October 2..... Parish Fair Day
October 5..... Fall Break
November 3..... Election Day
November 23-27..... Thanksgiving Break
(closed Thanksgiving Day)

December 21-January 5..... Christmas Break
(Closed Friday 12/25 for Christmas and Friday, 1/1 for New Years Day.
Both Christmas and New Years Eve, camp closes at 2pm)

January 18..... Marthing Luther King Day
February 8-12..... Mardi Gras Break
(Club is closed Mardi Gras Day, Tuesday Feb 9)

March 26-April 5..... Spring Break
(subject to change depending on state testing)

Camp Rates:
\$39 Per Day MEMBERS
\$54 Per Day NON-MEMBERS
\$30 One time registration fee and includes camp uniform shirt

Registration Available Online

Reserve your spot early! These camps fill up fast.

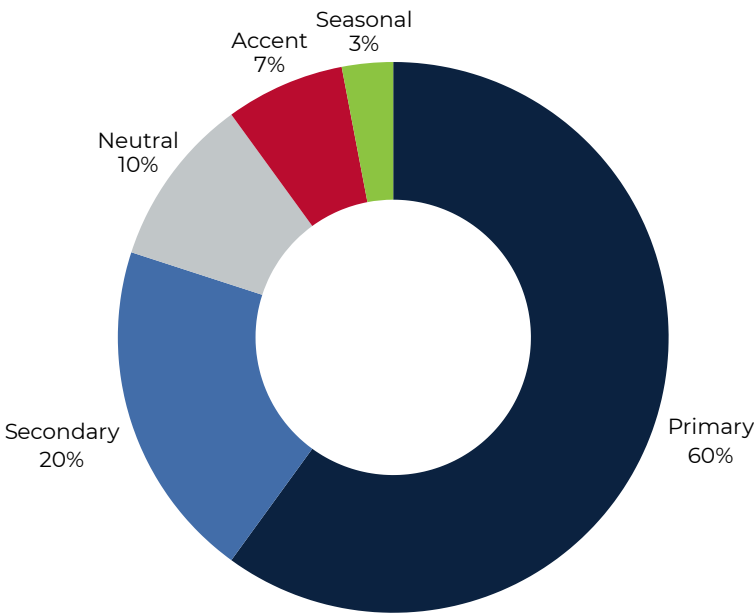
Color Rules & Ratio Guidelines (The 90/10 Rule)

Color Hierarchy & Application Rules

Rule Framing: 90% Structural Core (60% Primary + 20% Secondary + 10% Neutrals) vs. 10% High-Impact Highlights (7% Permanent Accents + 3% Seasonal Accents).

Rules to maintain visual harmony across print flyers, email banners, and digital ads.

Category	Allocation	Approved Usage
Primary (core brand)	60%	Dominant background, hero text, primary logo lockups
Secondary (core brand)	20%	Supporting blue tones, structural cards, section headers
Neutrals	10%	Page backgrounds, subtle containers, body text readability
Accents & Seasonal	10% (7% accent / 3% seasonal)	CTAs, sale tags, alert badges, subtle seasonal motifs



Color Hierarchy & Application Rules

Rules to maintain visual harmony across print flyers, email banners, and digital ads.

60% Primary Allocation: Most dominant core brand color. Used for key brand expression, main headers, primary navigation, and primary buttons.

20% Secondary Allocation: Supports the primary color and adds variety while maintaining consistency. Used for subheadings, supporting structural cards, icons, and secondary buttons.

10% Neutral Allocation: Provides visual balance, clean backgrounds, borders, and crisp body text readability.

7% Accent Allocation: Reserved strictly for emphasis, call-to-action (CTA) buttons, and highlight badges.

3% Seasonal Allocation: Temporary campaign palette. Used sparingly for seasonal themes and flourishes without dominating the layout.

LOGO COLOR USE & LIMITATIONS

To ensure brand continuity, only officially approved logo colorways may be applied to the mark. The logo should never be recolored using seasonal palettes, gradients, or unapproved accent colors. Always ensure maximum contrast and legibility against the background.



APPROVED LOGO COLOR APPLICATIONS



Dark Blue (289 C): Primary logo color. Standard mark for light backgrounds and photography. Use with adequate, clear space to ensure maximum recognition.

APPROVED LOGO COLOR APPLICATIONS



White: Preferred for dark backgrounds (Primary Blue or Dark Slate) and imagery.

Dark Slate (431 C): Approved for formal applications or single-color print constraints.

APPROVED MARKETING / CAMPAIGN VARIANT



Accent Red (200 C): Approved strictly for specific promotional marketing campaigns and sales initiatives. Must maintain high contrast against lighter backgrounds.

UNAPPROVED APPLICATION EXAMPLES (Don't)



Seasonal & Unapproved Colors: Never alter the logo to include any color not explicitly approved within the Approved Logo Color Applications of the Brand Color System. Do not apply seasonal shades (pink, green, orange) or unapproved accents to the main logo mark.



Gradient Application: Never apply gradients across the logo; maintain solid, uniform color execution at all times.



Low-Contrast / Complex Backgrounds: No dark logos on dark or busy backgrounds.



Unapproved Outlines / Strokes: No colored borders around letterforms.

DECORATIVE MARK VARIANTS

Decorative Accents: Monogram / icon patterns may be used as subtle background watermarks or secondary visual textures.

Contextual Standalone Use: The standalone "CG" monogram or circular mark may only stand alone in fully branded environments (e.g., physical facility signage or official social avatars).

Co-Branding Rule: On external marketing assets (flyers, ads, web), standalone decorative marks must always be accompanied by the full primary logo lockup.



Typography Brand Usage Outline

Nunito Sans Primary Headlines & UI (80% of brand use)

Role In Brand System: Main web headers, digital flyers, navigation and core brand messaging.

Bitter Print Body Copy & Editorial Paragraphs (15% of brand use)

Role In Brand System: Body copy, long-form reading, club policies, and structured articles.

Kalam Accent Callouts & Sub Brands (3% of brand use combined)

Role In Brand System: Youth programs, summer camp callouts, casual promos and whiteboard-style notes.

Oswald Accent Callouts & Sub-Brands (2% of brand use combined)

Role In Brand System: Promotional badges, event headlines, section tags, high-urgency CTAs, and digital campaign banners.

Typography Description

Primary Typeface

Nunito Sans

Source:

GoogleFonts / Adobe Fonts
(Open Source)

Permitted Weights:

Light (300), Regular (400),
SemiBold (600), Bold
(700), ExtraBold (800)

Digital Fallback Font:

Arial, Helvetica, sans-serif

A warm, highly approachable sans-serif designed for exceptional legibility across digital screens and print assets.

Nunito Sans serves as the foundation of the brand's visual identity and must be used for primary headlines, web copy, user interfaces, digital flyers, and core marketing materials.

Secondary Typeface

Bitter

Source:

Google Fonts (Open Source)

Permitted Weights:

Light (300), Regular (400),
Medium (500), SemiBold
(600), Bold (700)

Digital Fallback Font:

Georgia, Times New Roman, serif

A contemporary slab-serif typeface specifically engineered for screen legibility and printed collateral.

Bitter provides optimal legibility for long-form body paragraphs, editorial stories, club policies, and detailed facility descriptions.

Accent Typeface

Kalam

Source:

GoogleFonts (Open Source)

Permitted Weights:

Light (300), Regular (400),
Bold (700)

Digital Fallback Font:

Comic Sans MS, "Marker Felt", cursive

Designed to bring energy and warmth to marketing assets, Kalam should be used selectively for youth programs, informal promotional callouts, and whiteboard-style notes.

Accent Typeface

Oswald

Source:

GoogleFonts (Open Source)

Permitted Weights:

Medium (500), SemiBold
(600), Bold (700)

Digital Fallback Font:

Arial Narrow, Trebuchet MS, sans-serif

A condensation-driven, high-impact sans-serif typeface engineered for clear hierarchy, bold marketing callouts, and maximum visual strength in tight layout spaces.

Must be set in ALL CAPS or title case with loose tracking (+0.02em to +0.05em) at display sizes for maximum impact and legibility.

Note: Must be used sparingly and always rendered at display sizes for readability.

Typographic Hierarchy Scale | Desktop Layout Sizing

Element	Font Family	Size	Line Height (Leading)	Letter Spacing (Tracking)	Use Case Example
Heading 1 (H1)	Nunito Sans	42 px	52 px (1.25x)	-0.01em	Primary Page Titles, Campaign Hooks
Heading 2 (H2)	Nunito Sans	30 px	38 px (1.25x)	0	Section Titles, Program Subheads
Heading 3 (H3)	Nunito Sans	20 px	28 px (1.4x)	+0.01em	Service Blocks, Feature Lists
Body Text	Nunito Sans	16 px	26 px (1.6x)	0	Paragraphs, General Club Policies, descriptions, text blocks
Micro Copy	Nunito Sans	12 px	16 px (1.35x)	+0.02em	Metadata, Table Headings, Button Labels

Mobile-Responsive Sizing

Element	Font Family	Size	Line Height (Leading)	Letter Spacing (Tracking)	Use Case Example
Heading 1 (H1)	Nunito Sans	32 px	40 px (1.25x)	-0.01em	<i>Mobile Web Hero Text, App Welcome</i>
Heading 2 (H2)	Nunito Sans	24 px	32 px (1.3x)	0	<i>Facility Hours, Program Pages</i>
Heading 3 (H3)	Nunito Sans	18 px	24 px (1.35x)	+0.01em	<i>Card Headers, Class Schedule List</i>
Body Text	Nunito Sans	15 px	24 px (1.6x)	0	<i>Gym Rules, App Disclaimers, Paragraphs, General Club Policies, descriptions, text blocks</i>
Micro Copy	Nunito Sans	11 px	15 px (1.35x)	+0.02em	<i>Navigation Tabs, Input Form Field Labels</i>

Typography Accessibility & Color Usage Rules

When formatting type using our brand color hierarchy, make sure to execute type styles within high-contrast pairings to comply with Web Content Accessibility Guidelines (WCAG 2.1 AA) requiring a contrast ratio of at least 4.5:1.

What it means: You cannot put text on a background unless there is enough contrast between the two colors to easily read it.

The Math: The guidelines mandate a minimum 4.5:1 contrast ratio for regular text. For example, dark blue text on a white background passes easily, but light yellow text on a white background fails.

Color & Hex Code	Intended Role	Best Practice Usage
Pantone 289C Navy Blue #0C2340	<i>Primary Text & Dark Themes</i>	Use for main headings on light backgrounds to give them weight and authority. Also used as a solid dark background for dark-mode screens or sections.
Pantone 200C Crimson Red #BA0C2F	<i>Accent & Callout Color</i>	Use sparingly for elements that need immediate attention—such as active links, warning alerts, key metrics/numbers, or small status badges.
Pantone 431C Dark Slate #5B6770	<i>Body Text & Sub-headers</i>	Default color for all long paragraphs on light backgrounds. It provides a softer, less harsh look than pure black (#000000). Also used for secondary borders and secondary sub-headings.
Pantone 7683C Mid-Blue #426DA9	<i>Secondary Structural Text</i>	Used for sub-headings, secondary UI elements, or text sitting over colored cards/backdrops.
White #FFFFFF	<i>Inverted Body Text</i>	Strictly used for reading paragraphs over dark backgrounds (like Navy Blue).

High-Contrast Warning: Never put white text on top of Pantone 123C Yellow (#FCC72C) or Pantone 428C Light Gray (#C1C6C8). White text on these colors lacks contrast and is unreadable.

Layout & Text Alignment:

- **Never Justify:** Flush Left, Ragged Right (Left-Aligned): All paragraph text must align to the left side with a natural, uneven right margin.
- Fully justified text (where word spacing stretches so the text forms straight lines on both the left and right edges) is **explicitly banned**. It creates inconsistent gaps between words (often called "rivers" of white space) that make text very hard for neurodivergent individuals or people with dyslexia to read.

Font Hierarchy & Print Emphasis (Bitter):

- **Bitter Regular Italic (400 Italic):** Use for publication or book titles, foreign phrases, or soft emphasis within a body paragraph.
- **Bitter Bold(700):** Use strictly for critical action items, strong headings, or key callouts. Overusing bold weakens its visual impact.

(Note: Bitter is a slab-serif typeface designed specifically for comfortable print reading, so its italic and bold weights carry slightly more visual weight and structural firmness.)

Technical Size & Spacing Standards

Text needs "breathing room" (line height / leading) so adjacent lines don't bleed into each other:

Desktop Body: 16px font size with 26px line height (1.6x)

Mobile Body: 15px font size with 24px line height (1.6x)

Print Body Documents: 11pt font size with 16pt line height (1.45x)

UI Micro Copy: 12px (Desktop) / 11px (Mobile)

***Note:** The ~1.6x line-height ratio applies specifically to body text blocks to ensure readable scanning. Display headlines (H1–H3) use tighter leading ratios between 1.25x and 1.4x to prevent loose, detached titles.*

Unacceptable Usage (What Not to Do)

To maintain brand integrity, visual hierarchy, and full WCAG 2.1 AA accessibility compliance across all touchpoints, strict limits apply to how typography and color assets are used.

1. Font Misapplication & UI Contexts

No Serif Fonts in High-Impact UI Controls: Stick to designated sans-serif interface fonts (Nunito Sans) for functional controls, navigation, and primary buttons. Reserve Bitter strictly for editorial body text, articles, and long-form reading.

2. Typeface Distortion & Spacing Manipulation

No Manual Type Distortion: Do not apply horizontal or vertical scaling (stretching or squeezing) to the letter- forms, tracking (letter spacing), or sizing matrix of Nunito Sans or Bitter. Distorting glyph proportions ruins the typeface's engineered legibility and degrades kerning pairs.

No Artificial Styles: Never use faux-bold or faux-italic settings generated by design software. Always load and apply the native weight files (e.g., Bitter 400 Regular Italic, Bitter 700 Bold).

3. Unauthorized Color Variants & Accessibility Violations

No Non-Approved Palettes or Gradients: Do not swap authorized brand color codes out for neon variants, unapproved secondary shades, or custom gradients outside of the designated brand asset toolkit.

No Non-Compliant Low-Contrast Text: Never place low-contrast color combinations together—specifically white text over Pantone 123C Gold (#FFC72C) or Pantone 428C Light Gray (#C1C6C8). All text-to-background combinations must maintain a minimum 4.5:1 contrast ratio to avoid legal accessibility failures.

4. Paragraph & Layout Misalignment

No Justified Text Alignment: Never set body text to justified alignment (flush-left and flush-right). Forced justification creates uneven, erratic spacing between words—often called "rivers" of white space—which severely impairs readability for users with reading difficulties or visual impairments. Always default to flush left, ragged right.

Brand Color System Spec Sheet

A color system with purpose, hierarchy, and explicit guidelines for use across print and digital.

Category	Color Name	Pantone	HEX	RGB	Recommended Allocation and Role
PRIMARY	Dark Blue	289 C	#0C2340	12, 35, 64	~60% Allocation: Most dominant core brand color. Used for key brand expression, main headers, primary navigation, and primary buttons.
SECONDARY	Medium Blue	7683 C	#426DA9	66, 109, 169	~20% Allocation: Supports the primary color and adds variety while maintaining consistency. Used for subheadings, icons, and secondary structural accents.
ACCENT	Red	200 C	#BA0C2F	186, 12, 47	~7% Allocation: Use sparingly for emphasis, call-to-action (CTA) buttons, seasonal themes, and highlight badges.
	Yellow	123 C	#FFC72C	255, 199, 44	
SEASONAL	Orange	171 C	#FF5C39	255, 92, 57	~3% Allocation: Event-specific shades reserved strictly for time-bound marketing campaigns, holiday promotions, and sub-program themes
	Pink	708 C	#F890A5	248, 144, 165	
	Dark Green	7737 C	#6BA539	107, 165, 57	
	Light Green	2298 C	#B7DB57	183, 219, 87	
NEUTRALS	White		#FFFFFF	255, 255, 255	~10% Allocation: Provides visual balance, clean backgrounds, borders, and crisp body text readability.
	Light Grey	428 C	#C1C6C8	193, 198, 200	
	Slate Grey	431 C	#5B6770	91, 103, 112	
	Charcoal	447 C	#373A36	55, 58, 54	