



Brand Style Guide

Managing Our Visual Identity and Communications

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The Importance of Our Brand

Disability:IN is moving forward with a new name and new brand. These identity elements have been created to more clearly communicate our support for inclusion and opportunities for people with disabilities in all aspects of business.

Our new name and brand have been carefully crafted, down to the smallest detail, to accurately tell our story, to give us a distinct look that will allow our organization to stand out in the crowded nonprofit sector, and to encourage and galvanize our constituents.

This manual presents the components of our visual identity—logo, colors, and typefaces—with specifications for their usage. These guidelines also incorporate accessibility best practices and must be adhered to the fullest capacity.

It is critical that we present our brand consistently. Everyone needs to follow these guidelines so that our materials and communications will enhance our professionalism, present Disability:IN as an effective organization, and provide us the recognition we deserve.

For questions or more information, contact:

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Organizational Information

Name: Disability:IN

- **Disability:IN** is spelled with a capital D, I, and N with no spaces before or after the colon.
- Always use the full name –never abbreviate it.
- In cases where a colon cannot be used, use **DisabilityIN**. Capitalize D,I, and N, with no spaces.

Tagline: Your business partner for disability inclusion.

- It starts with a capital letter and has a period at the end.
- Use the logo files that include the tagline.

URL: DisabilityIN.org

- Do not use “www” in the URL: **DisabilityIN.org**
- Use an uppercase D for Disability and IN in the URL.

Email Addresses

- For email addresses, use your first name followed by @DisabilityIN.org.
Capitalize the first initial your name and the D and IN in the URL.
(Example) **Firstname@DisabilityIN.org**

Phone Numbers

- Separate the number with hyphens. Do not use parentheses in phone numbers.
USE: 917-555-1000 **NOT:** (917) 375-8700

Visual Identity

Our visual identity has elements designed to work together to help tell our story and create distinction for our organization.

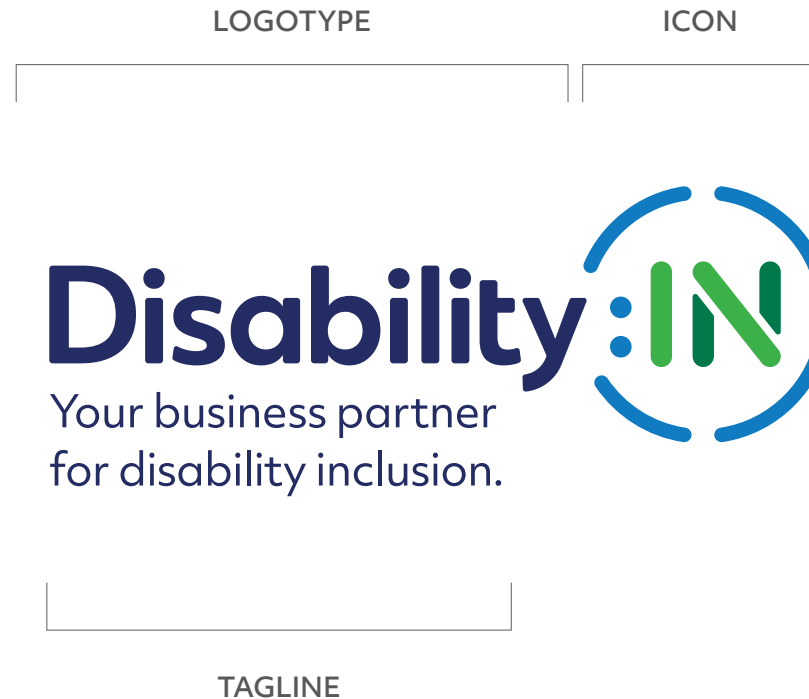
Logo

Our logo consists of our logotype and icon, which have been specifically designed to work together. Please use the supplied files and do not recreate the logo.

Tagline

Our tagline is: Your business partner for disability inclusion. The tagline is part of the logo. Use the supplied logo files with the tagline — don't try to re-create the tagline.

- When referring to the tagline in copy, do not change the color or font.



Logo

There are logo files with and without the tagline, as well as a file with the icon only.

Old Logo



The USBLN logo should no longer be used.

LOGO WITH TAGLINE



LOGO WITHOUT TAGLINE



ICON ONLY



Logo Files

The following logo files have been created for your use in various media.

TM in the file name indicates that the logo file includes TM for trademark.

4-Color (CMYK) Use for printed documents.



DI_Logo_Tagline_CMYK TM.eps
DI_Logo_Tagline_CMYK.eps
DI_Logo_Tagline_CMYK TM.tif
DI_Logo_Tagline_CMYK.tif



DI_Logo_CMYK TM.eps
DI_Logo_CMYK.eps
DI_Logo_CMYK TM.tif
DI_Logo_CMYK.tif

1-Color PMS 281U Use when printing is limited to 1 color.



DI_Logo_Tagline_DarkBlue_PMS281U TM.eps
DI_Logo_Tagline_DarkBlue_PMS281U.eps
DI_Logo_Tagline_DarkBlue_PMS281U TM.tif
DI_Logo_Tagline_DarkBlue_PMS281U.tif



DI_Logo_DarkBlue_PMS281U TM.eps
DI_Logo_DarkBlue_PMS281U.eps
DI_Logo_DarkBlue_PMS281U TM.tif
DI_Logo_DarkBlue_PMS281U.tif

Full Color RGB Use for web or screen (such as PowerPoint).



DI_Logo_Tagline_Web_72px.png
DI_Logo_Tagline_Web_300px TM.png
DI_Logo_Tagline_Web_300px.png



DI_Logo_Web_72px.png
DI_Logo_Web_300px TM.png
DI_Logo_Web_300px.png

Logo Files (CONT.)

The following logo files have been created for your use in various media.

Black Use when printing in black and white (such as a newspaper).



DI_Logo_Tagline_Black TM.eps
DI_Logo_Tagline_Black.eps
DI_Logo_Tagline_Black TM.tif
DI_Logo_Tagline_Black.tif



DI_Logo_Black TM.eps
DI_Logo_Black.eps
DI_Logo_Black TM.tif
DI_Logo_Black.tif

White Use when the logo is on a dark-colored background.



DI_Logo_Tagline_White TM.eps
DI_Logo_Tagline_White.eps
DI_Logo_Tagline_White TM.png
DI_Logo_Tagline_White.png



DI_Logo_White TM.eps
DI_Logo_White.eps
DI_Logo_White TM.png
DI_Logo_White.png

Icon Files

The IN icon has been designed for use in social media.

The same icon should be used for all Affiliates' social media.

4-Color (CMYK) Use for printed documents.



DI_Icon_CMYK.eps
DI_Icon_CMYK.tif

Web Color Use for web or screen (ex: PowerPoint).



DI_Icon_72px.png
DI_Icon_300px.png

White



DI_Icon_White.png
DI_Icon_White.eps
DI_Icon_White.tif

Black



DI_Icon_Black.png
DI_Icon_Black.eps
DI_Icon_Black.tif

Using the Right Files

Files with the different versions of the logo have been created for you. Each of these versions has been saved in an appropriate format for print and web use. Refer to the chart to determine which version to use.

USE	FILE TYPE	NOTES
Print documents, banners, signs	.eps	These files are CMYK and can be reduced or enlarged without a loss of resolution.
Word Documents	.tif	
PowerPoint, web or other screen uses	.jpg	These files are RGB and have a white background.
Web or screen uses	.png	These files are RGB and have a transparent background.

Logo Usage Guidelines

Logo Clear Space

Always position the Disability:IN logo for maximum impact and give it plenty of room to “breathe” to ensure its visibility and legibility.

A minimum amount of clearspace must always surround all versions of the logo. This space is equal to the height of the capital D in “Disability.”

Minimum Size

In order to be AAA Accessibility compliant for color contrast, follow these guidelines:

- For logos 1.125 inches and larger, you can use the color logo.
- If the logo needs to be used smaller than 1.125 inches, use the black logo without the tagline.



For logos 1.125 inches and larger, you can use the color logo.

Below 1.125"



If the logo needs to be used smaller than 1.125 inches, use the black logo without the tagline.

Incorrect Logo Usage

Creating a strong brand identity is achieved by using the logo and other brand elements consistently. When the logo is altered, the visual system is weakened.

The icon and logotype are designed as a unit to work in harmony with one another, and they should not be altered. The following are examples of how NOT to use the logo.

Animation

Other than using the official logo animation provided by Disability:IN, do not animate the logo or use any other motion effects.

Don't distort the shape of the logo.



Don't rotate the logo.



Don't change the color of the logo.



Don't change the logo typeface.



Don't use the logo without the icon.



Don't rearrange the logo elements.



Don't use the logo over an image.








Don't change the tagline typeface.



Program Naming System

Disability:IN is a part of the program logo and files have been created with the lockup in eps and jpg formats.

Note that the tagline does not appear in these logos.

LOGO	PROGRAM NAME
	Mentorship Exchange
	Supplier Diversity
	Talent Accelerator
	Inclusion Awards
	Inclusion Works

Affiliate Naming System

Affiliate logos follow the structure shown with the Affiliate name set in Museo 500 with -20 tracking in Light Blue.

The tagline can appear in these logos.

LOGO	AFFILIATE NAME
 <p>Disability:IN Your business partner for disability inclusion.</p>	Silicon Valley
 <p>Disability:IN Your business partner for disability inclusion.</p>	Connecticut
 <p>Disability:IN Your business partner for disability inclusion.</p>	Chicagoland
 <p>Disability:IN Your business partner for disability inclusion.</p>	Central Texas

Color & Typography

Color Systems

Color

Color is an important part of Disability:IN's visual identity. We have a specific palette of colors that are used to help our audiences recognize our communications and connect our programs to our organization.

Please use our organizational colors and follow the guidelines so that we can maintain a strong and consistent brand that works for us, not against us.

Color Systems

Different uses require different color systems. Disability:IN's colors have been coordinated for four systems: CMYK (full color printing), PMS (single color printing), hexadecimal (web), and RGB (screen display). Use this chart to select the appropriate color codes for your specific use.

CMYK

The CMYK (4-color) system is used for full-color printing, also known as Process printing.

PMS

The Pantone Matching System, (PMS) is used for printing in a single color.

WEB

The hexadecimal (#) color system is used online, such as on the website.

RGB

The RGB (Red, Green, Blue) color system is meant specifically for screen display.(ex: PowerPoint).

Accessible Colors

Colors were chosen with especially high levels of contrast for people with visual impairments. These deep colors render well in digital environments for maximum visibility.

Dark Blue

CMYK
100.95.30.20
RGB
37.45.101
HEX
#252D65
PMS
281

Color Contrast Ratio:
12.79:1

Passes WCAG
AA & AAA Normal Text
AA & AAA Large Text

Blue

CMYK
85.45.0.0
RGB
4.123.193
HEX
#047BC1
PMS
Process Blue

Color Contrast Ratio:
4.47:1

Passes WCAG
AA Normal Text
AA & AAA Large Text

Green

CMYK
75.3.100.0
RGB
62.175.73
HEX
#3EAF49
PMS
360

Color Contrast Ratio:
2.65:1

Dark Green

CMYK
100.25.90.15
RGB
0.122.75
HEX
#007A4B
PMS
356

Color Contrast Ratio:
2.73:1

Passes WCAG
AA Normal Text
AA & AAA Large Text

Fonts

Typefaces are an essential part of Disability:IN's visual identity because they create a distinctive look for the organization. In order to maintain a consistent and easily recognizable image, the following typeface families should be used for all materials.

Objektiv MK2 can be used by syncing from Adobe Typekit (included with most Creative Cloud accounts) and can also be used as webfont by creating a kit. typekit.com/fonts/objektiv

For more information on how to use Typekit and how to use the fonts on websites refer to: typekit.com/help
typekit.com/account/kits

Accessibility

All fonts were chosen while keeping in mind accessibility for people with visual impairments.

Objektiv Mk2 Family

Aa

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrs

tuvwxyz1234567890

Light *Italic* Regular *Italic* Medium *Italic*

Bold *Italic* Xbold *Italic* Black *Italic*

Fonts (CONT.)

Museo Slab can be used by syncing from Adobe Typekit (included with most Creative Cloud accounts) and can also be used as webfont by creating a kit. typekit.com/fonts/museo-slab

Accessibility

All fonts were chosen while keeping in mind accessibility for people with visual impairments.

Museo Slab Family

Aa

A B C D E F G H I J K L M N

O P Q R S T U V W X Y & Z

a b c d e f g h i j k l m n o p q r s

t u v w x y z 1 2 3 4 5 6 7 8 9 0

Light *Italic* Regular *Italic* Medium *Italic*

Bold *Italic* Extra Bold *Italic* Black *Italic*

Font Substitutes

In situations where the brand fonts are not available, replace with the following:

- Substitute **Montserrat** for **Objektiv MK2**
- Substitute **Roboto Slab** for **Museo Slab**

You may download these substitute fonts print and web purposes from fonts.google.com.

System Fonts

When text has to be set to a system font (i.e. email templates, or shared editable documents), you may replace with the following:

- Substitute **Arial** for **Objektiv MK2l**
- Substitute **Georgia** for **Museo Slab**

Accessibility

All fonts were chosen while keeping in mind accessibility for people with visual impairments.

Substitute **Montserrat** for **Objektiv MK2**
fonts.google.com/specimen/Montserrat

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z

abcdefghijklmnopqrstuvwxyz 1234567890

Substitute **Roboto Slab** for **Museo Slab**
<https://fonts.google.com/specimen/Roboto+Slab>

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Font Usage

Section Tag

Objektiv XBold 10/16
in white on light blue box

Headline

Museo Slab 900, 44/50

Subhead

Objektiv Bold, 18/26 Dark Blue

Body

Museo Slab 300, 10/14

Text Link

Museo Slab 500, 10/14 underlined

Callout

Museo Slab 700, 14/20 Light Blue

SECTION TAG

Disability Inclusion in the Workforce

Menis et odi res dasperum faceatur, sinverc hitaquae coriatem lab invendan

Menis et odi res eaquasperum faceatur, sinverc hitaquae coriatem lab inven-
danihil in res et dem ad quaerrum fugitiustio exeru. Feresed ut plia nonseru
mquatiunt ut et fugita qui dolore dolor modio berspelibus eum fugit, optas
sent quam nimus, occatur rerum doluptatur ma senis aliquid que pella qui
audamendus text link sequide mporatus. Voluptia seque sequistium ius,
sum nos ex et andamus, ium ut moluptatur, iunt eat. sent quam nimus, oc-
catur rerum doluptatur ma ue pella qui.

**Edi destis sequunt isciisti
ribea ipsam exerum faccab
is cus quidis ad modit.**

Type In Action

ACCESSIBILITY

Written material both on screen and on the printed page needs to be accessible in order for individuals to be able to easily extract information from the text.

POINT SIZE

Keep your text large, preferably 12 points or above.

FONT EMPHASIS

Italic type should not be used. If a word or passage must be emphasized, **use a bold font.**

DON'T ~~Do not use italics since it is difficult for some to read.~~

DO Emphasize a word by using **bold**.

FONT TREATMENT

If possible, do not use large blocks of text in all caps. **Set the type in upper and lower case.**

DON'T ~~DO NOT USE LARGE BLOCKS OF TEXT IN CAPS.~~

DO When setting type large, use upper and lower case.

HYPHENATION

Hyphenation can have an effect on the readability of text. It interrupts the fluency of the text, especially for readers with dyslexia or learning difficulties. **Switch hyphenation off to avoid splitting words at the end of lines.**

DON'T ~~Hyphenation can have an effect on the readability of text.~~

DO Hyphenation can have an effect on the readability of text.

LETTER SPACING

Text with letters very close together makes reading difficult for those with visual impairments. **Set letter spacing (tracking) to 0 to improve legibility.**

DON'T ~~Text with letters very close together makes reading difficult.~~

DO Text with the letter spacing set to 0 tracking greatly improves legibility.

Type In Action (CONT.)

LEADING

(space between lines of text)

The recommended spacing between lines of text is 1.5, rather than a single space.

Many people who are visually impaired have difficulty finding the beginning of the next line when single spacing is used.

DON'T The recommended spacing between lines of text is 1.5, rather than a single space. Many people who are visually impaired have difficulty finding the beginning of the next line when single spacing is used.

DO The recommended spacing between lines of text is 1.5, rather than a single space. Many people who are visually impaired have difficulty finding the beginning of the next line when single spacing is used.

LEFT ALIGN

Set type flush left. Don't center or justify text, including headings, lists and footers.

The reader needs to know where to expect these components.

DON'T Text can never be centered or justified, including headings, lists and footers. The reader needs to know where to expect these components

DO Set all text flush left so that it is easy to read and the reader can anticipate where each line begins.

PAPER QUALITY

Avoid using glossy finish paper such as those seen in magazines. Glossy pages create glare, which makes it more difficult to read for people with vision impairments.

Messaging

Brand Messaging

Our Purpose

We empower business to achieve disability equality and inclusion.

Our Vision

An inclusive global economy where people with disabilities participate fully and meaningfully.

Who We Are

Disability:IN is the leading nonprofit resource for business disability inclusion worldwide. Our network of over 160 corporations expands opportunities for people with disabilities across enterprises. Our central office and 50 Affiliates serve as the collective voice to effect change people with disabilities in business.

What We Do

Disability:IN advances the cause of disability inclusion by creating awareness, advising corporations and sharing proven strategies for including people with disabilities in the workplace, supply chain, and marketplace. We expand opportunities for people with disabilities by helping companies invigorate their disability initiatives, explore best practices, incorporate culture changes, and realize positive business outcomes.

For Corporations

- We set standards for disability inclusion and measure corporate efforts through our Disability Equality Index.
- We share insights and methodologies educating corporations on how to attract, hire and grow talent with disabilities through our Talent Accelerator and Mentorship Exchange programs.
- We provide customized disability inclusion support for corporations through our Inclusion Works program.

- We guide businesses to expand disability inclusion in their supply chain with our Supplier Diversity program.
- We convene employers, talent, suppliers, and nonprofits at our Annual Conference.
- We recognize leaders and achievement with our annual Inclusion Awards.

For Millennials with Disabilities

- We expand opportunities for young people with disabilities to explore their career options through our Mentorship Exchange and Talent Accelerator programs.

For Disability-Owned Businesses

- We certify various kinds of disability-owned business enterprises and help them connect with leading corporations through our Supplier Diversity program.

Shared Commitments

Work together with purpose. Business has a competitive advantage when everybody is in, including talent with a disability. Nobody is out.

Inspire innovation that makes a difference. Share leading practices and help businesses accelerate disability inclusion through programs, tools and our Annual Conference. Further, recognize that at the intersection of innovation and inclusion lies accessibility, and without it, we can't make a difference.

Empower people. Challenge perceptions about disability and provide career opportunities, training, and mentorship for talent and entrepreneurs with disabilities.

Brand Narrative

Our story started with the common misperception that people with disabilities could not work. Our roots stem from government, with ties to the Americans with Disabilities Act, but soon realized without an active collaboration with corporate America, people with disabilities would never be able to participate fully, nor meaningfully, in business.

Disability:IN, formerly the US Business Leadership Network (USBLN), is the leading nonprofit resource for business disability inclusion worldwide. Our growing network of over 160 corporations represent businesses that are committed to expanding opportunities for people with disabilities. Our organization along with 50 Affiliates serve as the collective voice to expand our efforts from local to global. Together we have helped businesses attract more than 8,000 talented candidates with disabilities, paving new ground in establishing best practices for disability inclusion in business.

Yet, despite these achievements, the unemployment rate for people with disabilities sits at 8.2%, about twice that of those without disabilities.

To propel business disability inclusion domestically and internationally, USBLN rebranded as Disability:IN. While the misperception of people with disabilities slowly erodes, other barriers remain such as unconscious bias, insufficient accessible technology, and non-inclusive supply chains.

Disability:IN represents a new era for disability inclusion in business. At the same time, the organization remains committed to building a stronger bridge between business and the disability communities. Together we will:

Work together with purpose. Business has a competitive advantage when everybody is in, including talent with a disability. Nobody is out.

CONTINUED

Brand Narrative (CONT.)

Inspire innovation that makes a difference.

Share leading practices and help businesses accelerate disability inclusion through programs, tools and our Annual Conference. Further, recognize that at the intersection of innovation and inclusion lies accessibility, and without it, we can't make a difference.

Empower people. Challenge perceptions about disability and provide career opportunities, training, and mentorship for talent and entrepreneurs with disabilities.

With more than 160 corporate partners, a growing number of Affiliates, and enduring alliances with LGBTQ individuals, Women, and People of Color, Disability:IN aims for the day when our organization is no longer needed.

We're IN. Are you?