

PECKHAM

FINAL BRAND BOOK

› *Last Modified June 17, 2019*

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A man with a beard, wearing a white button-down shirt, is seated at a desk in a modern office. He is looking at a computer monitor and has his hands on the keyboard. The office has large windows in the background, and other people are visible working at their desks. The text "DEVELOP POTENTIAL. WORK WITH PURPOSE. DELIVER RESULTS. >>" is overlaid on the left side of the image in white, with the last part in orange. The overall tone is professional and motivational.

DEVELOP POTENTIAL.
WORK WITH PURPOSE.
DELIVER RESULTS. >>



PECKHAM'S MISSION & VISION

MISSION

Peckham, a nonprofit community vocational rehabilitation organization, is a unique business and human services agency which values quality, diversity, and performance. Our mission is to provide a wide range of opportunities to maximize human potential for persons striving for greater independence and self-sufficiency. We embrace collaboration, effective resource management, and innovative approaches to achieve world-class excellence.

VISION

To prove that people with disabilities and other barriers are more than capable of delivering world-class, high-quality products and solutions.

PECKHAM'S VALUES

**People Matter to Us.
A Whole Lot.**

› COMPASSION

Different is Awesome.

› DIVERSITY

Freedom to Thrive.

› OPPORTUNITY

Do Great Work.

› EXCELLENCE

Be Proud of It.

› PRIDE

“WE” is the Password.

› COMMUNITY

Embrace the “AND.”

› BALANCE



BRAND PERSONALITY

- › INCLUSIVE
- › INNOVATIVE
- › ETHICAL
- › PASSIONATE
- › RESPECTFUL
- › AGILE

TAGLINE

At Peckham, none of these three factors exist without the others. Peckham develops potential in its team members; operates with a purpose to support a broader mission, while concurrently supporting its customers' objectives; and, at the end of the day, consistently delivers high-quality results for customers and team members. The stable coexistence between potential, purpose, and results is Peckham's key differentiator. This tagline communicates Peckham's mission and commitment to quality in a straightforward manner, which reinforces the brand's emphasis on simplicity.

»» *Potential. Purpose. Results.*

POINT OF VIEW

A HYBRID OF FIRST-PERSON AND THIRD-PERSON POINT OF VIEW

When writing content, default to mixing first and third-person points of view by first mentioning Peckham by name and then using the pronouns “we” and “our.” This perspective tends to achieve an effective, professional tone—it allows you to improve name recognition while still establishing a personal, welcoming tone. This will be the most common point of view for Peckham’s external-facing content.

When using this hybrid method, ensure that Peckham is mentioned by name in an earlier paragraph or heading. Avoid using solely first-person point of view without mentioning the word “Peckham” first, except for internal-only mediums or social media.

EX: “At Peckham, our mission is...” or “Peckham Farms operates at 5408 W. Grand River Rd. Lansing, MI. We carry our own line of jams, preserves, salsas, pickles, and sauces.”

MEDIUMS: Peckham’s website, sales booklets, apparel/merchandise tags, and most other mediums

THIRD-PERSON POINT OF VIEW

When writing content that will exist on third-party sites or materials, default to third-person point of view. Use this perspective only when writing company descriptions or job postings for outside sites, events, etc. wherein a formal tone is warranted.

EX: “Peckham, Inc., a nonprofit community vocational rehabilitation organization, is a unique business and human services agency that values quality, diversity, and performance. Its mission is to provide...”

MEDIUMS: LinkedIn, job posting boards, brochures or programs, and print advertisements

FIRST-PERSON POINT OF VIEW

Use first-person point of view exclusively on social media and internal-facing content, such as company-wide emails. This is the most informal option and should only be used in contexts wherein a very casual tone is appropriate. This works well for social media, as Peckham’s name is already represented through the account name itself.

EX: “Our mission is...” or “We’re celebrating diversity.”

MEDIUMS: Internal company-wide emails, tweets, Facebook or Instagram posts

THE VISUAL BRAND >>>

LOGO

The Peckham mark consists of two elements: the wordmark and the icon. This makes it very versatile, allowing it to be used in several different ways. The primary logo, whether vertical or horizontal, should be used most often. Both formats have been provided for flexibility of use.

The mark has also been provided with the tagline, as an icon, and as a wordmark.

The primary logo is provided in navy, electric orange, kelly green, black, and white. The primary logo is preferably used in navy, but can be used in kelly green or electric orange when appropriate. To see all versions provided, please refer to the File Directory in the Appendix. All logos are included in four different file types: PDF, EPS, JPG, and PNG. For more information about when to use which format, see the File Type Guide in the Appendix. Each logo is included in three different color spaces: PMS, CMYK, RGB as well as Black and White. For more information about which color space to use, please refer to the Color Space Guide in the Appendix.

PRIMARY VERTICAL



PRIMARY HORIZONTAL



VERTICAL TAGLINE



HORIZONTAL TAGLINE



ICON



WORDMARK



SIZING & SPACING

SIZING

Minimum size requirements have been established to ensure legibility of the logo, and recognition of the brand. The application in which the logo is being used should guide the usage size—using your discretion, and the standards provided within this book. Proportions of the logo should **never** be altered, not under any circumstances.

SPACING

Always maintain the minimum distance between any part of the logo and any other elements appearing on the page—this minimum distance should be equal to the stem of the P of the icon. This minimum distance also applies to the spaces allowable between the edge of the page and any part of the logo. No other elements—copy, photos, artwork, etc.—should be placed within the space indicated or behind the logo (unless a photographic background is being used on the majority of the page).



COBRANDING

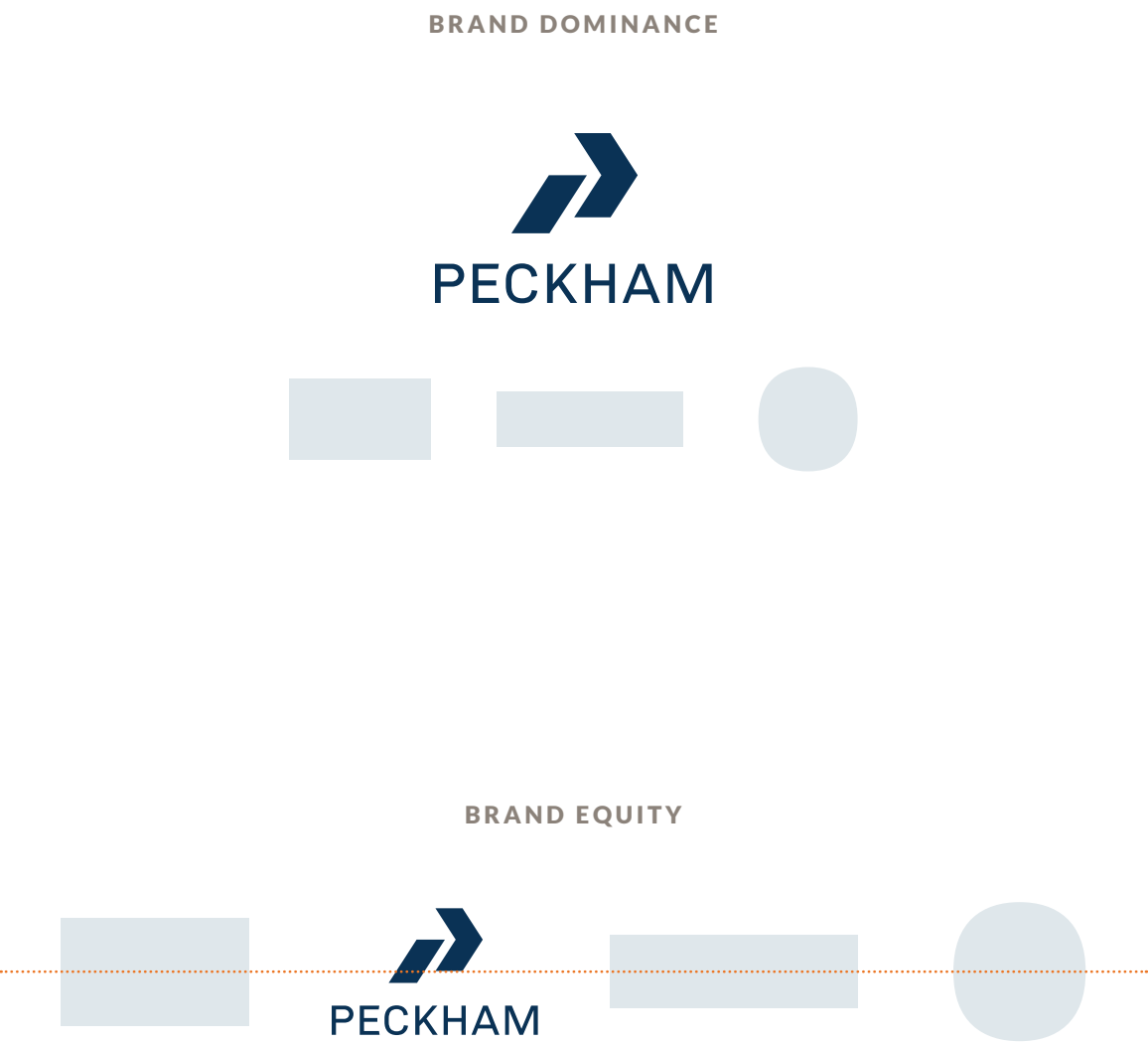
Often, the logo will be required to co-exist with logos from partner organizations. This allows you to support important causes or align with other efforts that reflect Peckham’s values. It is required to use the primary mark in these instances.

BRAND DOMINANCE

When Peckham is the brand feature, it should be larger than the partner logos. If the layout permits, use the vertical primary logo above the partner logos.

BRAND EQUITY

When multiple, equal logos need to be displayed, best practice is to ensure that they have similar visual size, and are aligned on a center axis.



LOGO MISUSE

The composition of a logo is very specific, and is important for proper recognition of your brand. Do not attempt to recreate the logo, in any form. Changing the logo's fonts or colors, stretching any elements, or adding and subtracting elements in any form is prohibited. The following are a few common examples of logo misuse.

DISTORTED PROPORTIONS



DROP SHADOWS



ROTATION



WRONG TYPEFACE



DISTRACTING BACKGROUND



WRONG COLOR



MULTIPLE COLORS



COLOR PALETTE

The color suite has been designed to have the diversity and variety to meet Peckham’s complex needs. There is a primary corporate-level palette, a supplemental palette, and neutrals. Further explanation on how these colors are to be used are on the following pages.

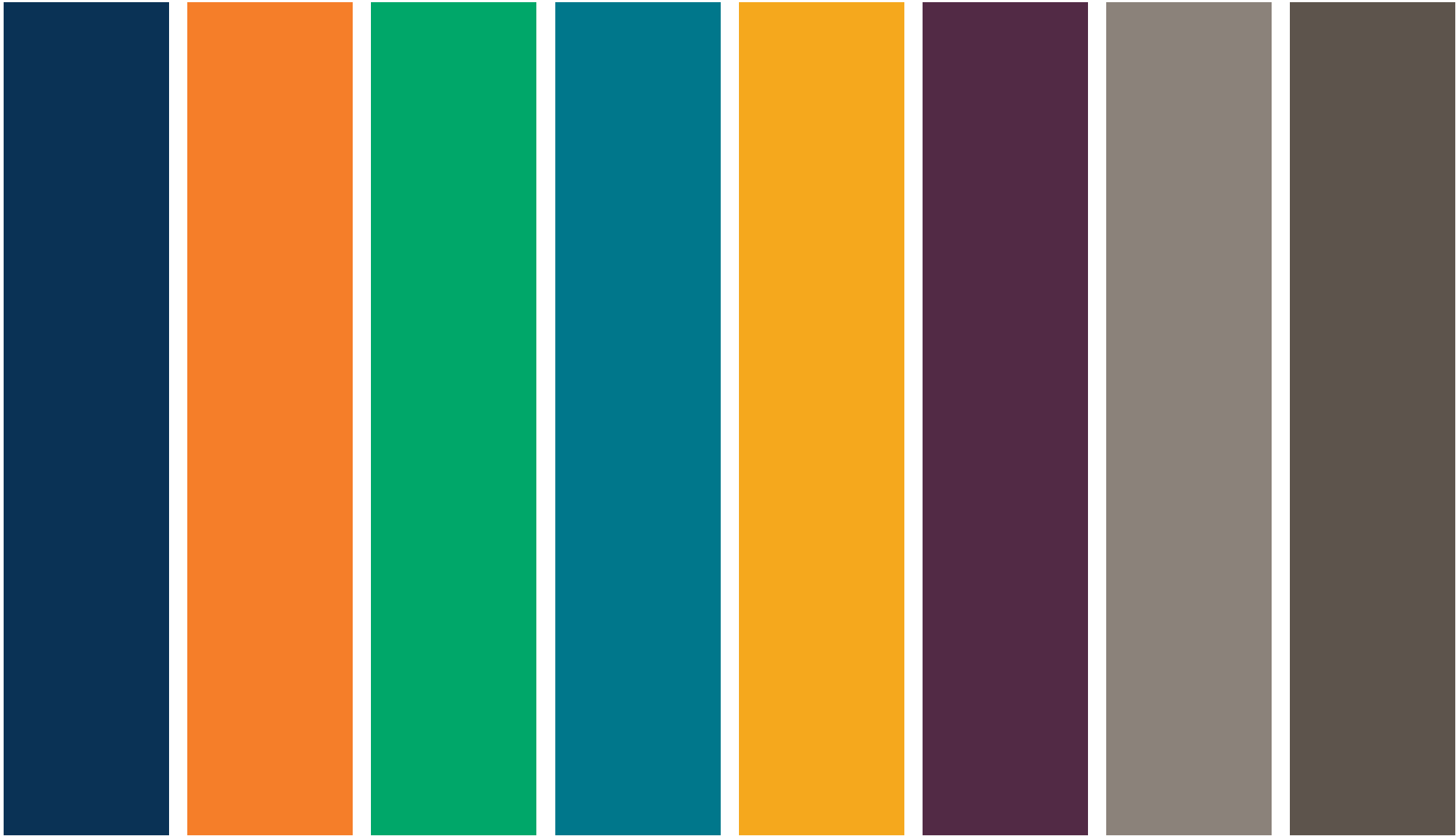
It is normal for color variations to occur between coated and uncoated stocks and among various digital printing devices, particularly in-office printers.

The logo and color palette will be provided to you in various color spaces: PMS, full color/four color/CMYK, RGB, black, and white. Use the full-color/4 color/ CMYK logo when printing digital or 4 color offset.

Use RGB colors only for Web, television, or other “screen” devices. RGB color breaks are much more limited than full color/4 color/ CMYK color breaks and, therefore, these tones may vary widely from the printed colors.

PLEASE NOTE

Colors vary depending upon printing device and monitor screen. Should you have questions or should additional considerations need to be made, please contact Redhead Design Studio at 517.853.3681 for guidelines.



PRIMARY PALETTE

The primary color palette is Peckham’s signature color palette. As the new brand builds awareness, this will be the palette external audiences associate with Peckham. All external facing materials should utilize the primary color palette.

NAVY

Navy is an effective dark, grounding color that helps neutralize the vibrancy of the accent colors. In most cases, Navy should be treated as the ‘base color’ of the brand.

The accent colors are used effectively to call out elements and add personality to the brand. These colors can be dialed up or down across materials, depending on what is appropriate.

KELLY GREEN

Kelly Green is optimistic, inviting, and friendly. This means it is generally useful for human-centered, collaborative interactions.

ELECTRIC ORANGE

Electric Orange is energetic and attention-grabbing. This makes it effective for call to action/action-oriented uses.

NAVY

PMS: 540
CMYK: 100, 80, 38, 37
RGB: 0, 48, 87
HEX: #003057

ELECTRIC ORANGE

PMS: 158
CMYK: 0, 62, 95, 0
RGB: 240, 124, 34
HEX: #FF6C0E

KELLY GREEN

PMS: 3405
CMYK: 100, 0, 82, 0
RGB: 0, 157, 115
HEX: #00A669

SUPPLEMENTAL PALETTE

The supplemental palette can be used for pieces that may need more than three colors, or to add variety to materials that are more internal-facing or not corporate-level.

When using supplemental colors, ensure usage does not lead certain colors to compete with one another (ex: using too many accent colors, using navy and mulberry in similar ways).

TEAL

PMS: 3145

CMYK: 100, 36, 38, 8

RGB: 0, 117, 141

HEX: #00758D

MARIGOLD

PMS: 130

CMYK: 2, 38, 100, 0

RGB: 245, 168, 0

HEX: #F5A800

MULBERRY

PMS: 5115

CMYK: 60, 85, 46, 43

RGB: 82, 42, 68

HEX: #522A44

NEUTRAL PALETTE

Neutral colors, when paired with primary and supplemental colors, can add depth to your designs. Along with black and grays, neutral colors enrich and add sophistication to our palette.

TINTS

Tints of primary or supplementary colors can be used as neutrals as well. Using tints of already existing colors helps a palette feel cohesive, yet well-rounded. See examples.

WARM GRAY

PMS: Warm Gray 8
CMYK: 46, 43, 48, 8
RGB: 140, 130, 122
HEX: #8C827A

SOFT BLACK

PMS: Black 4
CMYK: 57, 56, 62, 34
RGB: 93, 83, 75
HEX: #5D534B

5% TEAL

10% TEAL

15% TEAL

5% NAVY

10% NAVY

15% NAVY

TYPOGRAPHY

In order to keep a consistent look and feel, always use branded typography for materials. Peckham's fonts are Lato, Trade Gothic Next Compressed, and Trade Gothic Next Condensed.

Lato is to be used for all body copy. Trade Gothic Next is to be used for headlines in ALL CAPS. For instances that require a web-safe typeface, Oswald can be used as an alternative for Trade Gothic Next.

PURCHASING FONTS

Lato is available for download on [Google Fonts](#).

Trade Gothic Next can be found on [Adobe Fonts](#) or purchased through [myfonts.com](#).

Oswald is available for download on [Google Fonts](#).

Lato Hairline

Lato Hairline Italic

Lato Light

Lato Light Italic

Lato Regular

Lato Regular Italic

Lato Bold

Lato Bold Italic

Lato Black

Lato Black Italic

TRADE GOTHIC NEXT COMPRESSED

TRADE GOTHIC NEXT COMPRESSED BOLD

TRADE GOTHIC NEXT COMPRESSED HEAVY

TRADE GOTHIC NEXT CONDENSED

TRADE GOTHIC NEXT CONDENSED ITALIC

TRADE GOTHIC NEXT CONDENSED BOLD

TRADE GOTHIC NEXT CONDENSED BOLD ITALIC

TRADE GOTHIC NEXT CONDENSED HEAVY

TRADE GOTHIC NEXT CONDENSED HEAVY ITALIC

TYPOGRAPHY GUIDELINES

Always allow room for generous leading and margins to ensure maximum legibility. The exact point size, leading, and tracking will vary between materials. Generally for standard letter-size materials, Lato can be used at 10pt with 18pt leading. Rather than indenting, use a 0.0625" space in between paragraphs. See example to the right for type treatments.

COLOR

Colors can be utilized alongside type treatments to strengthen a hierarchy. The example to the right shows an appropriate use of color. See the Color Palette section for details on what colors to use and how they can be used.

- TITLE, 40PT
TRADE GOTHIC NEXT
BOLD CONDENSED
TRACKING: 20
- H1, 20PT
TRADE GOTHIC NEXT
COMPRESSED
TRACKING: 20
- H2, 10PT
LATO BLACK
TRACKING: 90
- BODY COPY, 10PT
LATO REGULAR
TRACKING: 0

CONTACT CENTER SOLUTIONS

INFORMATION HELP DESK TECHNOLOGY

MANAGEMENT EXPERTISE

Atur, con nonsequasse nobistia nobit reium, nimi, abore volo etur sectemp oresciis natur reperro vidiataepro te poruptur, sin pres vererum sed que dolest, in por sam, verum rem nimus aut harum dolorro to quam liat.

Xerspere sendae. Itatendam impeliquam, sit dolorumet esti doluptis enit, sus, omnihit volorro ritium esent optate modigendunt.

Hendam quam doluptas porum architatio. Et est, in nihilictem dolor audit, cusant que magnima gnimolorio magnate cearibusanis doluptam, iduntisimus as molore, ut liquam iderum ullendi tasimil is de voluptur, que et moloribus voluptatur, culluptatem latio doluptas essequi reperum nobitibus quae. Nam rehendebis molo derfere nihicient, cuptatur modit pligenecto ius delit, sam volorest arcima cus, sequam, omnis dit pligenet fugit labo. Hent.

ALIGNING TEXT WITH THE LOGO

When text needs to be paired with the logo, it is important to keep everything in proper alignment to prevent a sloppy, careless look.

VERTICAL LOGO

When using the vertical logo, always center align the text and make sure it is centered underneath the logo. Ensure there is a proper amount of clear space in between the logo and text.

HORIZONTAL LOGO

When using the horizontal logo, left align the text and make sure it is aligned to “Peckham” leaving the P icon hanging to the left. Ensure there is a proper amount of clear space in between the logo and text.

CORRECT



INCORRECT



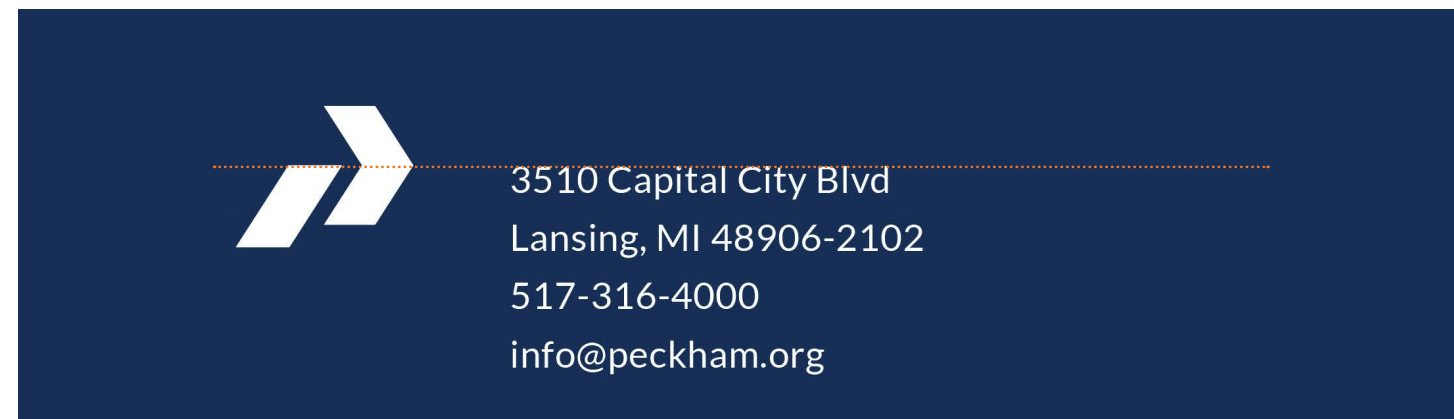
ALIGNING TEXT WITH THE ICON

The horizontal logo has been designed with the text aligned to the bottom of the bowl of the 'P'. If creating a piece that requires text to be next to the 'P', ensure the same rule is followed.

CORRECT



INCORRECT



ACCESSIBILITY

When creating materials, keep the audience at the forefront of your mind. Some audiences may not need as strict accessibility standards as others, so make informed and intentional decisions accordingly.

ALL CAPS

Headlines are an appropriate place to use all caps formatting. This creates a clear hierarchy and increases readability from a distance. Best practice is to keep headlines at 1-3 words, and add 5-12% letter spacing between text in order to maximize readability.

COLOR

Ensure color choices have enough contrast to allow maximum readability. You can check your accessibility score [here](#) according to the WCAG accessibility guidelines.

READING LEVELS

When writing content, ensure it is at an appropriate reading level for the intended audience. There are many websites where you can input your content and get a score. You can learn more about writing techniques for readability recommended by the WCAG [here](#).

WEBSITE

All text on Peckham's website should be screen-reader friendly. This means no images can be used for headlines, body content, or other crucial information. Ensure images have alternate text available.

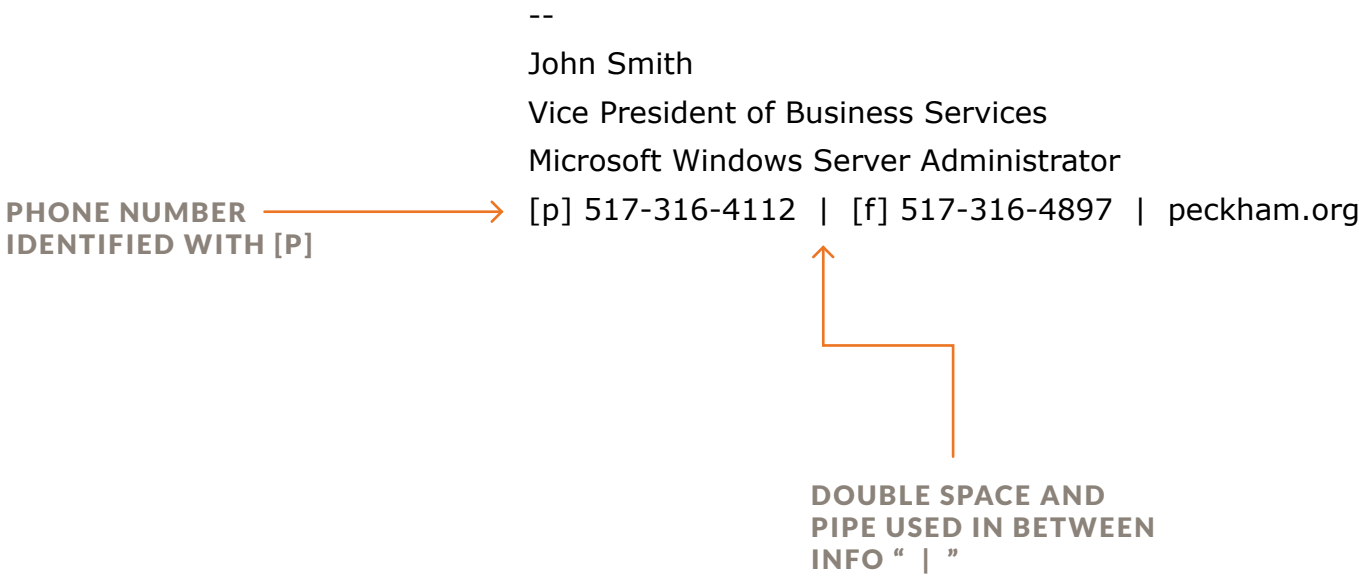
EMAIL SIGNATURE GUIDELINES

There are many ways to go about formatting email signatures. But to make them the most accessible, use the best practices outlined here.

Use a system font, meaning a font that is universally pre-loaded onto computers. **Verdana** has many similar characteristics to Lato, making it the most in-line with the brand.

Begin the signature with “-- ” and then write the content below. Do not use blank lines within the signature. Avoid using images. These guidelines ensure email clients can properly read it as a signature.

Identify phone/fax/cell numbers with brackets around a “p,” “f,” or “c.” Use a pipe in between information and double space on either side of the pipe. Write Peckham’s URL as “peckham.org.” Following these guidelines ensures that the formatting of this information is consistent across materials like business cards, letterheads, etc.



ADDRESS PANEL LOCKUP

An address panel lockup is the way the logo is styled with contact information. It is best practice to keep this consistent across materials.

Always use Lato Bold or Black in all caps. For standard-sized printed materials, 7pt type with 60pt tracking and 9pt leading works well. An oversized printed piece or digital environments may need adjustments, but use these ratios as a guide.

Double space in between different kinds of information (HQ address, phone number, website, locations.) Properly align text with the logo being used, and make sure there is proper clear space between the logo and text.

When including locations in the lockup, put a double space and pipe in between each city.



VISUAL ELEMENTS

The Peckham visual brand communicates bold confidence and forward thinking. When creating marketing materials, it is important to make sure visual elements are consistently speaking to Peckham's brand rather than muddling it. This is done through careful consideration and intentional choices.

Keep in mind the sharp angles in the mark and brand typography. The mark itself is bold and simple, therefore elements, layouts, etc. should all flow intuitively with this system.

Supplementary graphics can be utilized to add interest to the visual brand. Examples to follow.

THE ARROW

The Arrow is derived from the Peckham P and is a subtle way to reinforce Peckham's brand throughout materials. It can be used effectively as a call-out for certain text elements, as well as a graphic element to add energy to a page. See examples of use in the Application Examples section.

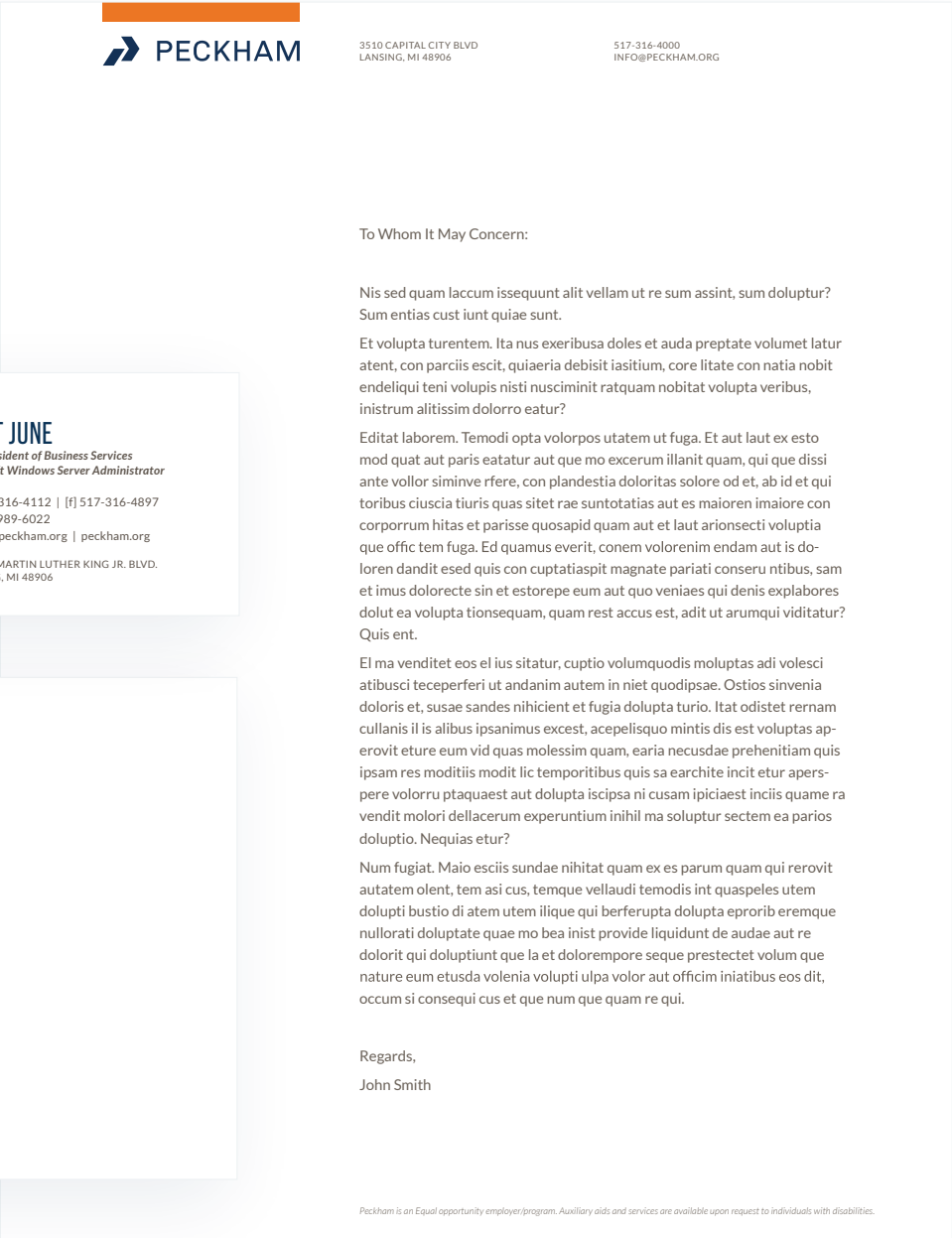
PLEASE NOTE

When using the Arrow, make sure that it is not visually competing with the Peckham P. Use should be minimal as a graphic element. Opt to use the Peckham P as a main visual element if needed.



THE BAR

The Bar is a way to call out Peckham’s logo with strength. It can be used with the Primary Horizontal logo, the icon, and the wordmark. The Bar is used preferably to the left side of a piece along the top edge. When printed materials that do not allow for a bleed are being produced, alternate placements can be used. See examples to the right. Files ready for use have been provided. See the File Directory for details.



THE ICON

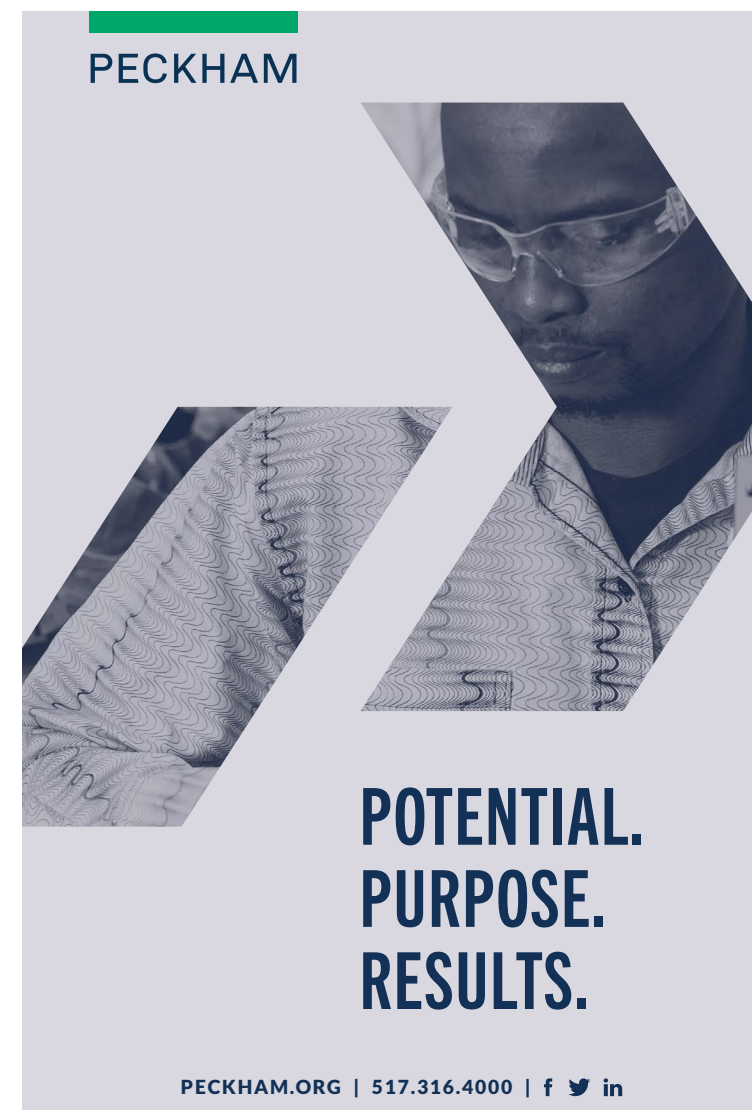
The 'P' icon can be used as a primary graphic element when creating visual materials.

The icon is thick and bold enough to be filled with photography. When using an image, ensure no important parts of the subject (ex: face, head) are cut out/off. It can also be filled with textural photography when appropriate.

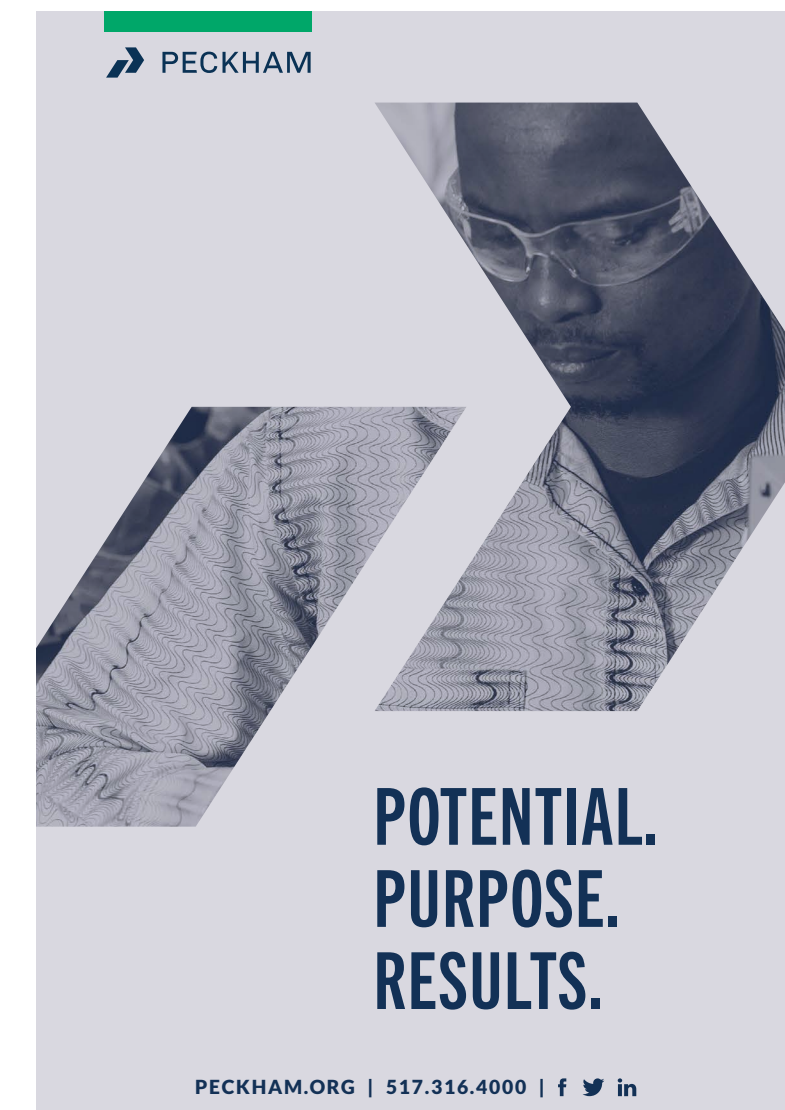
NOTE

When the icon is being used as a primary graphic, opt to use Peckham's wordmark to avoid repetition. See examples to the right for correct and incorrect use.

CORRECT



INCORRECT



PHOTOGRAPHY

Photography is a very important marketing tool and should reflect the standards of the Peckham brand. Images should be engaging, dynamic, and professionally lit.

Backgrounds should be natural and photos should not be clipped out onto a white/colored background. Avoid obviously posed photography.

Colors should be rich and vibrant, but not over-saturated. Selecting photography that has a color palette inspired by the brand colors is also a great way to reinforce the brand.

When using photos of subjects, it is important that they are properly lit and emphasized. Subjects should not be lost in a busy background and should be the main focus of a photograph. Lighting should look natural and bright.

TIP

Use the Hue/Saturation tool in Photoshop to manipulate colors in photographs to align more closely with the brand color palette.



SUB-BRAND MARKS

LINES OF BUSINESS

Lines of Business at Peckham have a dedicated graphic treatment. This includes an accent color paired with the base color (navy). Materials for each line of business should utilize the accent color in the logo along with a harmonious palette. Examples to follow.

The marks including more than one word have also been provided as a stacked version for flexibility of use.



KELLY GREEN BAR

KELLY GREEN
ARROW

MARIGOLD BAR

5% TEAL
BACKGROUND

NAVY TITLE

KELLY GREEN
LIST BULLETS

TEAL H1

TEAL H1

NAVY H2

SOFT BLACK
BODY COPY

MARIGOLD
LIST BULLETS

- NAVY - BASE
- MARIGOLD - ACCENT
- TEAL - ACCENT
- 5% TEAL - NEUTRAL
- SOFT BLACK - NEUTRAL

KELLY GREEN
MARK

MARIGOLD
MARK

PECKHAM DIVERSIFIED

Peckham Diversified is connected to Peckham Inc., therefore gets the same visual treatment. The mark may be used in full-color, black, or white.

When creating materials for Diversified, use the full primary color palette (navy, kelly green, and electric orange) and other supplementary and neutral colors when necessary.



COMMUNITY PARTNERSHIP FOUNDATION

Peckham Community Partnership Foundation is a separate entity that has its own mark. It has been provided in a vertical and horizontal format for flexibility of use. Use the format that best fits the dedicated space. The mark may be used in full-color, black, or white.

When creating materials for the foundation, use the full primary color palette (navy, kelly green, and electric orange) and other supplementary and neutral colors when necessary.

VERTICAL



HORIZONTAL



HOUSING CORPORATION

Peckham Housing is a seperate entity that has its own mark. It has been provided in a vertical and horizontal format for flexibility of use. Use the format that best fits the dedicated space. The mark may be used in full-color, black, or white.

When creating materials for the Housing Corporation, use the full primary color palette (navy, kelly green, and electric orange) and other supplementary and neutral colors when necessary.

VERTICAL



HORIZONTAL



PECKHAM FARMS

Peckham Farms is the most external-facing line of business, therefore is visually treated like an entity mark. It has been provided in a vertical and horizontal format for flexibility of use. Use the format that best fits the dedicated space. The mark may be used in full-color, black, or white.

When creating materials for Peckham Farms, kelly green can be treated as the primary color, but all colors may be used for versatility.

VERTICAL



HORIZONTAL



INTERNAL TEAMS

An InDesign template for Peckham's internal team marks has been made for ease of creation. Type desired text into the pre-formatted text box containing 'INTERNAL TEAM NAME'. Adjust colors as desired. Swatches have been provided in PMS, RGB, and CMYK color spaces. Use the appropriate color space for end use. To learn more about how to use color spaces correctly, see the Color Spaces Guide in the Appendix.



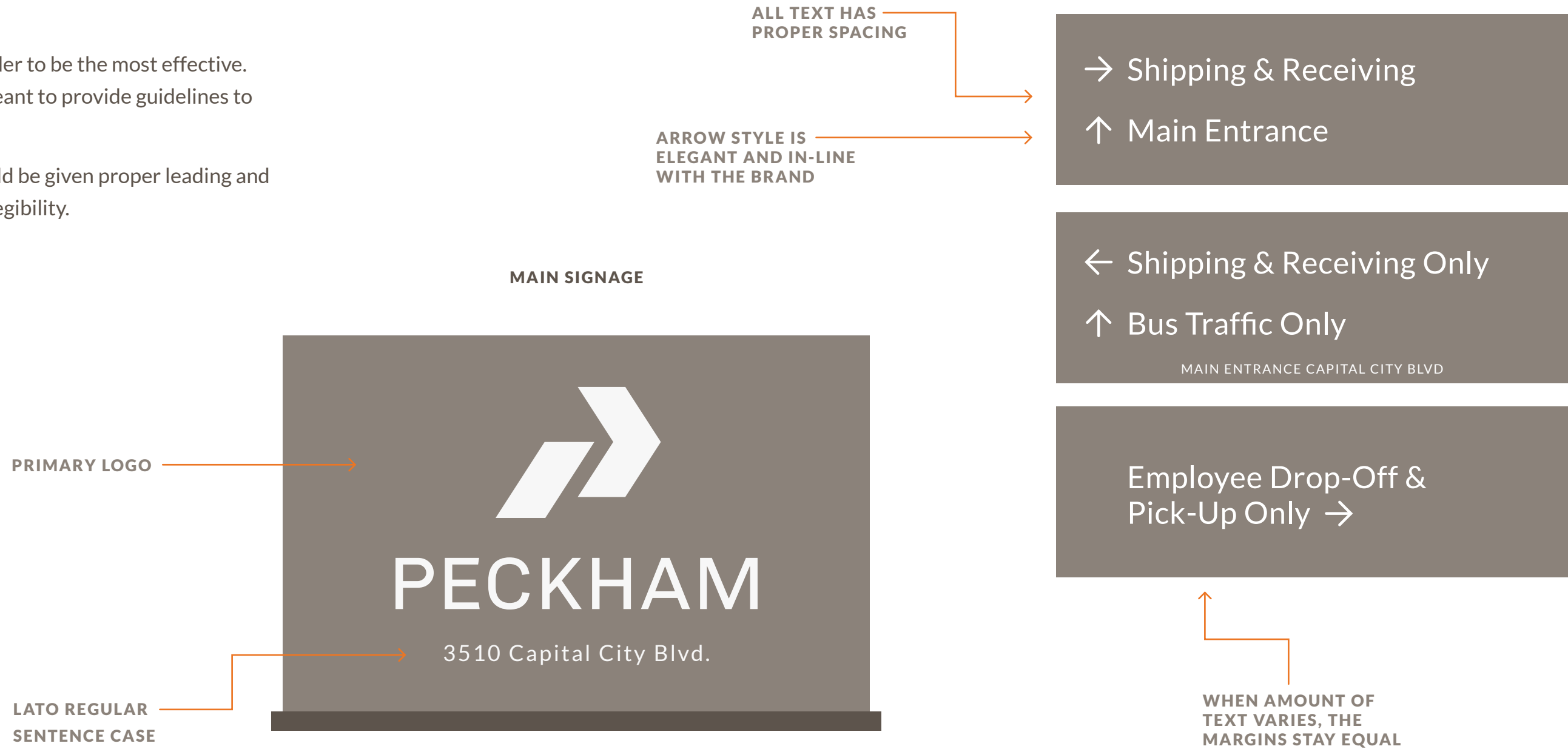
FILE NAME: INTERNALTEAMTEMPLATE.INDT

PRODUCTION GUIDELINES

SIGNAGE GUIDELINES

Signage should be simple in order to be the most effective. The examples seen here are meant to provide guidelines to refer to when creating signage.

In general, all typography should be given proper leading and margins in order to maximize legibility.



SIGNAGE GUIDELINES

INTERIOR SIGNAGE

Interior signage should also be kept simple to be most effective. The best way to go about this is to use text only (no logos/marks) and keep the wording short and concise.

In order to keep everything consistent, use Lato for the text and use the same arrow as the directional signage.

INTERIOR SIGNAGE



VEHICLE GUIDELINES

Due to the wide variety of vehicles used by Peckham, it may be necessary to make some adjustments to accommodate certain characteristics of vehicles. Look to these guidelines as a reference for how to brand different vehicles.

As a general practice, avoid placing crucial information like addresses or URLs or phone numbers on sculptured edges, door handles, side-view mirrors, or other hardware. This kind of information will work best on the flattest surfaces available.

COLOR

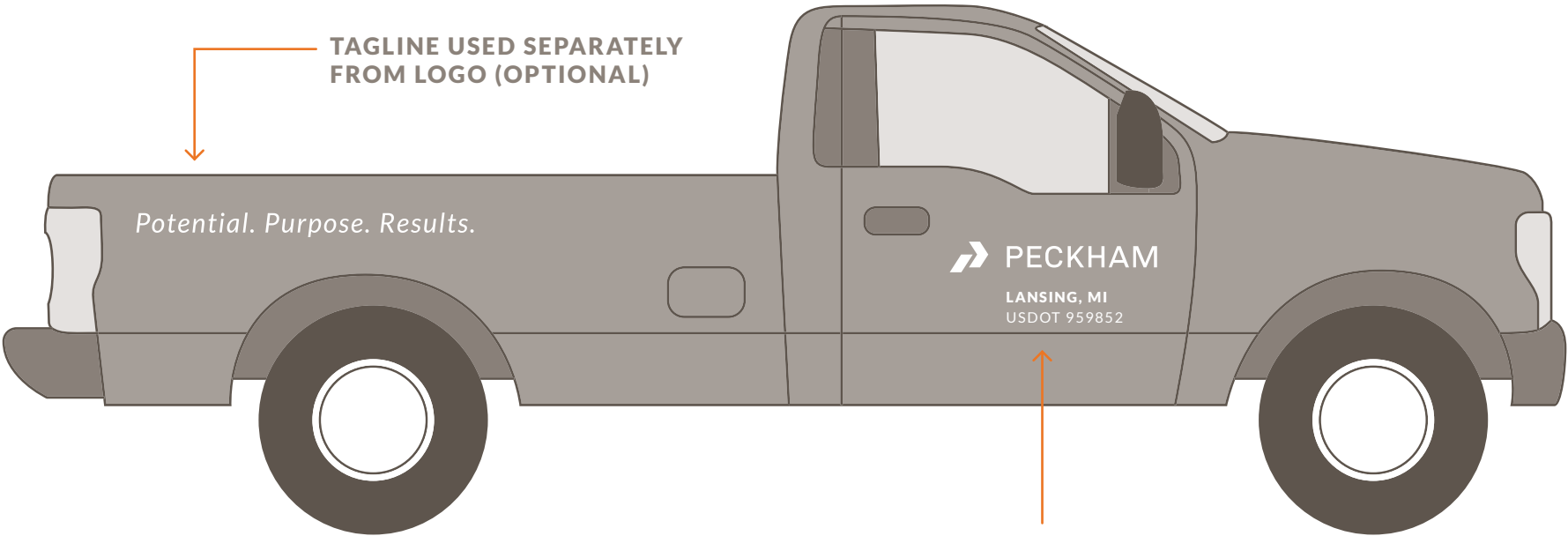
Use the navy (or kelly and soft black for Farms) logo and typography on vehicles with a color value up to 40% black. On vehicles with a color value of 40% black or more, use the white logo and typography.

TYPOGRAPHY

Use the typeface Lato for all typography on vehicles. Consistently set the location/contact information in Lato Black all caps. For trucks, consistently set the DOT# in Lato Regular all caps.

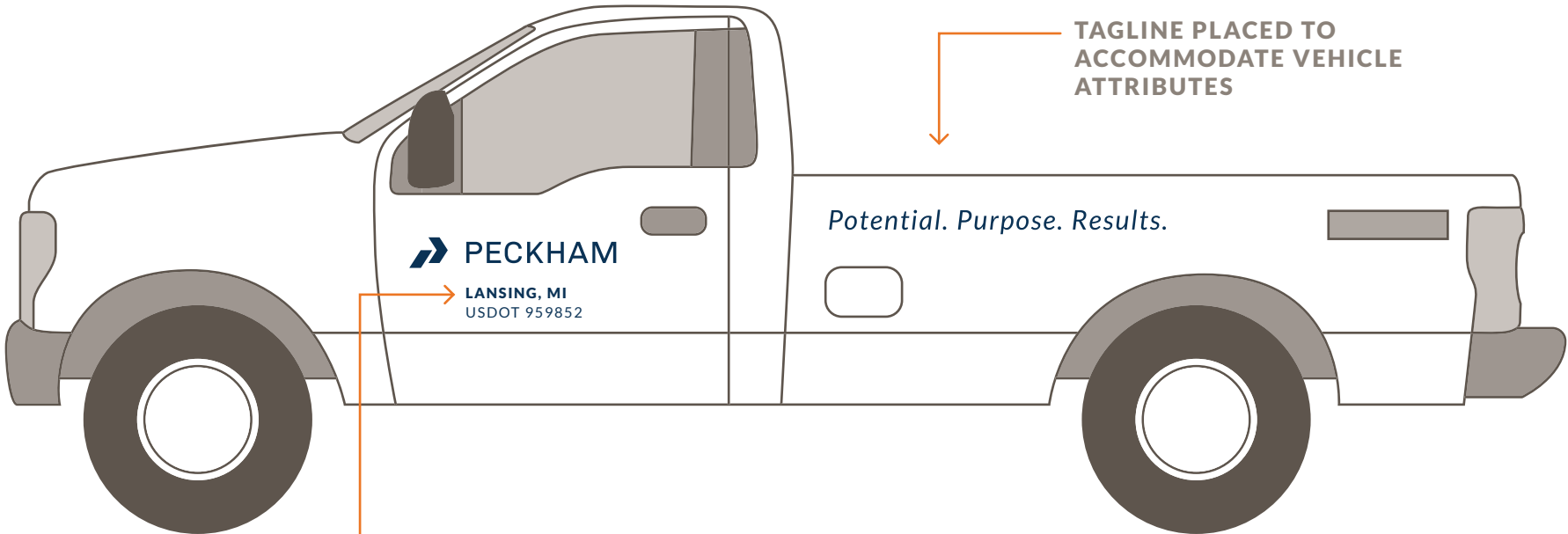


PICKUP TRUCKS



TAGLINE USED SEPARATELY
FROM LOGO (OPTIONAL)

DOT# SET IN LATO
REGULAR ALL CAPS
LEFT ALIGNED
PROPERLY WITH
LOGO/OTHER TEXT



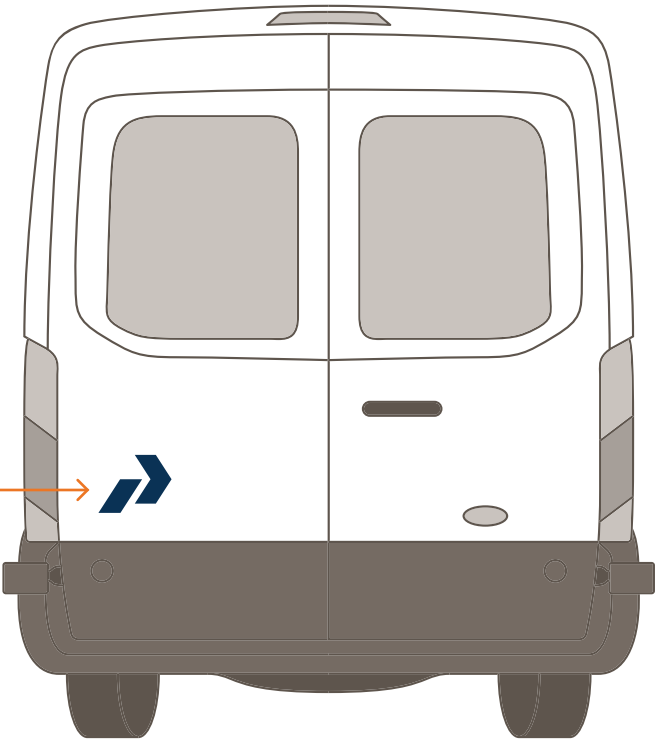
TAGLINE PLACED TO
ACCOMMODATE VEHICLE
ATTRIBUTES

CITY AND STATE IN
LATO BLACK ALL CAPS
LOGO GIVEN PROPER
CLEAR SPACE

VANS

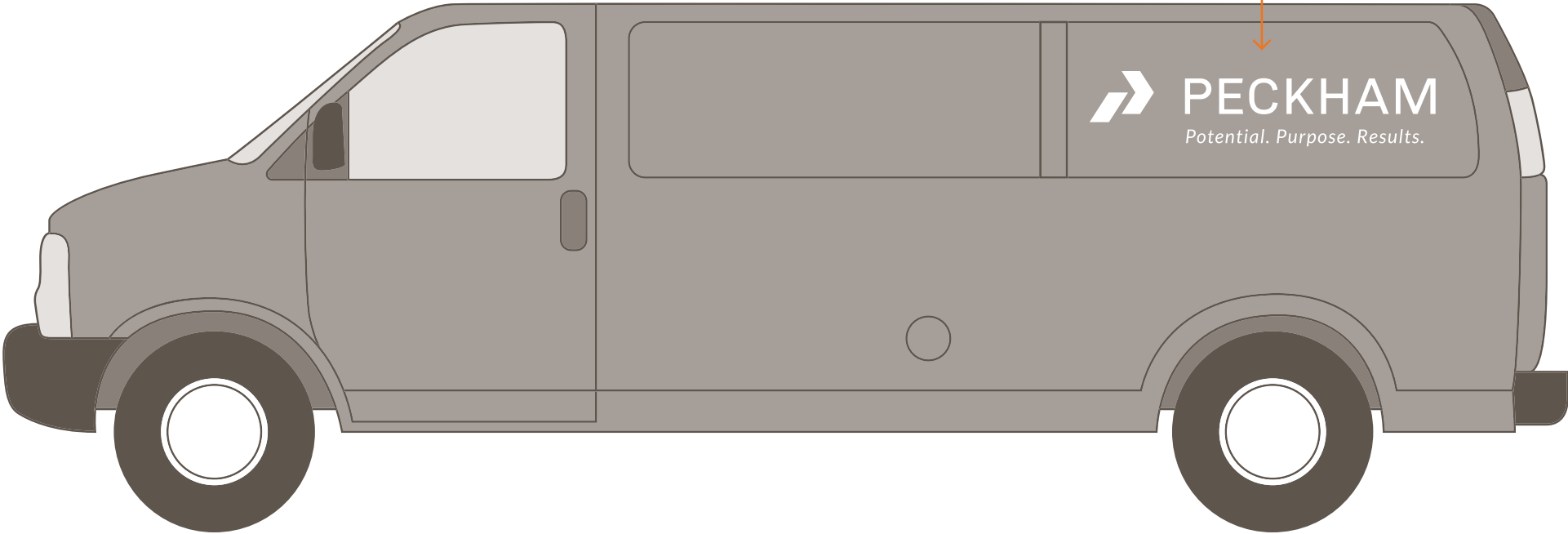
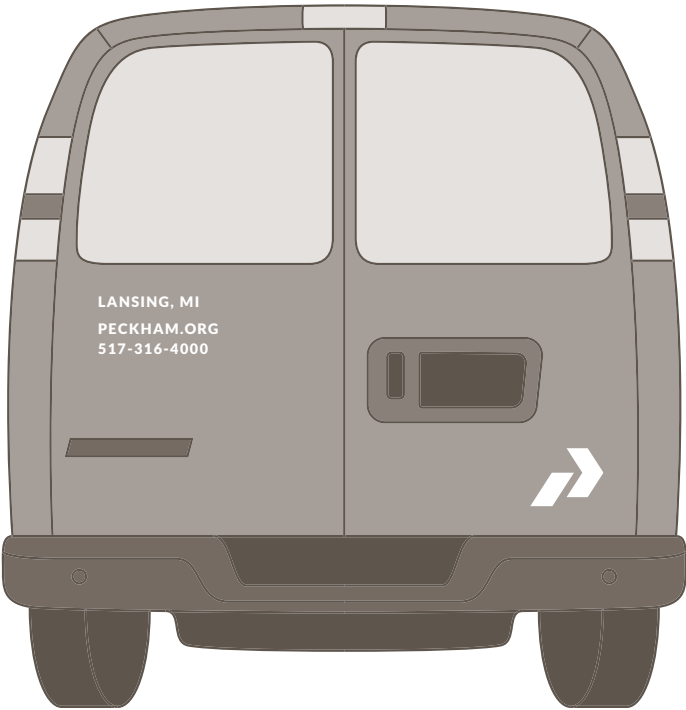


ICON USED
ON BACK
(OPTIONAL)

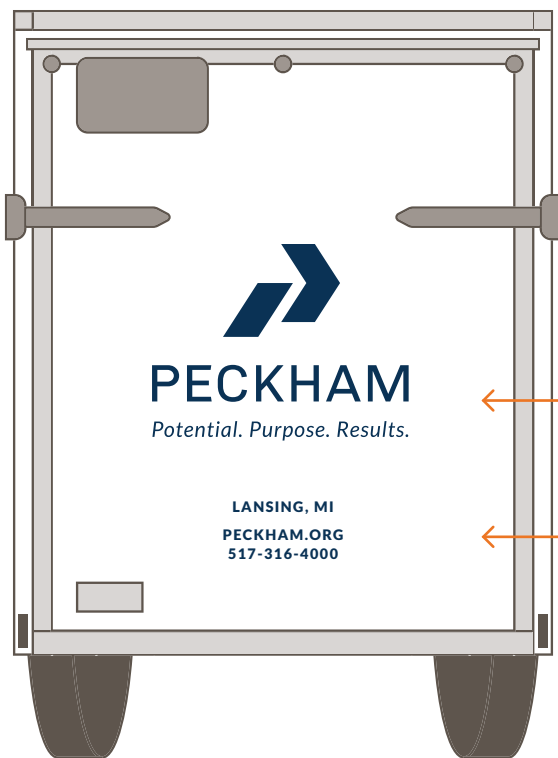


LOGO WITH TAGLINE USED
HORIZONTAL LOGO USED
TO BEST FIT THE SPACE

CITY, STATE, AND
CONTACT INFO SET IN
ALL CAPS LATO BLACK

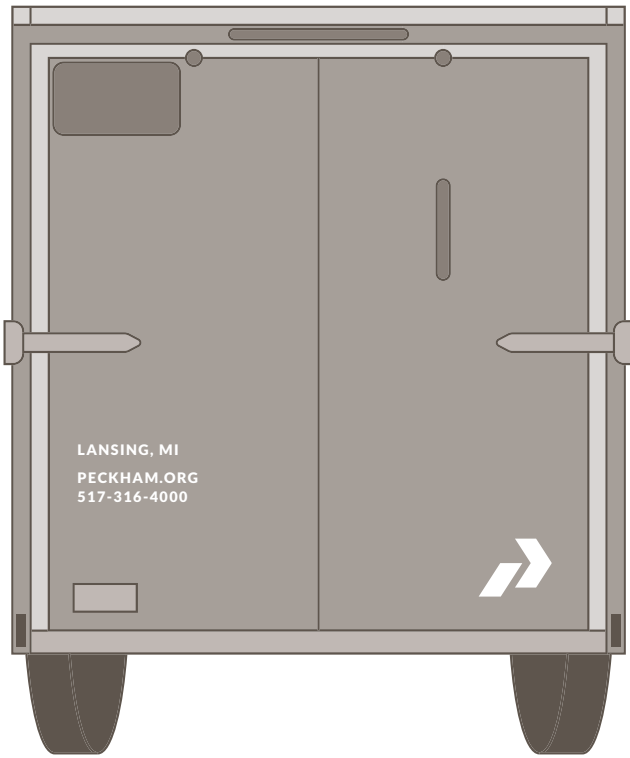


TRAILERS



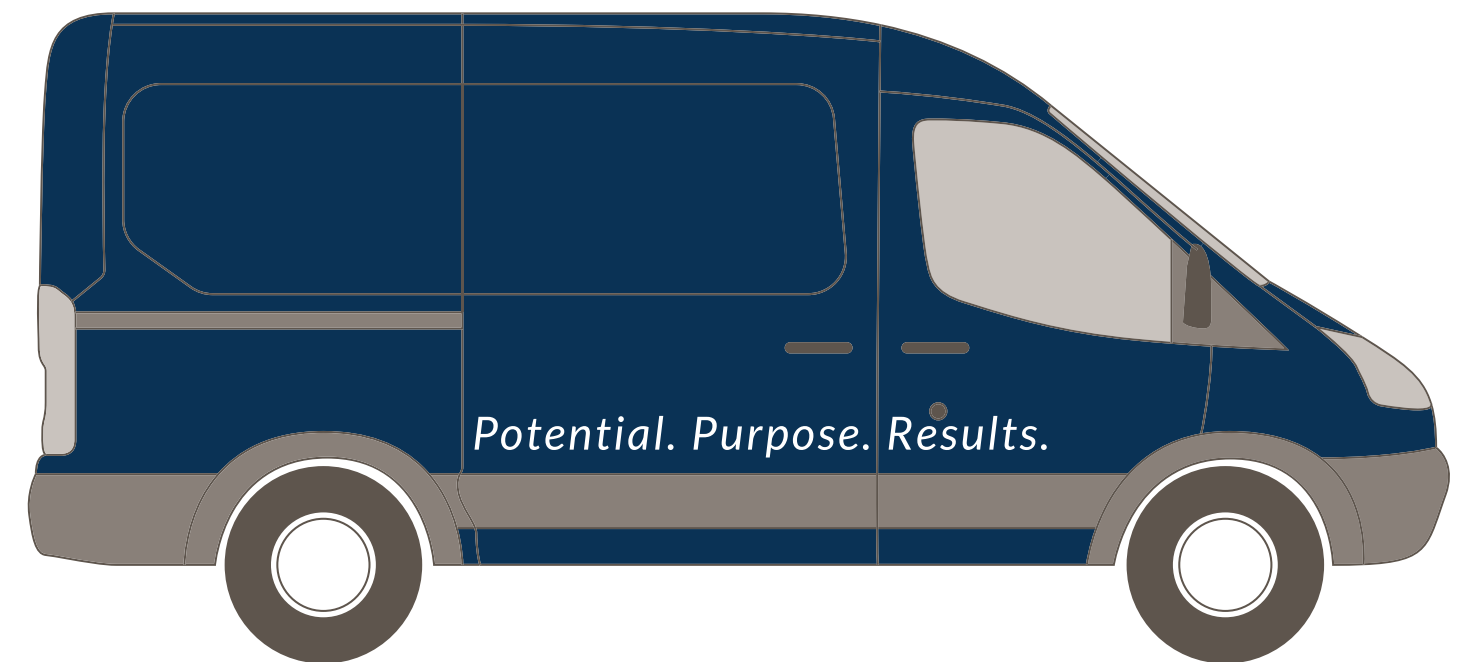
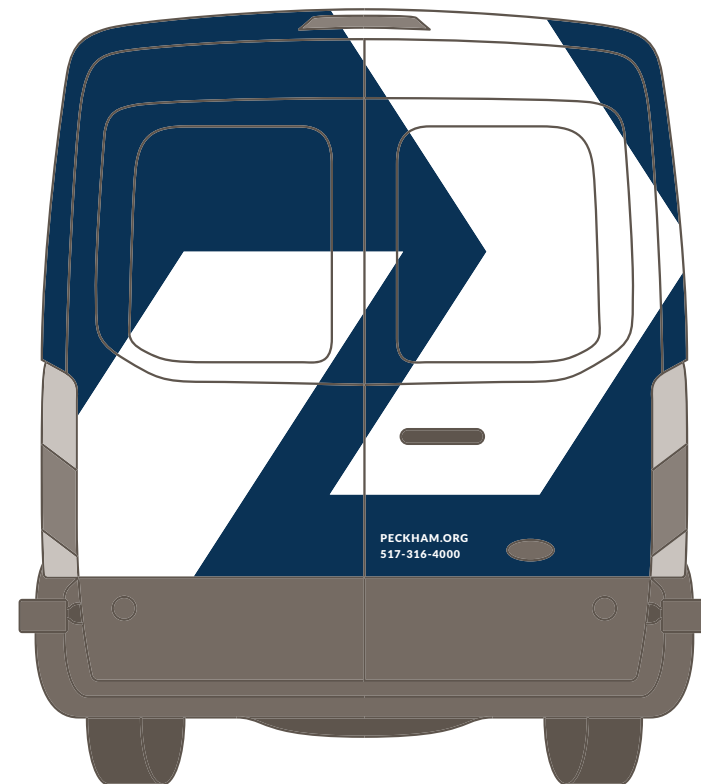
VERTICAL LOGO USED
TO BEST FIT THE SPACE

TEXT IS CENTER
ALIGNED TO LOGO



SPECIALTY VEHICLES

Vehicles can also act as great marketing opportunities. It is appropriate to treat more public-facing vehicles as an environmental graphic. In these cases, the P icon can be used as the primary graphic, while other elements are placed accordingly.



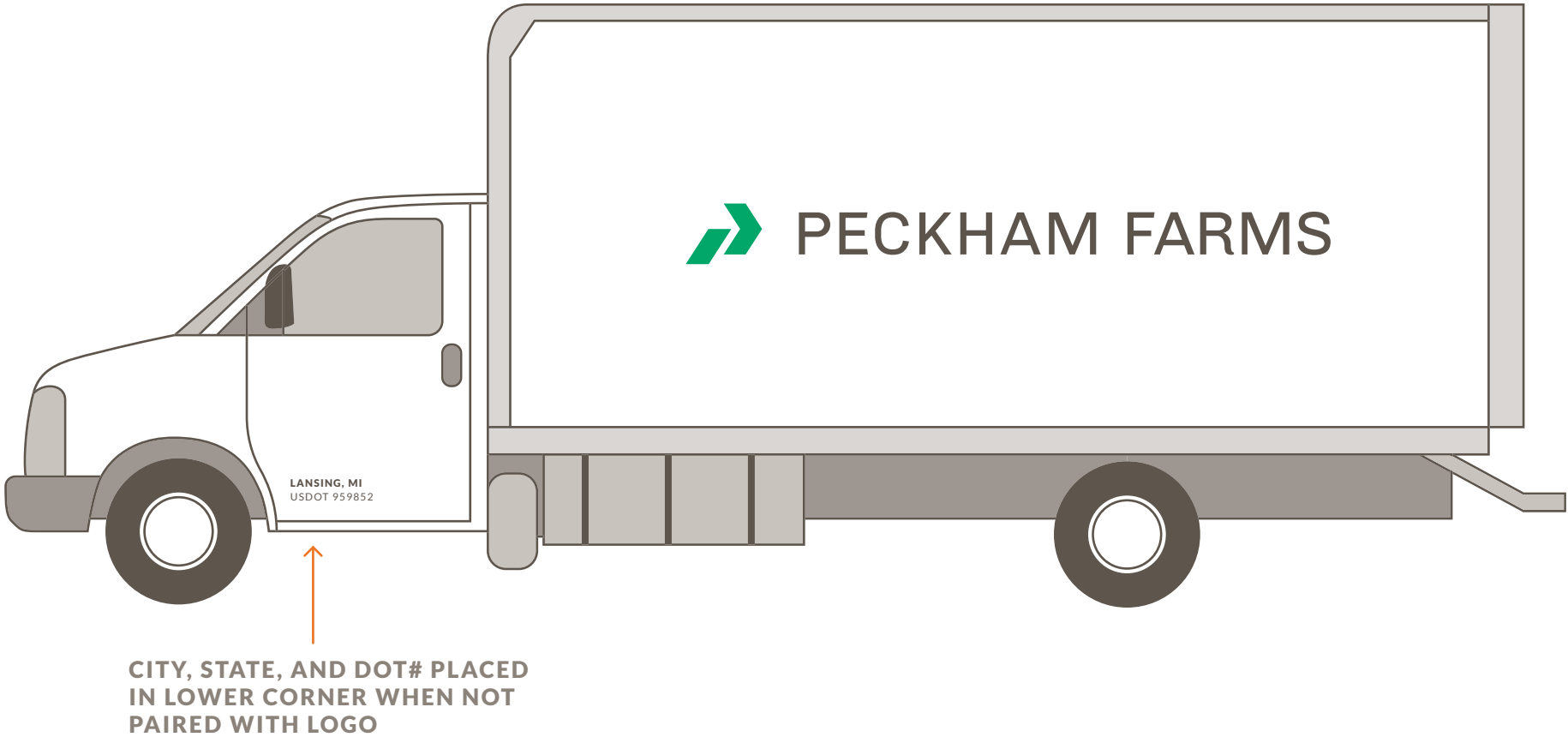
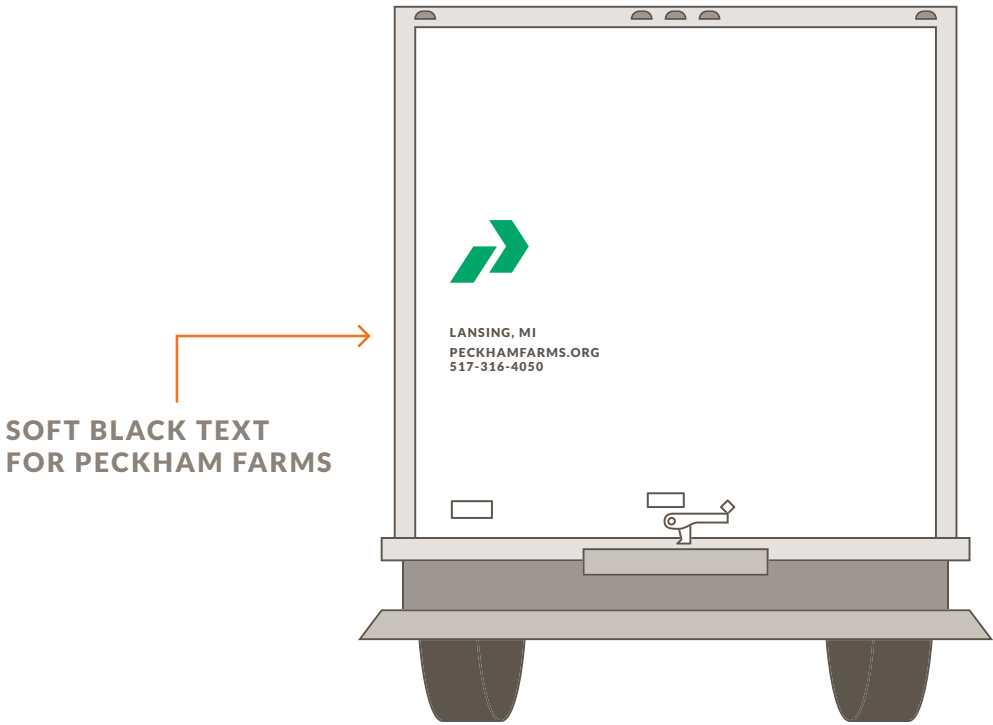
FREIGHT TRUCKS

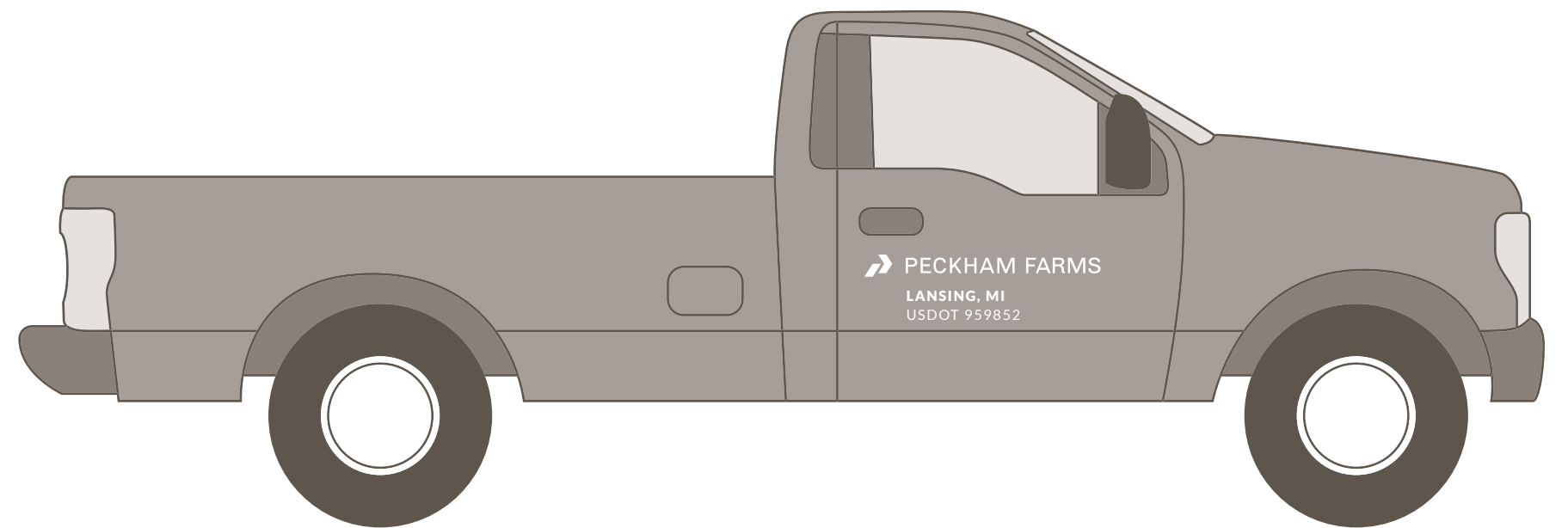
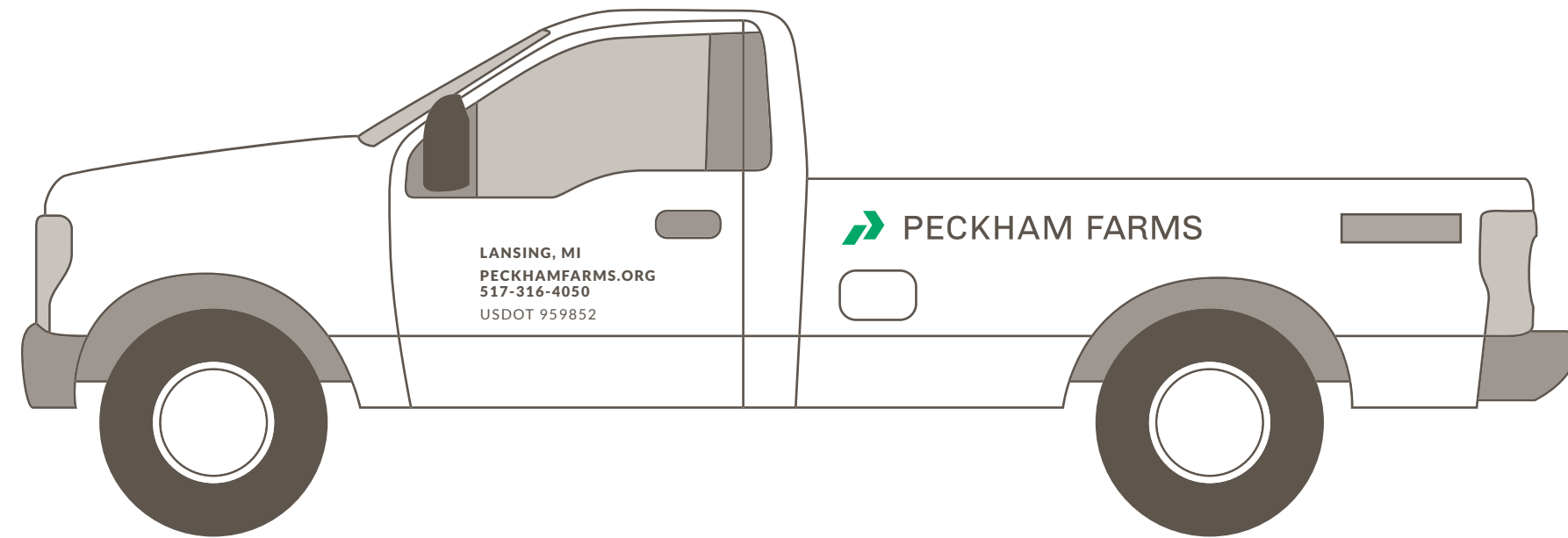


HORIZONTAL LOGO WITH
PROPER CLEAR SPACE
CITY AND STATE SET IN
LATO BLACK ALL CAPS
DOT# SET IN LATO REGULAR
ALL CAPS
ALL TEXT PROPERLY ALIGNED
WITH LOGO



PECKHAM FARMS





APPAREL GUIDELINES

When creating apparel for Peckham, use your discretion on when it is best to use the vertical logo and when it is best to use the horizontal logo. For most shirts, the vertical logo will work best, but for things like hats, the horizontal logo may be the best option.

COLOR

When selecting colors for apparel, make sure to choose colors that pair well on top of each other (ex: kelly green ink printed on an orange t-shirt will be illegible and unpleasing to look at.) Typically, white ink on a colored garment will work best.

SIZING

To keep apparel looking professional and elegant, avoid making the logo too big. See suggested sizes below:

Primary Logo Full Front: 7.125" wide

Primary Logo Left Chest: 2.5" wide

Primary Logo Sleeve: 2.5" wide

Icon Full Front: 6.5" wide

Icon Left Chest: 2" wide

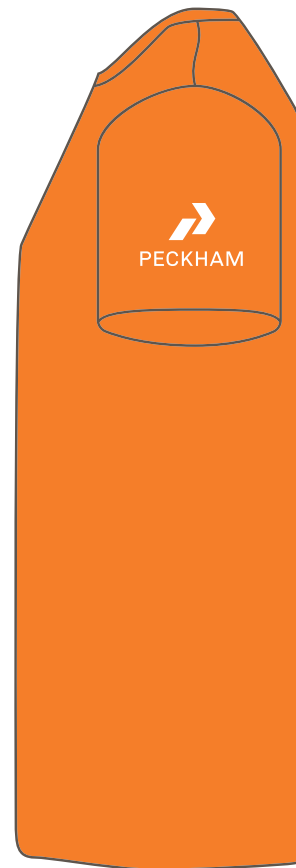
Icon Sleeve: 2" wide

CORRECT



INCORRECT





BASIC T-SHIRT



BASEBALL TEE



ZIP-UP HOODIE



POLO



QUARTER ZIP

HEADWEAR

Sizes for headwear may vary depending on style. Keep in mind that the Peckham logo has been designed to work well at small sizes and does not need to be larger to have an impact. Use discretion when choosing dimensions for headwear and leave plenty of space around the logo.



BEANIE



BASEBALL CAP

APPLICATION EXAMPLES >>


PECKHAM

CUSTOMER SERVICE REPRESENTATIVE

CALL CENTER JOBS FOR PEOPLE WITH DISABILITIES IN LANSING, MICHIGAN

Provide support by phone to answer questions about policies, practices, procedures and data to help callers. This role does not involve cold calls or sales calls. Full-time and part-time jobs are available.

Wages start at **\$12.64 per hour**. A health and welfare benefit of \$4.13 per hour is included.



TO APPLY, YOU MUST:

- › Be a person with a disability
- › Be a U.S. citizen
- › Pass a federal background check
- › Have a high school diploma or equivalent
- › Customer contact center experience is a plus, and customer service experience is desired
- › Veterans are strongly encouraged to apply, and will be given preference in the hiring process

APPLY AT [PECKHAM.ORG/JOBS](https://peckham.org/jobs)

- › Click on "Employment Opportunities"
- › Fill out the online application for "Customer Service Representatives - Lansing, MI"
- › We will contact you to schedule an interview

QUESTIONS? CONTACT:

JENNIFER MONTAGUE

Human Services Manager
517.316.4000 | jmontague@peckham.org

Peckham is a nonprofit vocational rehabilitation organization that has received national recognition for its achievement in providing exceptional vocational rehabilitation, creating inclusive cultures and building a quality workplace. Peckham is an Equal Opportunity Employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

Contact Center Solutions

SUBHEAD IN LATO REGULAR
ALL CAPS, NO PUNCTUATION

ARROW USED TO CALL
ATTENTION TO SUBHEAD

URL HEADLINE LEVEL

NAME IN TRADE GOTHIC
TITLE IN LATO BOLD ITALIC
CONTACT INFO IN LATO REGULAR

WORDMARK USED DUE TO
PROXIMITY TO LINE OF
BUSINESS MARK

PECKHAM



NAVY USED AS BASE COLOR



MATT JUNE

Vice President of Business Services
Microsoft Windows Server Administrator

[p] 517-316-4112 | [f] 517-316-4897
[c] 517-989-6022
mjune@peckham.org | peckham.org

2511 N. MARTIN LUTHER KING JR. BLVD.
LANSING, MI 48906

CONSISTENT USE OF ACCENT COLOR (ELECTRIC ORANGE)

USE OF PRIMARY LOGO AND LINE OF BUSINESS MARK ARE
COMPLIMENTARY, NOT COMPETITIVE



ARROW USED TO ADD ENERGY AND A POP OF COLOR TO PAGE

SIMPLE, BOLD SHAPES USED TO CREATE A GRAPHIC

WANT EFFICIENCY WITHOUT LOSING THE HUMAN TOUCH?

ARROW USED TO CALL ATTENTION TO A SUBHEAD AND ADD A POP OF COLOR TO PAGE

With Peckham, you don't have to choose.

At Peckham, we don't sacrifice customization for velocity, security for cost-efficiency, or humans for technology. When you know you've chosen a human-centric and cost-efficient contact center, you can rest easy. Because Peckham brings you the best of both worlds.



APPENDIX

FILE DIRECTORY

PRIMARY VERTICAL



PKM_Primary_Vertical_Navy



PKM_Primary_Vertical_ElectricOrange



PKM_Primary_Vertical_KellyGreen



PKM_Primary_Vertical_White



PKM_Primary_Vertical_Black

PRIMARY HORIZONTAL



PKM_Primary_Horizontal_Navy



PKM_Primary_Horizontal_ElectricOrange



PKM_Primary_Horizontal_KellyGreen



PKM_Primary_Horizontal_White



PKM_Primary_Horizontal_Black

PLEASE NOTE: All marks shown in the File Directory (excluding white and black) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as an .eps, a .pdf, a .png, and (when white is not involved) a .jpg.

FILE DIRECTORY

ICON



PKM_Icon_Navy



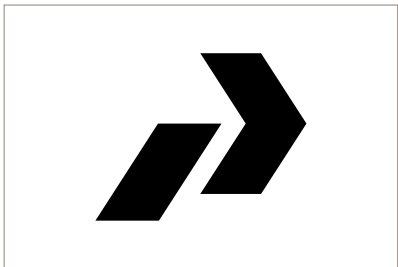
PKM_Icon_ElectricOrange



PKM_Icon_KellyGreen



PKM_Icon_White



PKM_Icon_Black

WORDMARK



PKM_Wordmark_Navy



PKM_Wordmark_ElectricOrange



PKM_Wordmark_KellyGreen



PKM_Wordmark_White



PKM_Wordmark_Black

PLEASE NOTE: All marks shown in the File Directory (excluding white and black) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as an .eps, a .pdf, a .png, and (when white is not involved) a .jpg.

FILE DIRECTORY

TAGLINE VERTICAL



PKM_Tagline_Vertical_Navy



PKM_Tagline_Vertical_White



PKM_Tagline_Vertical_Black

TAGLINE HORIZONTAL



PKM_Tagline_Horizontal_Navy



PKM_Tagline_Horizontal_White



PKM_Tagline_Horizontal_Black

DIVERSIFIED



PKM_Diversified



PKM_Diversified_White



PKM_Diversified_Black

PLEASE NOTE: All marks shown in the File Directory (excluding white and black) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as an .eps, a .pdf, a .png, and (when white is not involved) a .jpg.

FILE DIRECTORY

BAR PRIMARY



PKM_Bar_PrimaryHorizontal_Orange



PKM_Bar_PrimaryHorizontal_OrangeWhite



PKM_Bar_PrimaryHorizontal_KellyGreen



PKM_Bar_PrimaryHorizontal_KellyGreenWhite



PKM_Bar_PrimaryHorizontal_Marigold



PKM_Bar_PrimaryHorizontal_MarigoldWhite

BAR ICON



PKM_Bar_Icon_Orange



PKM_Bar_Icon_OrangeWhite



PKM_Bar_Icon_KellyGreen



PKM_Bar_Icon_KellyGreenWhite



PKM_Bar_Icon_Marigold



PKM_Bar_Icon_MarigoldWhite

BAR WORDMARK



PKM_Bar_Wordmark_Orange



PKM_Bar_Wordmark_OrangeWhite



PKM_Bar_Wordmark_KellyGreen



PKM_Bar_Wordmark_KellyGreenWhite



PKM_Bar_Wordmark_Marigold



PKM_Bar_Wordmark_MarigoldWhite

PLEASE NOTE: All marks shown in the File Directory (excluding white and black) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as an .eps, a .pdf, a .png, and (when white is not involved) a .jpg.

FILE DIRECTORY

COMMUNITY PARTNERSHIP FOUNDATION



PKM_CommunityPartnershipFoundation



PKM_CommunityPartnershipFoundation_White



PKM_CommunityPartnershipFoundation_Black

COMMUNITY PARTNERSHIP FOUNDATION HORIZONTAL



PKM_CommunityPartnershipFoundation_Horizontal



PKM_CommunityPartnershipFoundation_Horizontal_White



PKM_CommunityPartnershipFoundation_Horizontal_Black

HOUSING CORPORATION



PKM_HousingCorporation



PKM_HousingCorporation_White



PKM_HousingCorporation_Black

HOUSING CORPORATION HORIZONTAL



PKM_HousingCorporation_Horizontal



PKM_HousingCorporation_Horizontal_White



PKM_HousingCorporation_Horizontal_Black

PLEASE NOTE: All marks shown in the File Directory (excluding white and black) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as an .eps, a .pdf, a .png, and (when white is not involved) a .jpg.

FILE DIRECTORY

PECKHAM FARMS



PKM_PeckhamFarms



PKM_PeckhamFarms_White



PKM_PeckhamFarms_Black

PECKHAM FARMS HORIZONTAL



PKM_PeckhamFarms_Horizontal



PKM_PeckhamFarms_Horizontal_Black



PKM_PeckhamFarms_Horizontal_Black

PLEASE NOTE: All marks shown in the File Directory (excluding white and black) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as an .eps, a .pdf, a .png, and (when white is not involved) a .jpg.

FILE DIRECTORY

CONTACT CENTER SOLUTIONS



PKM_ContactCenterSolutions



PKM_ContactCenterSolutions_White



PKM_ContactCenterSolutions_Black

CONTACT CENTER SOLUTIONS STACKED



PKM_ContactCenterSolutions_Stacked



PKM_ContactCenterSolutions_Stacked_White



PKM_ContactCenterSolutions_Stacked_Black

SUPPLY CHAIN



PKM_SupplyChain



PKM_SupplyChain_White



PKM_SupplyChain_Black

SUPPLY CHAIN STACKED



PKM_SupplyChain_Stacked



PKM_SupplyChain_Stacked_White

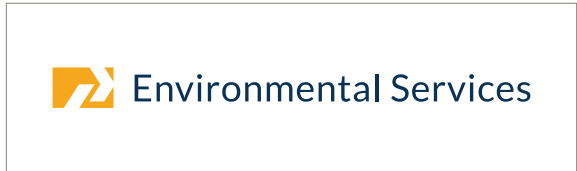


PKM_SupplyChain_Stacked_Black

PLEASE NOTE: All marks shown in the File Directory (excluding white and black) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as an .eps, a .pdf, a .png, and (when white is not involved) a .jpg.

FILE DIRECTORY

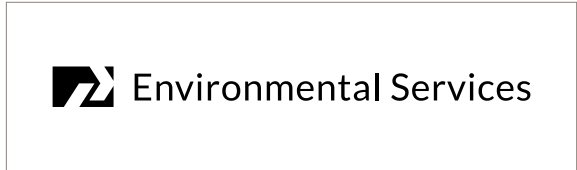
ENVIRONMENTAL SERVICES



PKM_EnvironmentalServices



PKM_EnvironmentalServices_White



PKM_EnvironmentalServices_Black

ENVIRONMENTAL SERVICES STACKED



PKM_EnvironmentalServices_Stacked



PKM_EnvironmentalServices_Stacked_White



PKM_EnvironmentalServices_Stacked_Black

HUMAN SERVICES



PKM_HumanServices



PKM_HumanServices_White



PKM_HumanServices_Black

HUMAN SERVICES STACKED



PKM_HumanServices_Stacked



PKM_HumanServices_Stacked_White



PKM_HumanServices_Stacked_Black

PLEASE NOTE: All marks shown in the File Directory (excluding white and black) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as an .eps, a .pdf, a .png, and (when white is not involved) a .jpg.

FILE DIRECTORY

MANUFACTURING



PKM_Manufacturing



PKM_Manufacturing_White

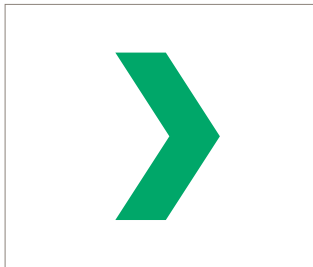


PKM_Manufacturing_Black

ARROW



PKM_Arrow_ElectricOrange



PKM_Arrow_KellyGreen



PKM_Arrow_Marigold



PKM_Arrow_Navy

PLEASE NOTE: All marks shown in the File Directory (excluding white and black) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as an .eps, a .pdf, a .png, and (when white is not involved) a .jpg.

FILE DIRECTORY

PECKHAM



SUPPLY CHAIN SOLUTIONS

INFORMATION HELP DESK
TECHNOLOGY

MANAGEMENT EXPERTISE

Atempe voluptius as sandio ex et aliatium nonserr upient eum con rerupta sent aspedit voloriam, qui apel iunt, totas conecerum evenihitior ma nonsequae laboremquia conest, estia poribusae perorepe plam eum dollo optatius velent, si alis evellat urissi que la dolorenti quiat omniendus, as seque volorist, que vition non reptur, consequossed qui nis ma cullam volese nonse restoreperum ipis et exceputa sa ipsunt.

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CUSTOMIZABLE SERVICES

Atempe voluptius as sandio ex et aliatium nonserr upient eum con rerupta sent aspedit voloriam, qui apel iunt, totas conecerum evenihitior ma nonsequae laboremquia conest, estia poribusae perorepe plam eum dollo optatius velent, si alis evellat urissi que la dolorenti quiat omniendus, as seque volorist, que vition non reptur, consequossed qui nis ma cullam volese nonse restoreperum ipis et exceputa sa ipsunt.

ANOTHER HEADER

SUBHEAD

› List Item

› List Item

› List Item

› List Item

› List Item

3510 CAPITAL CITY BLVD., LANSING, MI 48906 | 517.316.400 | PECKHAM.ORG

PKM_FactSheetTemplate.indt

PECKHAM



SEWING MACHINE OPERATOR

LIGHT MANUFACTURING JOBS FOR PEOPLE WITH DISABILITIES IN LANSING, MICHIGAN

Learn how to use industrial sewing equipment and more. Full-time and temporary positions are available. No experience is needed, and Peckham offers many benefits and support services.

Wages start at \$10 per hour, and we are now offering a \$150 sign-on bonus. Hired sewing machine operators will be paid \$50 after the first week, then an additional \$100 after 90 days.



TO APPLY, YOU MUST:

› Be a person with a disability

› Be a U.S. citizen

› Pass a federal background check

› Have a high school diploma or equivalent

APPLY AT PECKHAM.ORG/JOBS

› Click on "Employment Opportunities"

› Fill out the online application for "Sewing Machine Operator - Lansing, MI"

› We will contact you to schedule an interview

QUESTIONS? CONTACT:

JENNIFER MONTAGUE

Human Services Manager

517.316.4000 | jmontague@peckham.org

Peckham is a nonprofit vocational rehabilitation organization that has received national recognition for its achievement in providing exceptional vocational rehabilitation, creating inclusive cultures and building a quality workplace. Peckham is an Equal Opportunity Employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

Manufacturing

PKM_HiringTemplate.indt

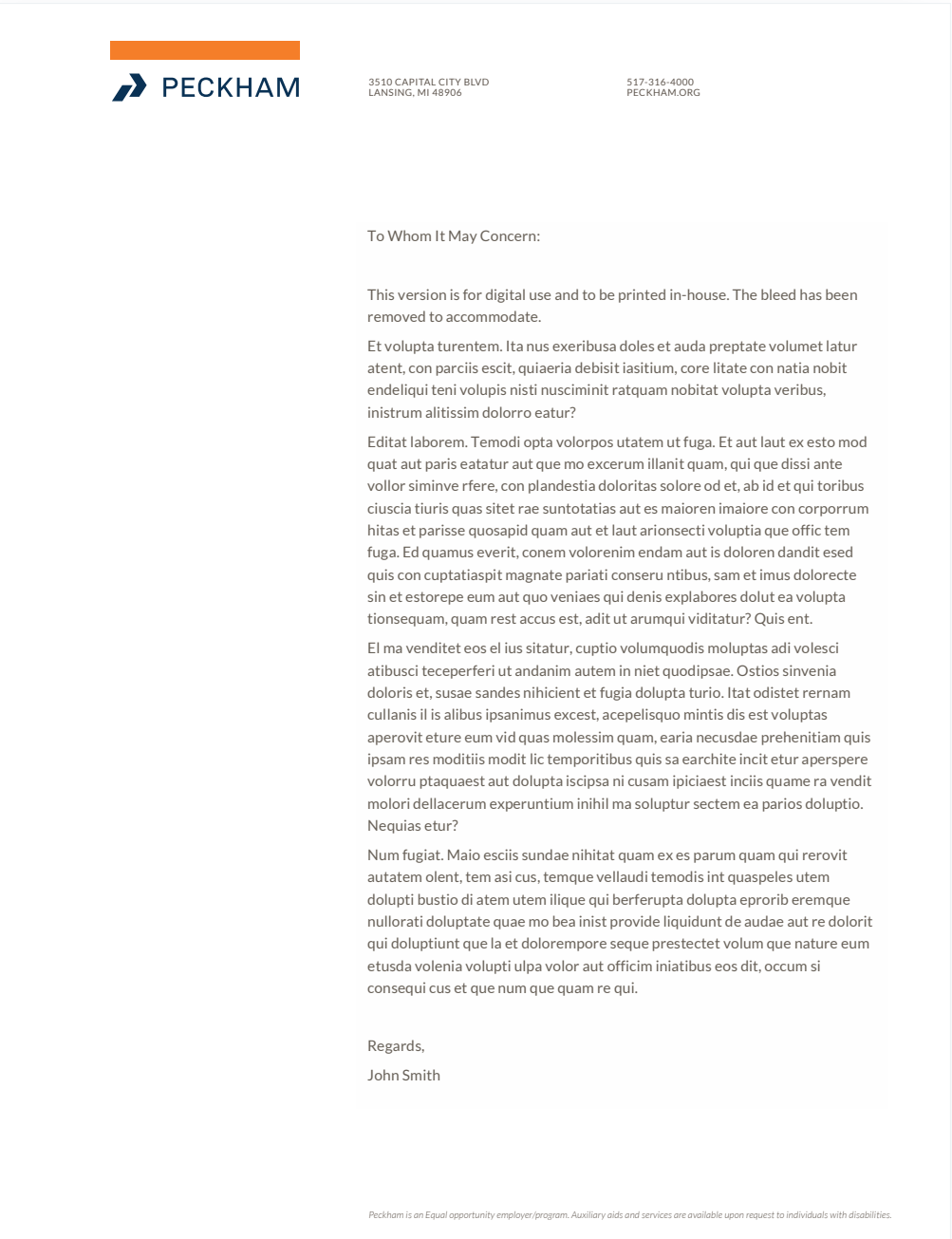
PECKHAM / BRAND BOOK

68

FILE DIRECTORY



PKM_Letterhead_PeckhamInc.indd



PKM_Letterhead_PeckhamInc.docx

FILE DIRECTORY



PKM_Letterhead_CommunityPartnershipFoundation.inddd



PKM_Letterhead_CommunityPartnershipFoundation.docx

FILE TYPE GUIDE

There are four different file types included in each logo color space folder. See below for usage situations.

PDF: A PDF is a file type that displays graphics and documents correctly, no matter the device. PDF files should be used when files need to be read but not edited by the receiver. It is the preferred file type to use when sending something to a printer because it maintains quality and is also scalable. PDF stands for Portable Document Format.

PNG: PNG files should be used only in digital environments (not for printed materials). For example, on a website or a social media graphic. A PNG is a pixel based file format with the ability to store transparency, making it ideal for use when vector based files will not work. This file type should not be scaled to large sizes as pixelation will occur. This file is suitable for use on the web, in RGB color space. PNG stands for Portable Network Graphics.

JPG: JPG files should be used only in digital environments with an RGB color space (not for printed materials). A JPG is a pixel based file format which uses a different compression method that results in loss of quality. This file format is only suitable for use where no other formats are accepted, and should only be used as such. JPG images do not support transparent backgrounds, causing the logo files to appear surrounded by a white box. JPG stands for Joint Photographic (Experts) Group.

EPS: An EPS file is a vector based file which means that it is scalable without losing quality. This makes it suitable when a file needs to be scaled to large sizes for a billboard or a sign, for example. EPS files should be used when the file needs to be edited by the receiver with professional vector based software. For example, when sending the file to a printer for a T-shirt, pen, etc. EPS stands for Encapsulated PostScript.

COLOR SPACES GUIDE

There are five different color spaces included with each logo file. See below for usage situations.

CMYK: Files in CMYK color space should be used when working with most printed materials. CMYK should be used for full color printing, internal or professional. Although there may be small color shifts that happen in printing, it provides the greatest amount of accuracy when printing designs that contain color photography. CMYK should be the color space of choice for any design that is full color. CMYK stands for Cyan, Magenta, Yellow, and Key (black).

PMS: Files in PMS color space should be used when working with printed materials with colors that need to appear as the exact color they intend, or, when full color printing is not available. This avoids subtle color shifts that often happen in CMYK printing. PMS files should not be used for internal printing. PMS stands for Pantone Matching System.

RGB: Files in RGB color space should be used exclusively in digital environments (not for printed materials). RGB color is used in computer screens, televisions and mobile devices. RGB should be the color space of choice for any design that is going to be used in digital environments. RGB stands for Red, Green, and Blue.

BLACK: Files in Black or Grayscale color space should be used when color printing is not available. Use this color space any time the logo will be printed or displayed and the option of color is not available.

REVERSED: Files in Reversed color space should be used when printing or displaying the logo on a dark color. This color space only includes EPS, PDF, and PNG file types, as a transparency channel is required to see a white file on a dark background.



3510 CAPITAL CITY BLVD
LANSING, MI 48906

PECKHAM.ORG

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FOR DIGITAL FILES

Please contact **Shavonne Lewis** at shlewis@peckham.org
or **Kelsey Southwick** at ksouthwick@peckham.org

FOR TECHNICAL ASSISTANCE

For technical assistance with files, contact
Redhead Design Studio at 517-853-3681