Hello.

In this document, you will find guidance for using our visual elements, as well as an introduction to the strategy that informs them. Using these standards consistently in everything we do will help to build and protect the Data Lab brand.

Online Resources

As a companion to this guide, we have created an online repository where all of our key visual assets can be downloaded for use across publications and websites. The site can be accessed through the following link:

http://tinyurl.com/cadlbrand

Data Lab Identity Guidelines
Version 01
2016

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Our Photographic Identity

Our visual identity reflects the core values of the Data Lab, and makes tangible the impact that our work has in the lives of the children we work with.

Stock photos are carefully selected to convey the diversity and vibrancy of those who we strive to help with our work, so its important to use only these images and not source your own. All of our stock photography is available for download in the online asset repository, as well as J Drive. Any images added to this collection must be approved by the Data Lab administrative team.

Imagery
Inappropriate Use

Rescaling

Do not stretch, skew, or distort the images to fit within a document. If necessary, resize or crop the image to fit the publication you are working on.

Full Bleed Images

For internal documents, avoid unwanted white borders when printing by not using full-bleed or partial-bleed images that reach the edges of the document. Full bleed images should only be used for professionally printed materials like pamphlets and posters, or images that will only be viewed in PDF form online.
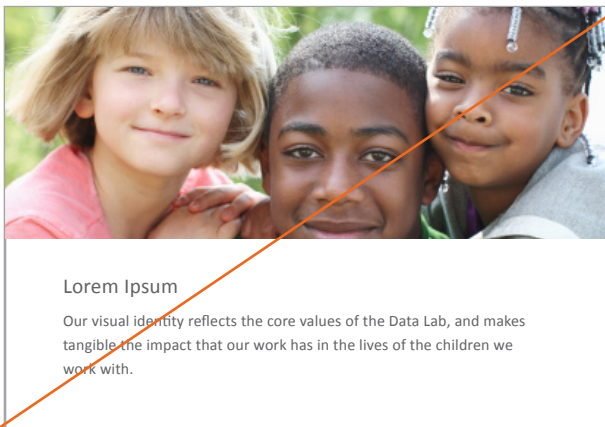
Lorem Ipsum

Our visual identity reflects the core values of the Data Lab, and makes tangible the impact that our work has in the lives of the children we work with.
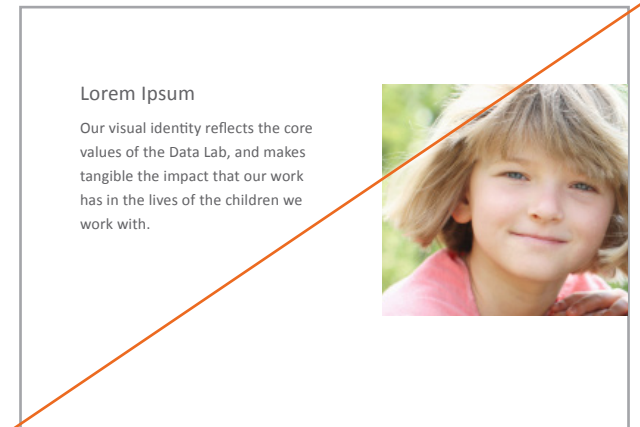
Lorem Ipsum

Our visual identity reflects the core values of the Data Lab, and makes tangible the impact that our work has in the lives of the children we work with.

Primary Fonts

Both Calibri and Avenir Next are 'humanist' sans-serif typefaces, giving them a warm and soft character while maintaining excellent legibility at small sizes.

Geometric construction contrasted by a slight rounding at the corners make Calibri an ideal font to convey the Data Lab's commitment to rigorous science and accesible presentation. Avenir Next has a sharper presence that works well for display text and headers.

Secondary Font

Georgia is a relatively ornamental serif font that has a book-like feel, and can be employed as an alternative typeface for shorter publications like the pamphlet example in this guide.

Aa Calibri

Lorem ipsum dolor sit amet, in sale etiam postea vim, cum altera percipit temporibus ea. Ad sea cibo veniam instructior. Fuisset omittam mei te, rationibus referrentur id nec. Mea et mucius sadipscing efficiantur. Eros alienum eum an, te pro duis maluisset, labitur aliquando no cum. Sea tempor deserunt ne.

Aa Avenir Next

Lorem ipsum dolor sit amet, in sale etiam postea vim, cum altera percipit temporibus ea. Ad sea cibo veniam instructior. Fuisset omittam mei te, rationibus referrentur id nec. Mea et mucius sadipscing efficiantur.

Aa Georgia

Lorem ipsum dolor sit amet, in sale etiam postea vim, cum altera percipit temporibus ea. Ad sea cibo veniam instructior. Fuisset omittam mei te, rationibus referrentur id nec. Mea et mucius sadipscing efficiantur.

Color
Main Palette

Primary Palette

These colors have been chosen from the University of Michigan color guide to portray the vibrant culture of the Data Lab, and reflect a youthful energy while remaing professional and subdued. Look to the Iconography section of this guide to pair these colors with our core values.

RGB	226, 84, 25	**RGB**	168, 166, 4	**RGB**	82, 169, 159	**RGB**	79, 47, 124
Hex	#E25419	**Hex**	#A8A604	**Hex**	#52A99F	**Hex**	#4F2F7C
CMYK	0, 63, 89, 11	**CMYK**	0, 1, 98, 34	**CMYK**	51, 0, 6, 34	**CMYK**	36, 62, 0, 51

Secondary Palette

Secondary colors include the University signature maize and blue, as well as an accent grey for body copy and general contrast.

RGB	117, 117, 117	**RGB**	117, 117, 117	**RGB**	255, 203, 5	**RGB**	0, 39, 76
Hex	#757575	**Hex**	#757575	**Hex**	#FFCB05	**Hex**	#00274C
CMYK	0, 0, 0, 54	**CMYK**	0, 0, 0, 54	**CMYK**	0, 20, 98, 0	**CMYK**	100, 49, 0, 70

Color
Expanded Palette

University Colors

These additional colors have been chosen from the University of Michigan color guide to supplement the main pallette as needed. If used in combination with the main pallette, make sure these colors do not overpower the colors of the main pallette.

RGB 68, 60, 135	**RGB** 70, 99, 180	**RGB** 191, 83, 0	**RGB** 138, 138, 84
Hex #443C87	**Hex** #4663B4	**Hex** #BF5300	**Hex** #8A8A54
CMYK 50, 56, 0, 47	**CMYK** 61, 45, 0, 29	**CMYK** 0, 57, 100, 25	**CMYK** 0, 0, 39, 46

RGB 196, 180, 126	**RGB** 101, 10, 20	**RGB** 117, 90, 0	**RGB** 67, 67, 67
Hex #C4B47E	**Hex** #650A14	**Hex** #755A00	**Hex** #434343
CMYK 0, 8, 36, 23	**CMYK** 0, 90, 80, 60	**CMYK** 0, 23, 100, 54	**CMYK** 0, 0, 0, 74

Logo Options
Appropriate Use

Minimum Clearspace

Our wordmark logo is the corner-stone of our Identity, and must be allowed enough clearspace to make an impact on our print and digital publications. Provide a margin equalling at least the height of the logo wherever it appears.

Logo Variations

Various options for the logo are available. When selecting a logo, consideration should be given to whether the logo is inward or out-ward facing, space availability, and which elements should be empha-sized. For example, sometimes "Child and Adolescent" is significant to the audience. At other times, "Data Lab" is the desired focus.

Logo Options
Inappropriate Use

Preserving Our Brand

Our wordmark and signature logos must remain consistent in their appearance across a range of publications and media. Follow these guidelines to ensure that the logo has been adequately presented in your publications.

Do not stretch or shrink the logo

Do not rotate the logo

Do not add graphic effects to the logo

Do not use signature marks without the block 'M'

Do not reformat or crop the logo

Do not alter logo colors

Alternative Marks

Signage

Our interior signage at the School of Social Work offers us some freedom of creative expression in conveying the values of the Data Lab. Pictured here are proposed signage designs that can be manufactured at a low cost. These alternative marks are not exhaustive, and future designers should feel free to create new alternative marks for various purposes.

These designs are available for download in the online repository.

Iconography

Describing Values

Our iconography tells the story of the Data Lab and its information pipeline before our audience has even read a word. Each icon conveys one of our four core values and employs a color from the primary palette found in the Color section of this guide. It's important to be consistent with these color applications so that we can build strong asociations with these values in the minds of our audience.

Future Icons

Icons designed for future applications should follow the conventions of these icons for the sake of consistency and legibility. Make sure the icon remains contained in its circular outline and maintain a bold enough line weight that the icon ramains legible at a small scale.

Data Driven Decision-Making

Innovative Data Solutions

Bold line weight

Space between icon and edge
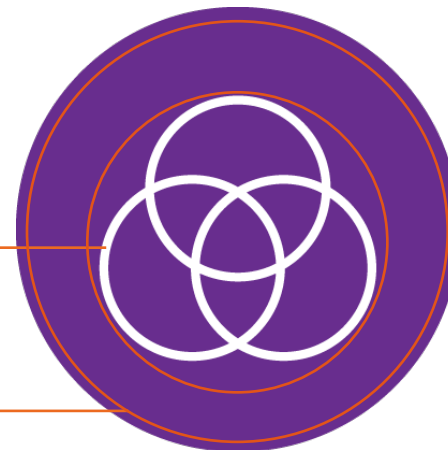
Linking Allied Systems

Capacity Building

Graphic Elements

Connecting Information

Our line graph motif can add a touch of color to a text heavy document, and can be used as a bullet-point system to sequence textual information or phases of an experimental design. Designers may employ their own color choices from the Data Lab color pallette to meet the tonal values of each publication.

Usage & Sizing

The diameter of the points on our line graph motif should never exceed the x-height of the lowercase letters of the related header text. Make sure to indent the bulleted copy so that the line graph is aligned with left-side margin of the page.
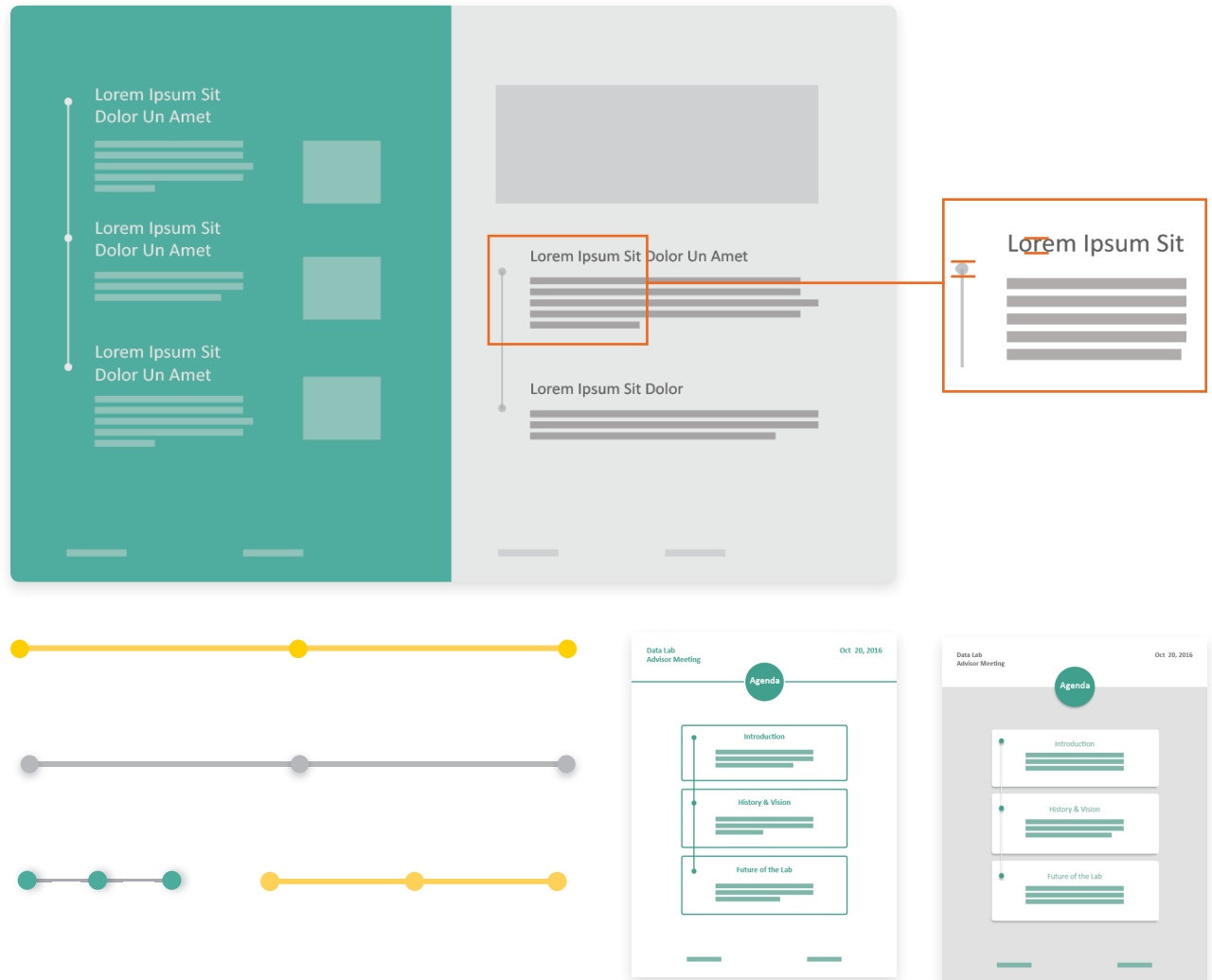
Pamphlets

Keep in Contact

Quarter-folded pamphlets are a cost effective and highly visible way to share updates about the Data Lab and explain various initiatives and research to visitors. They are particularly effective when placed in a card holder on our office doors or laid out on side tables in the School of Social Work.

A template for this pamphlet layout can be found in the online repository. Other pamphmlets may be developed using principles outlined in this style guide.

ssw-datalab.org

Phone: 734-763-6580
Fax: 734-763-3372
ssw-datalab@umich.edu

Child and Adolescent Data Lab
School of Social Work
University of Michigan
1080 S. University Ave
Ann Arbor, MI 48109

THE MISSION of the Child and Adolescent Data Lab is to harness the power of data to improve outcomes for vulnerable children, adolescents and their families.

Exterior

Quarter Folds

MAJOR CHALLENGES
Major challenges face the child welfare and juvenile justice systems in the United States. Complex family issues, including poverty, unemployment, mental health and substance abuse interfere with child safety and family stability. These issues also increase the likelihood of juvenile crime and complicate the transition to adulthood. Without a thorough understanding of how children move through and between these systems, we are at a disadvantage in developing comprehensive solutions.

CRITICAL NEED
A critical need exists to adjust the approach to **solving complex social problems** so Michigan can better support and meet the needs of children and families.

OUR UNIQUE RESPONSE
The Data Lab is uniquely situated to advance knowledge on the experiences of vulnerable youth in Michigan - and better discern the factors associated with important youth developmental outcomes.

Our partnerships with state agencies throughout Michigan support our commitment to helping education, child welfare, juvenile justice, and health service systems make **data driven decisions**.

Working effectively with the data requires **innovative solutions**; Techniques that will advance knowledge in an easily digestible and interactive way. This facilitates more informed decision making for policy and practice.

By **linking allied systems**, the Data Lab enhances our understanding of how kids function in and through multiple systems of care. This provides a comprehensive framework for developing and testing solutions.

The Data Lab **strengthens the capacity** of professionals by helping them to effectively manage and use data to generate actionable insights. This includes training students and professionals to approach social issues from an evidence-based perspective.

Interior

8.5" x 11" paper

Infographics

Communicating Research

Infographics are an important tool that allow us to tell a story about our research and initiatives to legislators, sponsors, and scientific peers.

Different research will dictate different layouts, so we have created a modular kit of visual and typographic elements that can be used to construct consistent graphics. They are available for download in the online asset repository. Use 11" x 17" tabloid paper for large scale infographics, and adjust the layout as necessary based on the intended audience.
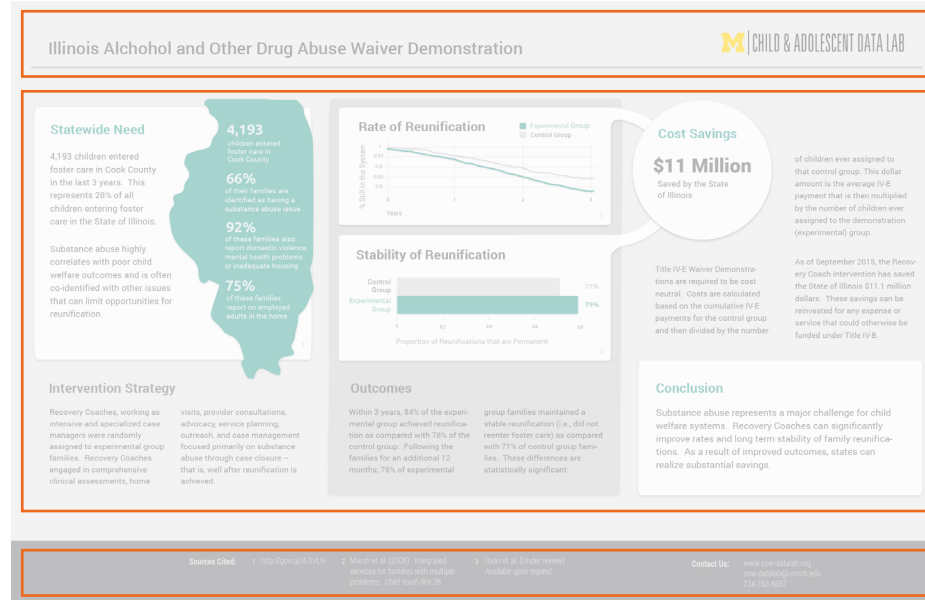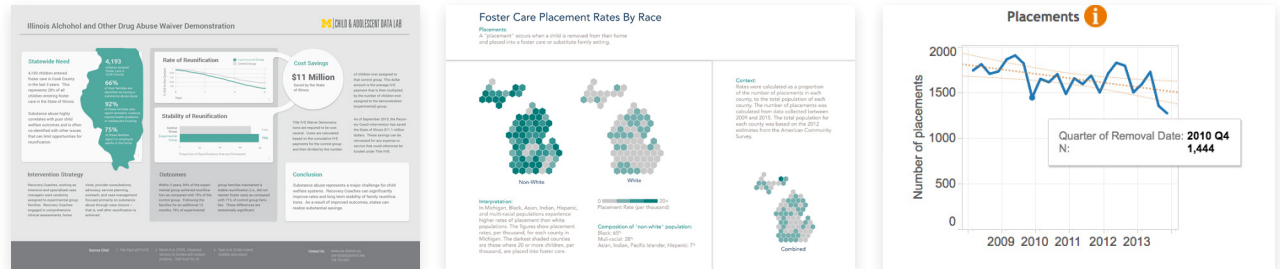
Title and logo

Active area

Citations & contact Info