

Wisconsin Department of Children and Families

# Graphic Identity Standards



# The Department of Children and Families (DCF) logo visual style guide

## *Branding and Identity*

The DCF logo is the face and identity of the agency. Continuity with logo use helps staff and partners recognize DCF and the work we do.

Following these guidelines will help ensure brand consistency and strengthen the look and feel of the agency as a whole.

Page 3	<b>DCF Logo</b>
Page 6	<b>Alternate Logo Styles</b>
Page 7	<b>DCF Colors</b>
Page 8	<b>DCF Fonts</b>
Page 9	<b>DCF Sub Logo Guidelines</b>
Page 10	<b>Contact Information</b>

## DCF Logo

While our department offers a wide range of services, the one thing that is consistent between all of them is the love and compassion we have for the families we serve. Putting that at the center of our design, we developed a logo that reflects our vision that all Wisconsin children and youth are safe and loved members of thriving families and communities.



One thing we love about our logo, is that it encompasses our main program areas. You might see:

- An individual rejoicing as we uplift families through our employment services and child support programs
- A parent reading to their three children as we support family time and early learning through our early care and education programs
- A house full of love as we ensure children are safe and protected through our child welfare programs

You might also see something else, and that is ok too! We just hope that whatever you see or feel is welcoming and uplifting.

## Primary Logo

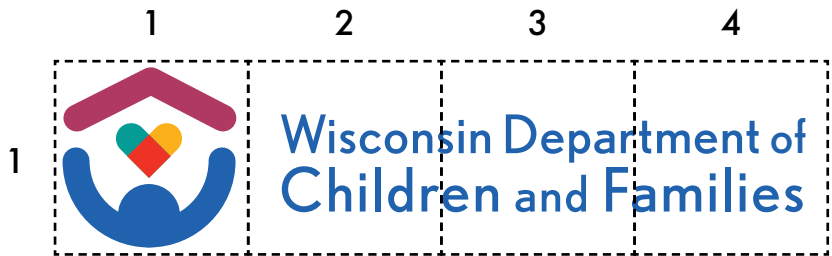
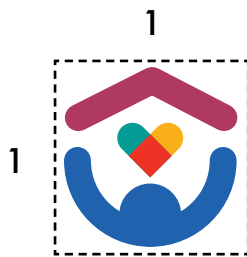
The symbol with text on the right side should be used as a first option in all situations.



Wisconsin Department of  
Children and Families

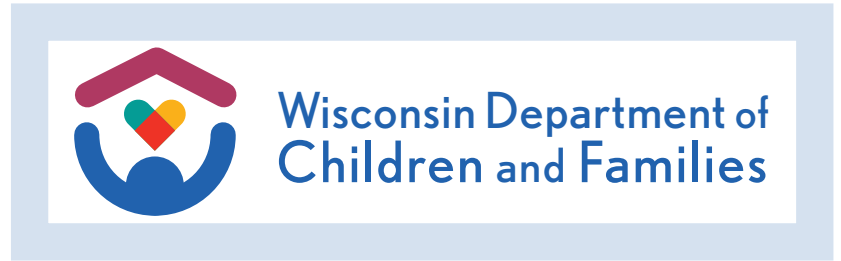
## Logo Scale and Size

The icon graphic is designed in a 1 to 1 ratio. The full DCF Box Logo with Text is designed in a 1 to 4 ratio. This ratio should remain the same at all scales and sizes.



## Logo Spacing

The padding around the logo should be consistent and about 1/6 of the logo height. This should stay proportionate to the logo's size. This area should remain free of text and graphic elements.



## Primary Logo Variations *Background*

When the logo is used on a dark background, an inverted version is provided with white text and a white circle around the icon graphic.



In some cases a fully inverted logo can be used where the icon and text are all the same color.



## *Grey-scale*

A grey-scale version of the logo is provided for black and white print documents.



# Alternative Logo Styles

## *DCF Square Logo*

When the primary DCF logo cannot be used due to space limitations or design, the one-to-one ratio square logo should be utilized.



## *DCF Logo Icon*

In some cases, the text can be dropped from the logo and a standalone icon can be utilized. This should only be used if the agency's name is prominently featured elsewhere in the design or document.



# DCF Colors



HEX: #AF3962

R:175 G:57 B:98

C:28 M:91 Y:43 K:7



HEX: #2162AE

R:33 G:98 B:174

C:89 M:64 Y:1 K:0



HEX: #059C95

R:5 G:156 B:149

C:81 M:18 Y:46 K:1



HEX: #EE3326

R:238 G:51 B:38

C:0 M:95 Y:98 K:0



HEX: #FAB01A

R:250 G:176 B:26

C:0 M:34 Y:99 K:0

## Usage

All DCF produced content should only use the listed five colors. Black and white can be used as long as the design meets Web Content Accessibility Guidelines (WCAG). Not all colors must be used at once. Lighter and darker variations are available to use in some cases.

## WCAG Compliance

DCF strives to keep all graphic and web content compliant with Web Content Accessibility Guidelines (WCAG). DCF Maroon and Blue are the only colors that meet these (AAA) contrast standards for text and may be utilized on white backgrounds. Additionally, white or black text may be used on DCF Maroon or Blue colored backgrounds.

# DCF Fonts

## Logo Font

---

Nobel Regular

Wisconsin Department of Children and Families

## Suggested Web & Copy Font

---

Roboto Regular

Roboto Bold

**Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()

**Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()

## Usage

When possible, DCF publications, letters, web pages, etc., should use Roboto Regular for body copy and bold for titles.

Nobel Regular is the logo font and should never be edited.

## WCAG Compliance

DCF strives to keep all graphic and web content compliant with Web Content Accessibility Guidelines



# DCF Sub Logos

## Definition

Sub logos or sub-brands are logos that use the same set of branding styles guidelines to create a new fragmentation or subsection of the main brand.

## Guidelines

In most case cases, creation of sub logos is discouraged for internal DCF entities, such as divisions, bureau, and sections. In rare instances, sub logo creation is and will continue to be supported, such as programs and initiatives that have large scale external audiences or are a joint venture with other agencies/partners. The DCF Communications Office must be consulted prior to any sub logo concept discussions/development.

It is important to keep DCF documents and communication products unified by using the style and brand requirements. Too many sub logos and identities internally will add confusion and muddle the overall DCF brand perception.



## Contact Information

For questions about branding and compliance, please contact the Communications Office at [DCFMBCommunicationsOffice@wisconsin.gov](mailto:DCFMBCommunicationsOffice@wisconsin.gov).

