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OVERVIEW
OVERVIEW

The Brand of the Martin Luther King Jr. Community Center is inspired and influenced by the 1960’s Civil Rights Movement along with design that was popular during that time. By combinging the historical aspect of the 1960’s and Martin Luther King Jr. to modern design, the brand is appealing to both the older generations as well as young so both all age groups can come together and enjoy the community center with all it has to offer.
THE MISSION

The Martin Luther King Jr. Community Center’s mission is to get the people of National City to come to the center and participate in sponsored events, classes, and other activities as well as learn the history of Martin Luther King Jr.

ATTRIBUTES

- inspirational
- sophisticated
- fun
- historical
- organized
BRAND ESSENCE
BRAND IDENTITY
IDENTITY DEVELOPMENT

Sketches
IDENTITY GUIDELINES

Minimum Size & Clear Zone

The minimum size the mark can be is 1.5 inches wide for the horizontal hook up and 1.5 inches high for the vertical hook up. The clear zone is the amount of white space around the mark. For the mark the clear zone is measured using the “M” from the logo. The logo needs at least two M’s of space between the logo and anything else.
Make sure the logo has the clear zone around it at all times.

Do not place image without solid white background.

Do not stretch logo.
The imagery used in the brand assets is to connect the career and life of Martin Luther King Jr. to National City’s community. This is done through specific images taken from King’s career that are inspirational and show how he brought together all types of people to support a single cause. The colors and photo treatment were inspired by the sixties and have a modern touch to them. These are also used to add interest to the brand and create a sophisticated and fun environment for people of all ages.
BRAND COLOR AND TYPOGRAPHY

Pantone 303
C 100 M 47 Y 22 K 82
R 0 G 29 B 52

Pantone 7485
C 9 M 0 Y 18 K 0
R 232 G 242 B 216

Pantone 141
C 0 M 16 Y 65 K 0
R 255 G 213 B 115

Pantone 178
C 0 M 70 Y 58 K 0
R 243 G 113 B 99
MAKETHING 
HAPPEN

JOIN THE CROWD
CREATE YOUR 
OWN DREAM

Lorem ipsum dolor sit amet,
eos dico homero ex,
debet commune albucius vel ea,
per meis etiam alienum ut.

Lorem ipsum dolor sit amet,
eos dico homero ex,
debet commune albucius vel ea,
per meis etiam alienum ut.

Lorem ipsum dolor sit amet,
eos dico homero ex,
debet commune albucius vel ea,
per meis etiam alienum ut.
Date

Dear Sir/Madam,


Ad metu possestam pro. Eseius vobisque ea vis, am qui seque porro. Et euripides definitionem us, libri muliebset ne pro. Dicunt eamque nam ad, incendiis scribentur est in, ad nos sus coelitate. Duo minv persius sententias no, nihil inuindia in vel.

Puto dicunt pro te, ut gure dra delicata pro. Nam ad maxim omnium. Malis necessitns repugnare te vine, eis essent aliquip ex pri. Tollef annorum est ur.

Wisi graecis eos id, cu quo tempore principis. Ut meliore inventre at, pri cum quidam dissentias. Tale facilis pro no, nam ei dicunt horum nollest. Ne mal cibo tollit dignissim. Ne duo epicuri sensibus. Quo ut parto malorum pertinas, an sonetium adhacnet mei.


Sincerely,

[Address]

[Name]

[Title]
BROCHURE

Make a difference in your community and volunteer at the Martin Luther King Jr. Community Center!

ACTIVITY BROCHURE

Make your vision a reality and enroll today in art classes and other fun activities at the Martin Luther King Jr. Community Center!

Become a part of an organization and enroll in dance classes and other fun activities at the Martin Luther King Jr. Community Center!

CREATE YOUR OWN DREAM

Join the crowd

Make a difference in your community and volunteer at the Martin Luther King Jr. Community Center!
BANNERS

CREATE YOUR OWN DREAM

JOIN THE CROWD

MAKE THINGS HAPPEN

Martin Luther King Jr. Community Center
Make your vision a reality and enroll today in art classes and other fun activities at the Martin Luther King Jr. Community Center!

COME VISIT THE CENTER TODAY!

BECOME A PART OF YOUR COMMUNITY TODAY!

COME VISIT THE CENTER TODAY!

Become a part of an organization and enroll in dance classes and other fun activities at the Martin Luther King Jr. Community Center!

JOIN A CLASS TODAY!
WEBSITE
KEEP DREAMING