GIVE
MORE
24!

COMMUNITY FOUNDATION
FOR SOUTHWEST WASHINGTON

GIVE MORE 24! BRAND GUIDE

LOGO
CONFIGURATION

Either the vertical or horizontal version of the logo may be used for print or digital brand collateral.
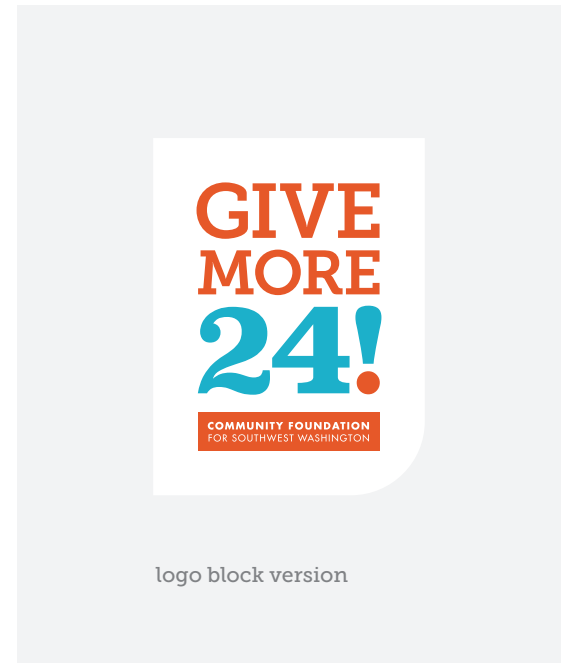
GIVE MORE 24!
COMMUNITY FOUNDATION FOR SOUTHWEST WASHINGTON

vertical version

GIVE MORE 24!
COMMUNITY FOUNDATION FOR SOUTHWEST WASHINGTON

logo block version

GIVE MORE 24!
COMMUNITY FOUNDATION SOUTHWEST WASHINGTON

horizontal version

LOGO
CLEAR SPACE

To ensure optimal prominence and readability, a proper amount of clear space around the logo should be maintained on all use.

LOGO
SCALE

Careful consideration of the logo's scale should be addressed when sizing it for either print or digital environments.

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The amount of clear space around the logo should be equal to the height of the letter 'M'.

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1.27"

For maximum readability, the logos should never be smaller than the dimensions shown below.

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COMMUNITY FOUNDATION SOUTHWEST WASHINGTON

2.12"

LOGO
COLOR PALETTE

The color palette for Give More 24! mirrors that of the Foundation's with a different emphasis.

Audiences should see more of the primary, orange and bright blue colors than the secondary colors. The dark brown color is best suited for copy.

Primary colors

Orange

Pantone Solid Coated 7579 C
CMYK: 0/78/98/0
RGB: 238/81/37
HTML: EE5125

Bright Blue

Pantone Solid Coated 631 C
CMYK: 74/6/21/0
RGB: 0/177/198
HTML: 03B2C7

Dark Brown

Pantone Solid Coated 476 C
CMYK: 32/67/63/78
RGB: 76/51/39
HTML: 4C3327

Primary colors

Light Olive Green

Pantone Solid Coated 383 C
CMYK: 26/3/93/17
RGB: 162/173/0
HTML: A2AD00

Mustard Yellow

Pantone Solid Coated 130 C
CMYK: 0/30/100/0
RGB: 240/171/0
HTML: F0AB00

Dark Red

Pantone Solid Coated 7599 C
CMYK: 0/65/79/31
RGB: 176/62/37
HTML: B03D25

Tan

Pantone Solid Coated 7527 C
CMYK: 13/12/18/0
RGB: 220/213/202
HTML: DCD5CA

The primary typefaces used in the logo are Museo Slab 700 and Superclarendon Bold. For reference purposes, The type used in the color block behind the Community Foundation's name is set in Futura.

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Museo Slab 700

Superclarendon Bold

Futura

For headlines and bold type use Superclarendon Bold with a negative 10 tracking. Domine Bold or Rozha Oneas are both free Google fonts and are acceptable alternatives if Superclarendon Bold is not available to use.

https://fonts.google.com/specimen/Domine
https://fonts.google.com/specimen/Rozha+One

Superclarendon Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

For sub-headlines use Museo Slab 700 with a negative 10 tracking. Roboto Slab is a free Google font and an acceptable alternative if Museo Slab is not available to use.

https://fonts.google.com/specimen/Roboto+Slab

Museo Slab 700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

For body copy Futura Book is recommended. Josefin Sans is a free Google font and an acceptable alternative if Futura Book is not available to use.

https://fonts.google.com/specimen/Josefin+Sans

Futura Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PHOTOGRAPHY
SELECTION

Select photos that appear natural, not posed or overly stylized. Additionally, photos used should communicate brand personality traits such as optimism and care, and authenticity.

PHOTOGRAPHY
SELECTION AND TREATMENT

Photos with a round corner radius on one side may be used if desired. When combining the rounded corner photos with the logo block, the block should appear opposite the rounded corner.

Correct use.

Incorrect use.

PHOTOGRAPHY
SELECTION

A colored multiply overlay may be applied on black and white photos if desired. Set the black and white photo opacity to 50%.

We're here for one another.

We're here for one another.