

Branding Guidelines 2015



The information included in this guide is designed to establish brand integrity for Bonfils-Stanton Foundation. It outlines correct usage of the logo, color options, and font requirements. It also provides reference for continuity in brand language and tone.

For further information or assistance, please contact Monique M. Loseke, Executive Assistant, at Bonfils-Stanton Foundation.

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Logos

To maintain the integrity of the Bonfils-Stanton Foundation logo, it must retain its original design at all times, have adequate space around it and reproduce at a legible size.

Maintain a space around all four sides of the logo that is equal to or greater than the height of the capital letter B in the logotype.

The words in the logo must be legible. The logo must be a minimum height of 1 inch for the type to be legible.

Primary:

General branding/arts focused.



General branding/arts focused.



Leadership focused.



Black & White



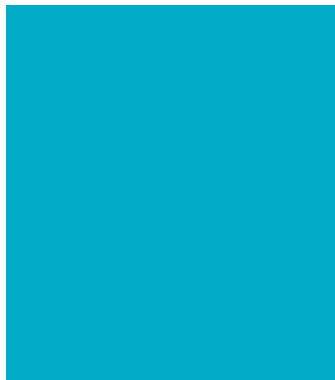
Color Palette

Primary:



PMS warm Red
Lab 58.66 70.5 51.19
CMYK 0/83/80/0
R 249 G 66 B 58
HTML F9423A

Secondary:



PMS 3125 blue
Lab 61.41 -48.94 -30.33
CMYK 84/0/18/0
R 0 G 174 B 199
HTML 00AEC7

Graphic accent:



PMS 115 yellow
Lab 88.17 1.58 82.45
CMYK 0/6/87/0
R 253 G 218 B 36
HTML FDDA24

Brand Font Family: Museo Slab

Milo Slab 100: body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Milo Slab 300: body copy and subheads

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Milo Slab 500: subheads and headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Milo Slab 700: headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Web and PC friendly Font: Arial

Arial Regular: long-form, correspondence and general use

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
stuvwxyz

Taglines

Primary:

One line:

Cultivating Arts & Leaders for a Vibrant Community.

Two lines:

Cultivating Arts & Leaders
for a Vibrant Community.

Shortened:

Only when space is limited:

Cultivating Arts & Leaders.

**BONFILS
STANTON**
FOUNDATION

Sample logo & tagline

Primary:

**BONFILS
STANTON**
FOUNDATION

Cultivating Arts & Leaders for a Vibrant Community.

**BONFILS
STANTON**
FOUNDATION

Cultivating Arts & Leaders
for a Vibrant Community.

**BONFILS
STANTON**
FOUNDATION

Cultivating Arts & Leaders for a Vibrant Community.

Shortened:

Only when space is limited:

**BONFILS
STANTON**
FOUNDATION

Cultivating Arts & Leaders.

**BONFILS
STANTON**
FOUNDATION

Cultivating Arts & Leaders.

Banner ad: 728x90

Option 1:



Option 2:

