2017 Midlands Gives Brand Guidelines

The success of Midlands Gives depends on getting the word out to the whole community with creative, consistent and effective messaging. Just as it's important to maintain a clear, consistent voice for our messaging, it is important to use all logos and graphical elements properly. Within this document are guidelines for how to do so.

Logo



Usage

All logos and other graphics can be found under https://www.midlandsgives.org/toolkits. Always use the highest resolution image that is in an acceptable format. Please do not distort the logos, use only a portion or recreate the logos or fonts used within them.

Size

The logo may be reproduced in a size proportional to the publication or item. Use the logo in the correct proportions; do not stretch it widthwise or lengthwise to make it fit into a particular space. To preserve legibility, the logo should never be reproduced smaller than 2 inches wide.

Colors

The primary logo consists of three colors: PMS 7474 PC (teal), PMS 7489 PC (green) and PMS 689 PC (magenta). When feasible, the PMS colors should be used. When PMS colors cannot be matched, the following profiles are the closest possible equivalent:

- Printed materials: Teal: C=98 M=7 Y=30 K=30; Green: C=55 M=2 Y=75 K=5 Magenta: C=7 M=77 Y=0 K= 34
- Electronic materials: Teal: R=0 G=122 B=135; Green: R=115 G=175 B=85; Magenta: R=160 G= 66 B=118

Type Face

The logo consists of one font family – Source Sans Pro.

Questions?

Contact Cherise Arrendale at cherise@yourfoundation.org.