

give
BIG



SEATTLE
FOUNDATION

BRAND ELEMENTS

JANUARY 31, 2018

BRAND ELEMENTS

GIVEBIG 2018 LOGO VARIATIONS:



PRIMARY LOGO



SECONDARY

GRAYSCALE



1 COLOR

GRAYSCALE

SECONDARY COLOR VARIATIONS

LOGOS supplied in ai, pdf, eps, jpeg and png formats.

LOGO RULES:



ALWAYS MAINTAIN GIVE BIG LOCKUP WITH SEATTLE FOUNDATION LOGO



DO NOT REPLACE LOGO



DO NOT CHANGE LOGO SIZE



DO NOT REARRANGE LOGO

ICONS:



DATE ICON



LOGO ICON

DATE ICON can be used as a design element for posters, web applications, newsletters. Supplied in ai, pdf, eps, jpeg and png formats. Use in conjunction with the GiveBIG 2018 logo.

LOGO ICON can be used as your profile picture in social media or a design element in social posts. Supplied in ai, pdf, eps, jpeg and png formats.

THEME COLORS



CMYK: 2, 66, 100, 0
 RGB: 29, 13, 2
 HEX# 1D0D02

PMS 630
 CMYK: 51, 0, 18, 0
 RGB: 116, 204, 212
 HEX: 74CCD3

PMS 583
 CMYK: 36, 10, 81, 0
 RGB: 174, 193, 92
 HEX: ADC05C

PMS 7644
 CMYK: 20, 8, 8, 40
 RGB: 133, 145, 151
 HEX: 859197

PMS 433
 CMYK: 25, 10, 10, 75
 RGB: 72, 82, 87
 HEX: 485257

THEME FONTS

GOTHAM CONDENSED BOLD (HEADERS / HASHTAG)

GOTHAM BLACK (HASHTAG)

GOTHAM NARROW BOOK (PARAGRAPH COPY)

ARIAL BLACK (HEADERS / HASHTAG)

ARIAL (PARAGRAPH COPY)

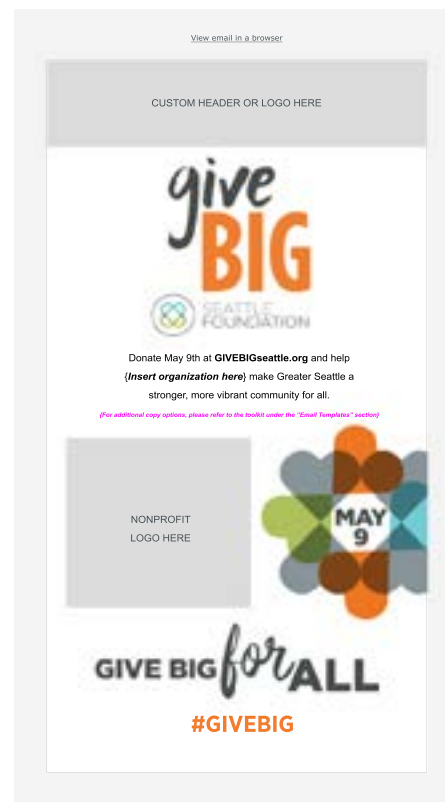
FONTS

Gotham fonts are to be used in print applications, Arial for web-based applications.

E-NEWSLETTER / WEB TEMPLATE



SF-GIVEBIG-NEWSLETTER_01



SF-GIVEBIG-NEWSLETTER_NP_02

NEWSLETTER

supplied as a customizable psd and jpeg with a space on top for nonprofit's branding. Additional option supplied with space for additional brand photo or logo.

WEB BANNERS



WEB BANNERS

sized in standard sizes to place on nonprofit's websites. Psds and jpegs (with clearspace for your brand) supplied.

SOCIAL MEDIA ELEMENTS



FACEBOOK COVER PHOTO



SOCIAL-PROFILE-PIC-01



SOCIAL-PROFILE-PIC-02

SOCIAL MEDIA ELEMENTS

cover photo for Facebook and profile pics supplied in psd and jpeg formats to be used in FB, Instagram and Twitter.

POSTER TEMPLATES



GB18_POSTER_01
Supplied for customization in ai, pdf, eps, jpeg and ppt formats.

GB18_POSTER_02
Supplied for customization in ai, pdf, eps, jpeg and ppt formats.

2018 HEART LOCKUP



HEART LOCKUP
Can be used in print, social or web applications. supplied as ai, eps, pdf, jpeg and png for all branding purposes.

RULE: Do not rearrange elements. Use as-is.