



## BRAND GUIDELINES

## HOW TO USE THE NAME

We ask that you observe the following guidelines when listing the Ann Bancroft Foundation name in any advertising literature, documents and correspondence.

Always use an initial cap on “A”, “B”, and “F” in Ann Bancroft Foundation.

**Right:** Ann Bancroft Foundation is an organization...

**Wrong:** Ann Bancroft foundation is an organization...

Do not use the Ann Bancroft Foundation name as a possessive.

**Right:** Visit the Ann Bancroft Foundation booth at the Minnesota State Capitol.

**Wrong:** Visit Ann Bancroft Foundation’s booth at the Minnesota State Capitol.

THE LOGO

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OR

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## THE LOGO

### TAGLINE

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The developed logo tagline lock-up is a unique vector art file. Do not attempt to recreate/alter the logo tagline lockup — only use the logo tagline lockup file supplied by Clarity Coverdale Fury.



IMAGINE SOMETHING BIGGER

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OR

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IMAGINE SOMETHING BIGGER

# THE COLOR

## PRIMARY

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These primary colors should be used to establish the Ann Bancroft Foundation brand identity.



**PMS 1235 U**    **C** 0%    **R** 250    **#faa71b**  
                  **M** 39%    **G** 168  
                  **Y** 99%    **B** 28  
                  **K** 0%



**PMS 292 U**    **C** 58%    **R** 103    **#67a2d7**  
                  **M** 25%    **G** 163  
                  **Y** 0%    **B** 216  
                  **K** 0%

## SECONDARY

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These secondary colors should be used in conjunction with the primary colors. The only occurrence these colors can be used without the primary colors is on materials used at an Ann Bancroft Foundation event.



**PMS 2412 U**    **C** 60%    **R** 104    **#67c187**  
                  **M** 0%    **G** 193  
                  **Y** 63%    **B** 135  
                  **K** 0%



**PMS 232 U**    **C** 0%    **R** 238    **#ee4a9a**  
                  **M** 86%    **G** 74  
                  **Y** 0%    **B** 154  
                  **K** 0%

\* See examples of appropriate usage of the primary and secondary colors on pg 18-21.

# HOW TO USE THE LOGO

## COLOR VERSION

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The color version should be used when color is allowed and the background is white. The star can only be in the two primary colors of the color palette: orange and blue.



## BLACK & WHITE VERSION

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The black and white version should be used when the logo is placed on a color background that is light enough for the type and the star to be legible.



## BLACK VERSION

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The all-black version should only be used when a color version is not allowed and the media background is white.



## WHITE VERSION

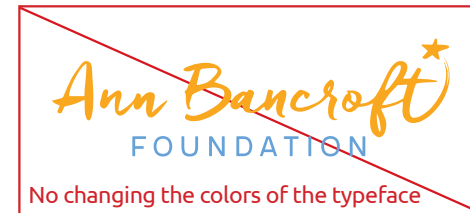
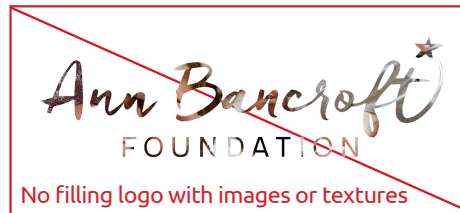
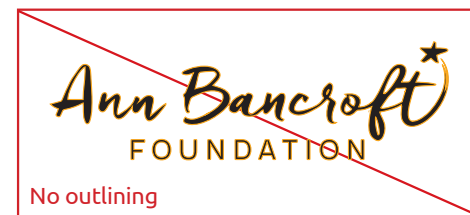
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The all-white version should only be used when a color version is not allowed and the media background is black. The other instance is when a background color is too dark for the type to be legible.



## HOW TO USE THE LOGO

The logo should appear in all uses as shown in the two examples below. It should not be altered in any way including: distorting, blurring, outlining, rotating, filling the logo with images or textures, changing the colors of the typeface, altering the typefaces or removing the star or the “Foundation.”



# HOW TO USE THE LOGO

## WITH PARTNER LOGOS

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When appearing with a partner logo, the Ann Bancroft Foundation logo and the partner logo should be separated by a simple .5 pt black line with equal spacing on either side. The Ann Bancroft Foundation logo and the partner logo should be of equal proportion in size.



## MINIMUM SIZE

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The Ann Bancroft Foundation logo should never be reproduced smaller than the minimum size requirements to avoid legibility and printing difficulties. For reproduction on the web, the logo should not appear smaller than 175 pixels wide.



1.25" minimum



1.25" minimum