



Visual Identity

Logo Versions

Several versions of our logo artwork exist to allow for flexible use in a wide variety of design scenarios. Choose the one that is most appropriate for your project but do not create new versions without Marcom approval.



Full-color

This is the preferred logo version and should be used on all full-color materials. RGB logo files are for digital use; CMYK or Pantone files should be used for print.



Grayscale

This version should be used solely for black-and-white or one-color documents. Do not use the grayscale version on any full-color materials.



Reverse

Use this white version of the logo when it must appear over dark or photographic backgrounds. Make sure the background does not distract from the logo.

Size and Spacing

For optimal visual impact, the logo should always be surrounded by adequate clear space and be produced at a size that is large enough to read. Follow the size and spacing guidelines shown here on all materials.



Build in a margin of clear space at least the height of the “p” around all four sides of the logo. No other design elements should interrupt this space.

exponent
philanthropy

Minimum Width:

Print: 1 inch
Screen: 80 px

exponent
philanthropy
to the power of small

Minimum Width:

Print: 1 5/8 inch
Screen: 130 px

Logo Integrity

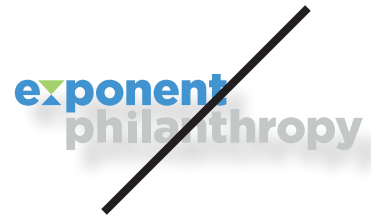
The examples on this page illustrate misuse of the logo that can dilute the strength of our brand. As a rule, always reproduce the logo using the appropriate master digital file and do not modify or alter it in any way.



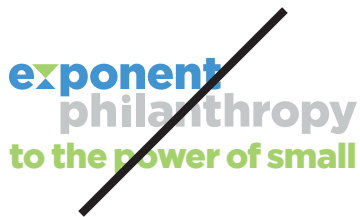
Do not change the logo colors.



Do not stretch the logo.



Do not add visual effects.



Do not create new lockups.



Do not change the word alignment



Do not use the logo on busy images.

Color

Our brand colors are an integral part of our identity, and it is important that they are reproduced consistently and accurately using the breakdowns on this page. Additional colors may be used in certain circumstances with Marcom approval.

Core Palette



Pantone 285U
CMYK 70 | 30 | 0 | 0
RGB 72 | 130 | 208
HEX #4882D0



Pantone 375U
CMYK 39 | 0 | 75 | 0
RGB 116 | 200 | 48
HEX #74C830



Pantone Cool Gray 4U
CMYK 7 | 4 | 6 | 19
RGB 181 | 182 | 182
HEX #B5B6B6

Supplementary Palette



Pantone 287U
CMYK 92 | 62 | 0 | 0
RGB 57 | 82 | 144
HEX #345290

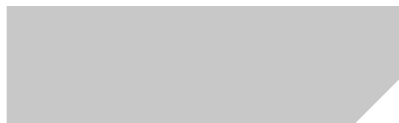


Pantone 129U
CMYK 0 | 27 | 86 | 0
RGB 247 | 180 | 70
HEX #F7B446



Pantone 283U
CMYK 33 | 5 | 1 | 0
RGB 161 | 202 | 236
HEX #A1CAEC

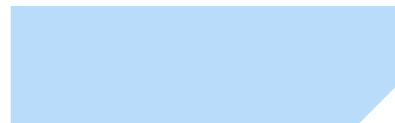
Supplementary Palette for Email Marketing



Pantone 0000
CMYK 0|0|0|0
RGB 200|200|200
HEX #000000



Pantone 0000
CMYK 0|0|0|0
RGB 200|220|155
HEX #000000

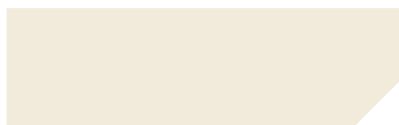


Pantone 0000
CMYK 0|0|0|0
RGB 185|220|250
HEX #000000



Pantone 0000
CMYK 0|0|0|0
RGB 250|230|175
HEX #000000

Additional Colors for Use Sparingly (when additional accents are needed, such as in infographics)



Pantone 0000
CMYK 0|3|10|5
RGB 0|0|0
HEX #000000



Pantone 0000
CMYK 0|75|65|10
RGB 0|0|0
HEX #000000



Pantone 0000
CMYK 0|55|100|0
RGB 0|0|0
HEX #000000



Pantone 0000
CMYK 0|32|70|7
RGB 0|0|0
HEX #000000



Pantone 0000
CMYK 75|4|100|15
RGB 0|0|0
HEX #000000



Pantone 0000
CMYK 92|62|0|0
RGB 0|0|0
HEX #000000



Pantone 0000
CMYK 40|38|0|12
RGB 0|0|0
HEX #000000

Typography

Consistent use of text styles in our materials strengthens recognition of the visual identity. Use the typefaces shown here to create a unified look across all media. Additional typefaces should be avoided.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.?!`@\$&**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.?!`@\$&

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.?!`@\$&**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.?!`@\$&



Gotham

This type family should be used for all text on professionally designed print materials. It is available for purchase in several weights at www.typography.com.

Arial

This is a typeface common to nearly all computers. It should be used only in instances where a system font is called for, such as email text and PowerPoint presentations.

Photography

Vibrant photographic images help bring our work to life, and should be incorporated whenever possible. Unusual perspectives and diagonal cropping add to making our outlook feel fresh and relevant.



Using Photos Effectively

When shooting or selecting photos, seek out active moments rather than posed shots. Having a clear focus, such as close-ups of faces or other details can make photos more compelling. Distracting and unattractive backgrounds should be avoided or deliberately cropped.

Photos in general should reflect our personality and positioning. They should highlight our diverse and vibrant community.

Real photos showcasing our work are best, but stock photography may be used if it does not feel generic. Full color photos are generally preferred, but black-and-white images may be used in selected instances.

Photographs in printed materials must be CMYK and have a resolution of at least 300 dpi at the final size. Photos that will be used online should be RGB and have a resolution of 72 dpi.

Design Elements

Creative use of multiple graphic devices lends movement to the design of our materials and makes our brand instantly recognizable. The elements shown and described on this page should be used by professional designers only.



Angled Shapes

Geometric forms can help frame photos and add focus to the design. Shapes should generally be large and bleed off the edge of the page. Make sure to use the same angle found in the logo.

Transparency

Using transparency helps add dimension to the design. Be sure any photo areas that show through are not distracting.

Diagonal Lines

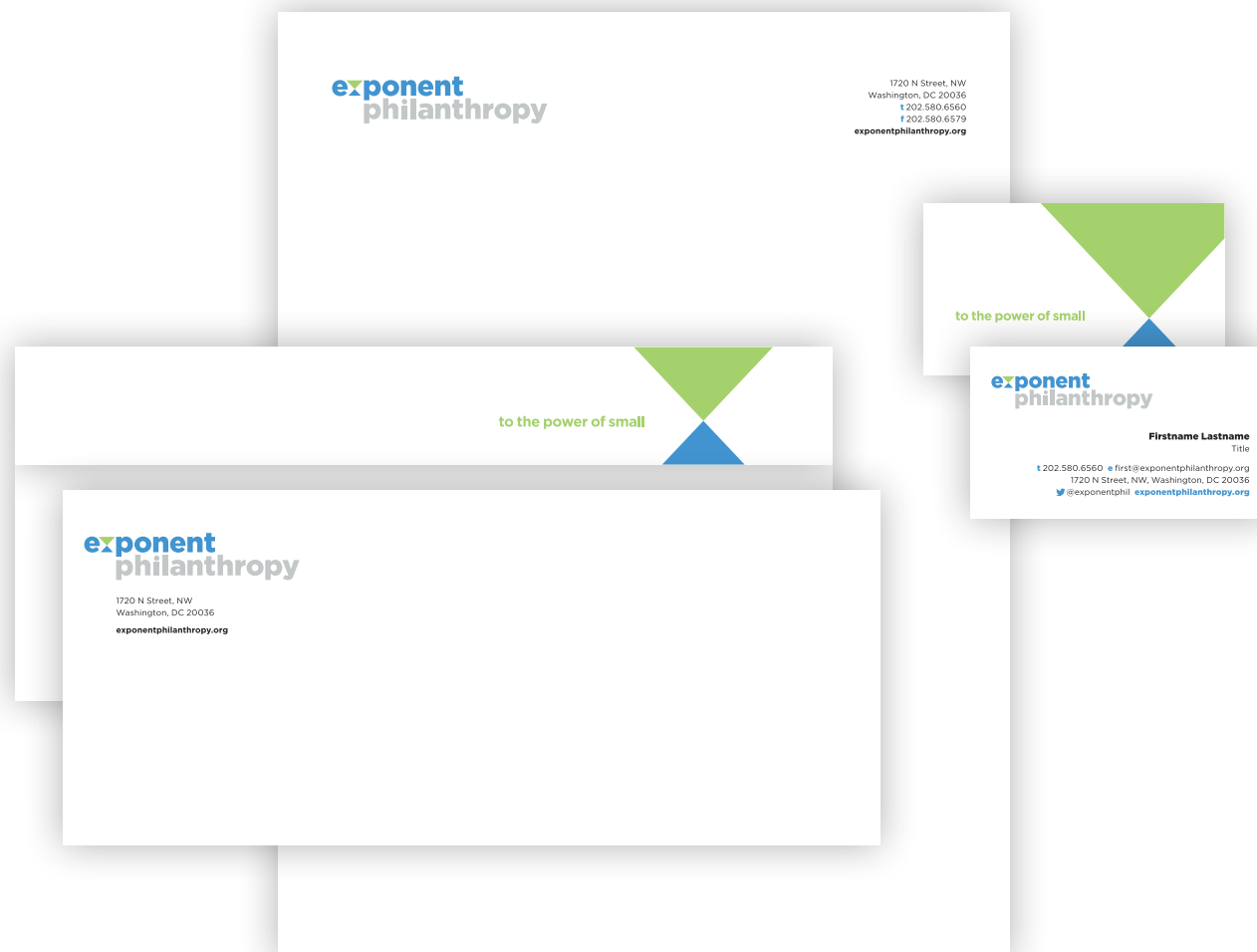
This pattern lends rhythm to the design. Use lines set to a stroke weight of 0.5 pt slanted at a 45-degree angle.

Chunky Type

Densely-spaced callouts can function as graphic elements. Use color to emphasize key clauses.

Stationery

This page shows core stationery materials created using our identity system. Use them for all basic office communications in accordance with the template margins provided.



Letterhead Margins:

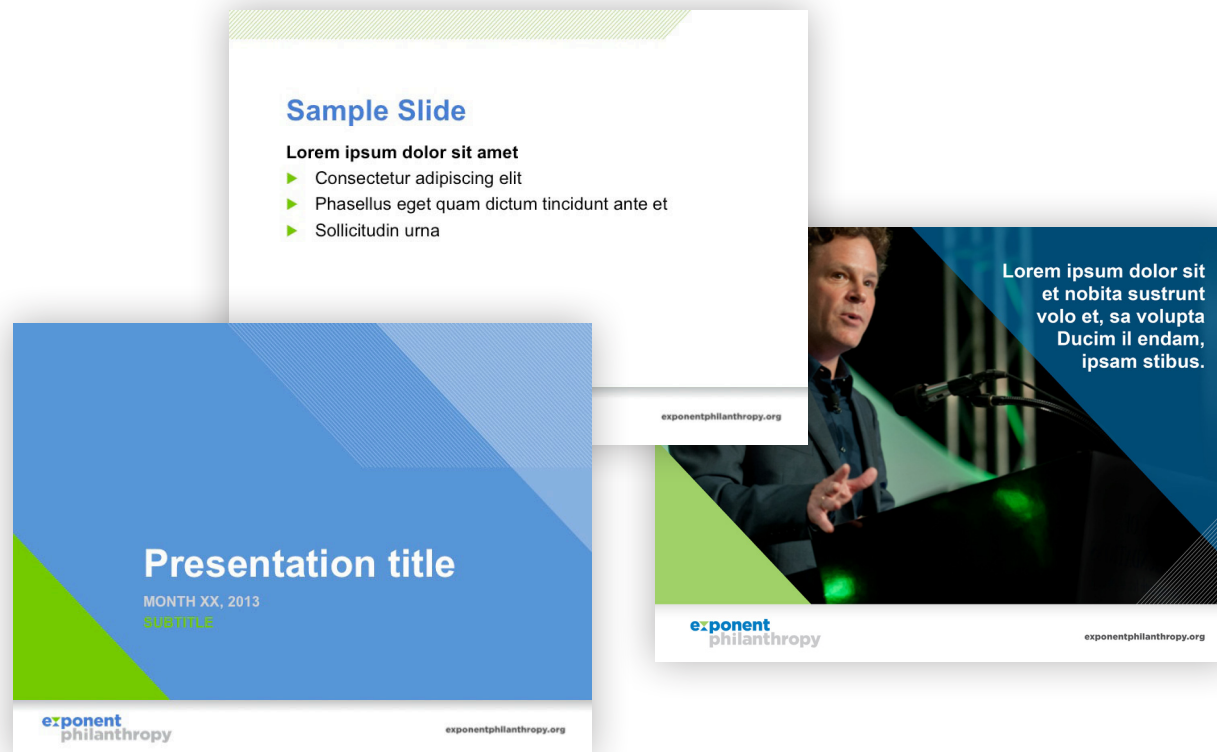
Left: 1 in.
Right: 1.5 in.
Top: 2.25 in.
Bottom: 1 in.

Type Size & Spacing:

Font Size: 9pt, Arial
Line Spacing: 13pt

PowerPoint Presentations

This page shows the template slides developed for giving PowerPoint presentations. Use the built-in layouts and styles to ensure consistency across our presentations.



Effective Presentations

Keep word counts low. Your slides should show a high-level outline of the ideas you're presenting, but not every word.

Help audiences follow the sections of your presentation by breaking it up with divider slides.

Intersperse image slides to help listeners understand your points. It'll also keep them interested more than a presentation of pure text slides.