



**EDYTH BUSH
CHARITABLE FOUNDATION**

BRAND GUIDE

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Brand Identity

LOGO AND LOGO ELEMENTS

Primary Logos



Secondary Logos



Logo Mark / Brand Icons



Logo Usage

SIZING

Print: Minimum Size



1"



1.4"

Print: Ideal Size



2"



2.5"

Screen: Ideal Size



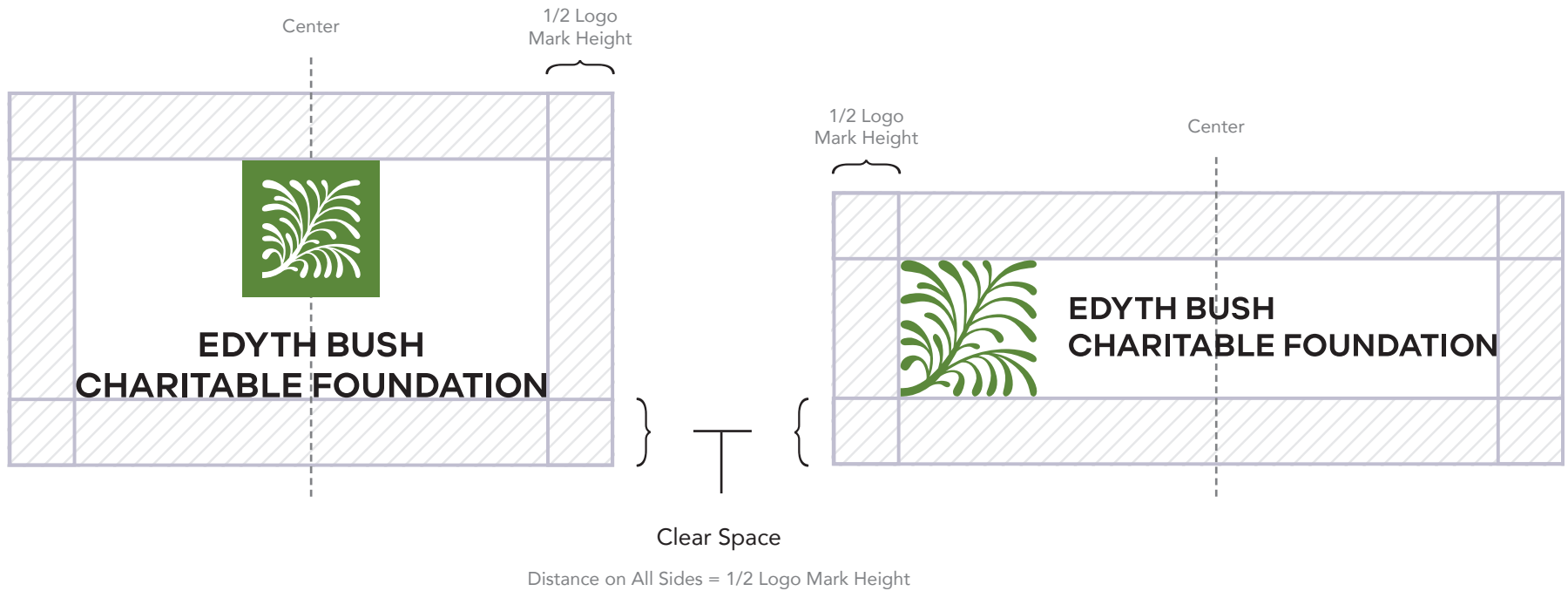
175px



200px

Logo Usage

SPACING



Brand Spacing (Lock Up)

When using brand marks, make sure to pay special attention to clear space on all sides of the logo. The proper spacing formula is **half the total height of the logo**.

Brand Colors

GREEN

HEX: #5C883C

C:68 M:27 Y:100 K:11

PMS 363 U

BLACK

HEX: #000000

C:0 M:0 Y:0 K:100

WHITE

HEX: #FFFFFF

C:0 M:0 Y:0 K:0

Brand Colors

LOGO APPLICATION

Color



**EDYTH BUSH
CHARITABLE FOUNDATION**



**EDYTH BUSH
CHARITABLE FOUNDATION**

Black



**EDYTH BUSH
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Brand Colors

INVERSE LOGO APPLICATIONS

Color Reversed



**EDYTH BUSH
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**EDYTH BUSH
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Improper Uses



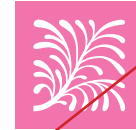
**EDYTH BUSH
CHARITABLE FOUNDATION**

DO NOT
use drop shadows
or special effects



**EDYTH BUSH
CHARITABLE FOUNDATION**

DO NOT
skew or distort logo
proportions



**EDYTH BUSH
CHARITABLE FOUNDATION**

DO NOT
use non-brand
approved colors

Typography

PRINT

Soin Sans Neue

Headings

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir

Body Copy, Subheadings

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typography

PRINT / ADVERTISEMENTS

Heading: Soin Sans Neue Roman

Body Copy: Avenir Regular/Heavy/Oblique

Tagline: Soin Sans Neue Bold

URL: Avenir Medium



PAUL DAY Sculptor, 2021

Rollins College alumnus Fred Rogers chose a path that brought humanity together as he advocated the fundamental issues of his day. **Edyth Bush Charitable Foundation** is committed to upholding Fred Rogers' heartfelt ideals, morality, and wisdom as it benefits Florida's *families and children*. It's in this spirit the Foundation applauds a new permanent outdoor feature at Rollins College honoring Fred Rogers by laureate sculptor Paul Day.

From reality to a world of make-believe, let's make the most of this beautiful day. Edyth Bush Charitable Foundation is happy to be your neighbor.

Image: PaulDaySculpture.com



**EDYTH BUSH
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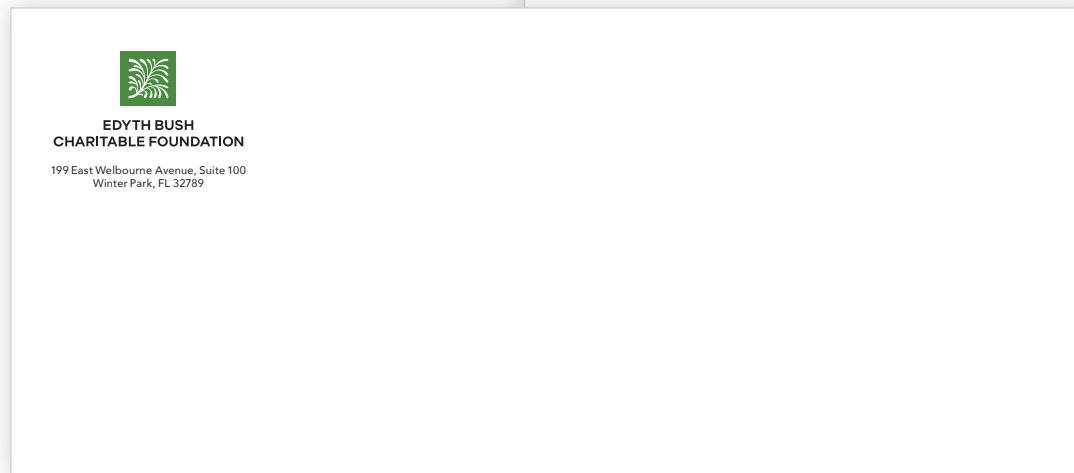
**AFP International
OUTSTANDING FOUNDATION**

WE'RE HERE FOR GOOD
EdythBush.org

Typography

PRINT / STATIONERY

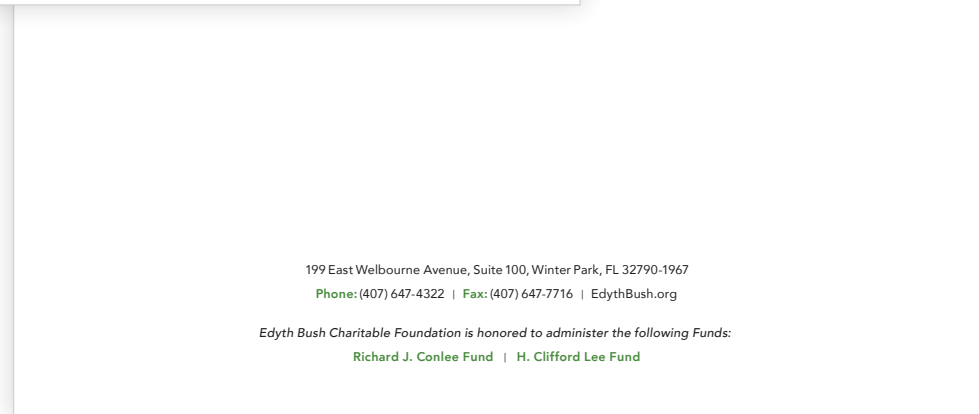
Letterhead (8.5" x 11")



No. 10 Envelope



Business Card (3.5" x 2")



Typography

WEB

Montserrat

Headings, Subheadings

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Lato

Subheadings, Body Copy

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Open Sans

Body Copy

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typography

WEB

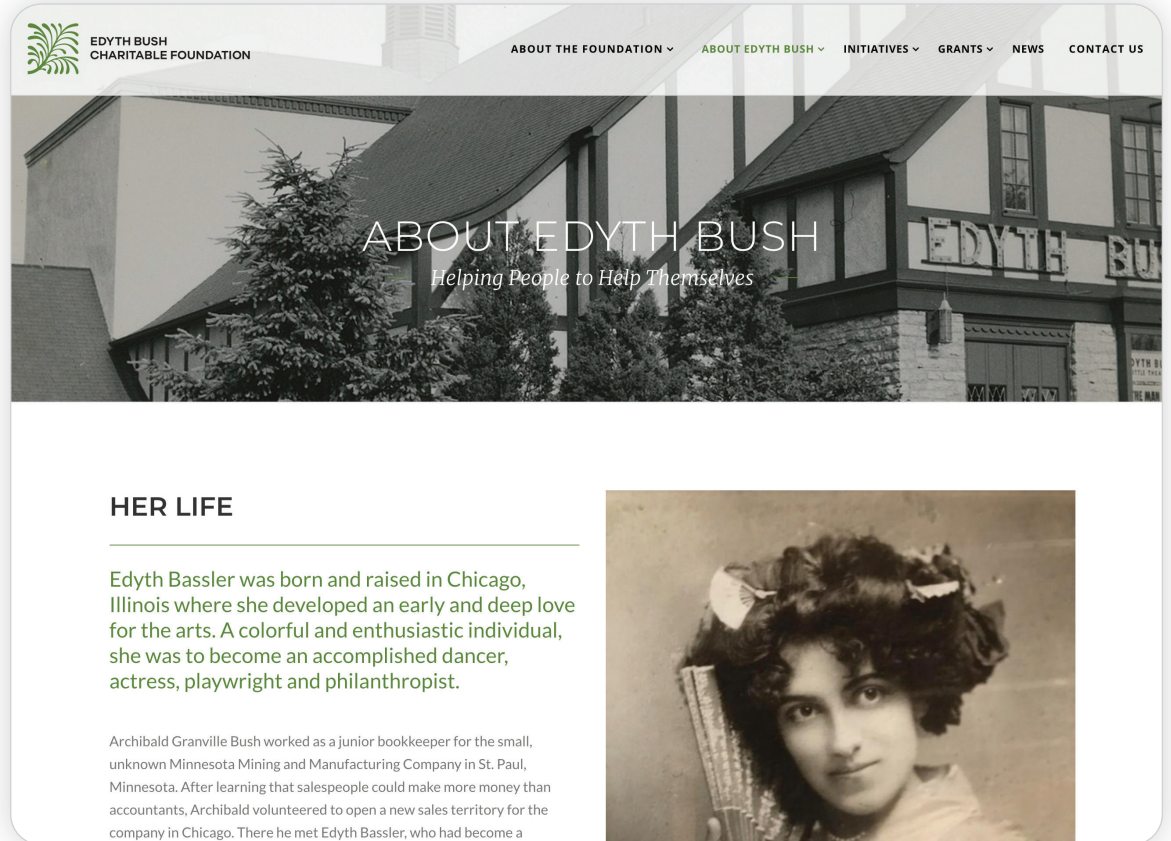
Heading 1: Montserrat (sans-serif), Uppercase

Subtitle: Lato (sans-serif)

Heading 2: Montserrat (sans-serif), Uppercase, Bold

Intro Paragraph Style 1: Lato (sans-serif)

Body: Open Sans (sans-serif), Regular



Typography

EMAIL

Body Copy: Helvetica (Arial, sans-serif), 12 pt

Email Signature Name: Helvetica (Arial, sans-serif), 15 pt

Email Signature Title, Company, Address, Contact Info:
Helvetica (Arial, sans-serif), 12 pt

