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Brand Identity

LOGO AND LOGO ELEMENTS

Primary Logos

EDYTH BUSH CHARITABLE FOUNDATION

Secondary Logos

EDYTH BUSH CHARITABLE FOUNDATION

Logo Mark / Brand Icons

EDYTH BUSH CHARITABLE FOUNDATION
Logo Usage

SIZING

Print: Minimum Size

Print: Ideal Size

Screen: Ideal Size

LOGO USAGE    //    SIZING
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.

Clear Space
Distance on All Sides = 1/2 Logo Mark Height

EDYTH BUSH CHARITABLE FOUNDATION

EDYTH BUSH CHARITABLE FOUNDATION
# Brand Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>HEX</th>
<th>Cyan</th>
<th>Magenta</th>
<th>Yellow</th>
<th>Key</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>GREEN</td>
<td>#5C883C</td>
<td>68</td>
<td>27</td>
<td>100</td>
<td>11</td>
<td>363 U</td>
</tr>
<tr>
<td>BLACK</td>
<td>#000000</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>WHITE</td>
<td>#FFFFFF</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>
Brand Colors

LOGO APPLICATION

Color

EDYTH BUSH CHARITABLE FOUNDATION

Black

EDYTH BUSH CHARITABLE FOUNDATION
Brand Colors

INVERSE LOGO APPLICATIONS

Color Reversed

EDYTH BUSH CHARITABLE FOUNDATION

EDYTH BUSH CHARITABLE FOUNDATION
Improper Uses

DO NOT use drop shadows or special effects

DO NOT skew or distort logo proportions

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
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.
Typography

Montserrat
Headings, Subheadings
Regular
ABCD
123

Bold
ABCD
123

Lato
Subheadings, Body Copy
Regular
ABCD
123

Bold
ABCD
123

Open Sans
Body Copy
Regular
ABCD
123

Bold
ABCD
123
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

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Hello, Client!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sincerely,
David

David A. Odahowski
President & CEO

Edyth Bush Charitable Foundation
199 East Welbourne Avenue, Suite 100
Winter Park, Florida 32789

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We're Here for Good

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TYPOGRAPHY