

The Lumpkin Family Foundation

BRAND IDENTITY GUIDELINES



BRAND OVERVIEW

This document was created to establish brand guidelines for The Lumpkin Family Foundation. The guides are to ensure the brand is used consistently throughout all areas of the organization.

Mission

We support people pursuing innovation and long-lasting improvements in the environment, health, education, and community access to the arts.

Vision

We envision prospering communities with well-informed and engaged citizenry.

TYPOGRAPHY

Primary font

Minion Pro - Regular

Suitable for both body copy & large headlines.

Minion Pro - Regular

Ideally suited for headlines, or utilize when greater emphasis is desired in smaller copy.

Secondary font

Helvetica - Light

Suitable for body copy.

Font families include all face versions of the fonts. Example; Regular or Book, Medium, Semibold, Bold, Condensed, Italic, etc.

LOGO (2C or 4C/process)

The usage of the organization's name spelled out is not acceptable when used without "The" when used with the logo or being utilized in text. Incorrect usage; "Lumpkin Family Foundation".

Correct Usage



Color logo on a white background

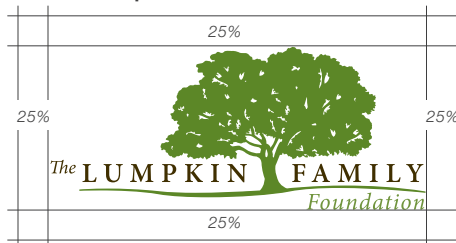


Black logo on a white background



Reversed out logo on a dark background

Clear Space



Do not place type or objects too close to the logo. Utilize a minimum of 25% of clear space surrounding the logo.

Minimum Size



To preserve the readability of the logo, the minimum size limit is .5" tall.

Incorrect Usage



Do not place the logo onto a similar color/toned background.

Do not place the logo onto complex backgrounds.



Do not change the proportional relationship of the logo. Constraining width and height proportions equally when scaling prevents distortion.

BRAND COLOR PALETTE(S)

Primary Colors



LFF Brown

Pantone: Black 4
Process: 0/22/100/89
Web: 333300
RGB: 51/51/0



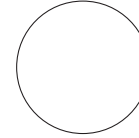
LFF Green

Pantone: 576
Process: 49/0/100/39
Web: 669933
RGB: 102/153/51



LFF Dark Green

Pantone: 575
Process: 48/0/100/53
Web: 4f6c23
RGB: 79/108/35

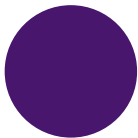


Bright White

Process: 0/0/0/0
Web: FFFFFFFF
RGB: 255/255/255

NOTE: "LFF Dark Green" to be used as font/text color when applied as foreground over "LFF Light Tan" background, in order to meet preferred contrast ratio 5:1

Secondary Colors (Accent)



LFF Purple

Pantone: 2627
Process: 77/100/0/31
Web: 43165e
RGB: 67/22/94



LFF Light Purple (Tint)

Pantone: 2627 (Screen 7%)
Process: 4/6/2/0
Web: efeb1
RGB: 239/235/241



LFF Tan

Pantone: 452
Process: 24/18/42/0
Web: c36f9e
RGB: 195/191/158



LFF Light Tan

Pantone: 454
Process: 9/6/17/0
Web: edebe0
RGB: 237/235/224

GRAPHIC SUPPORTING ELEMENT SYMBOL/ASSETS

The usage of the following graphic elements are optional supporting assets that can be used as a stand alone object when placed into a design. They can be used to enhance printed collateral materials, internal organization documents and presentations, etc. These assets can be used as a reversed, black, PMS 576 or screened version.



NOTE: They cannot represent or replace the use of the logo/brand as a whole.



Web Example



Print Example