

2019 BRAND GUIDELINES

A stylized, dark grey illustration of a classical building with a central portico supported by four columns. A flag is flying from a pole on the roof. The building has two rows of windows on each side of the portico.

BARBARA LEE FAMILY FOUNDATION

BLFF

Font Guidelines

Glacial Indifference

Looks like

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+="':?<>

Primary font

Use for all materials, bolded in headings and in caps as needed

Raleway

Looks like

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+="':?<>

Secondary font

Use as secondary font in all materials

SIX CAPS

LOOKS LIKE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+="':?<>

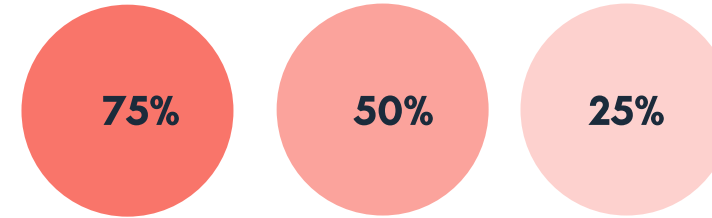
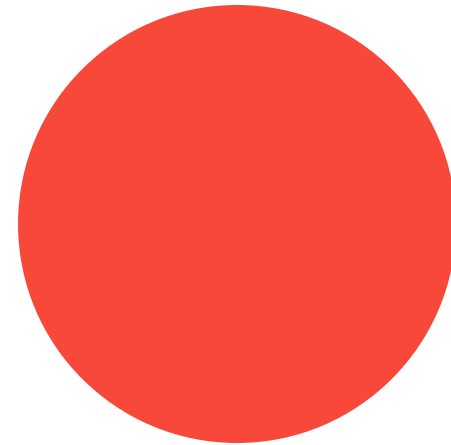
SECONDARY FONT

USE IN GRAPHICS ONLY

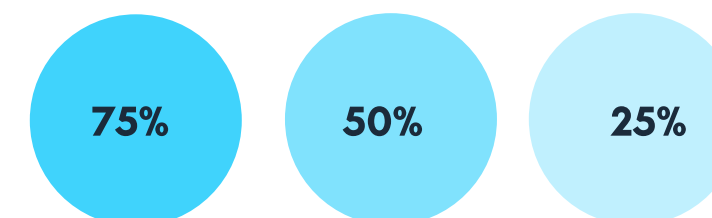
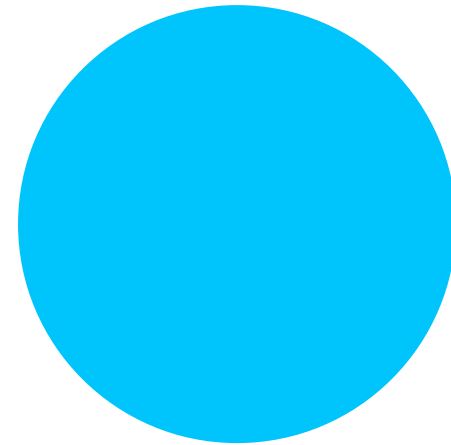
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Brand colors

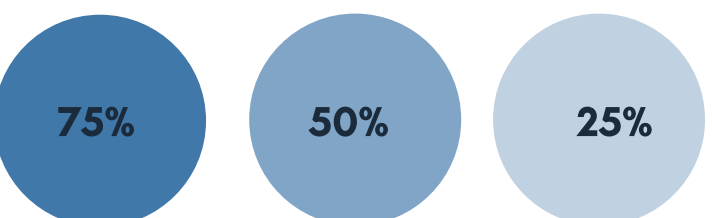
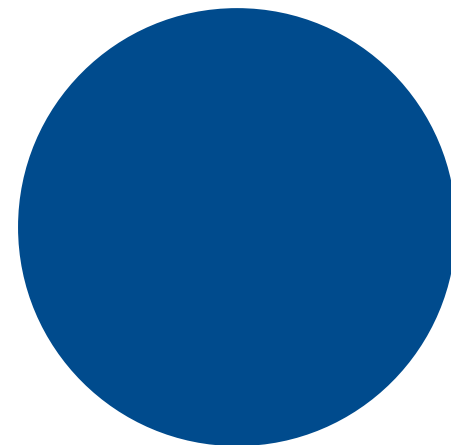
Primary Brand Colors:



HEX: #f84839 **RGB:** 248, 72, 57
Pantone: 179 C **CMYK:** 0, 71, 77, 3

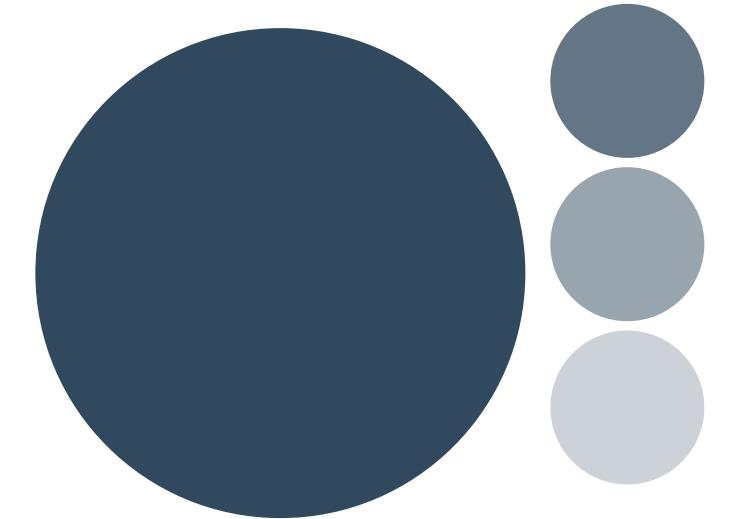


HEX: #00c5fc **RGB:** 0, 197, 252
Pantone: 306 C **CMYK:** 100, 22, 0, 1

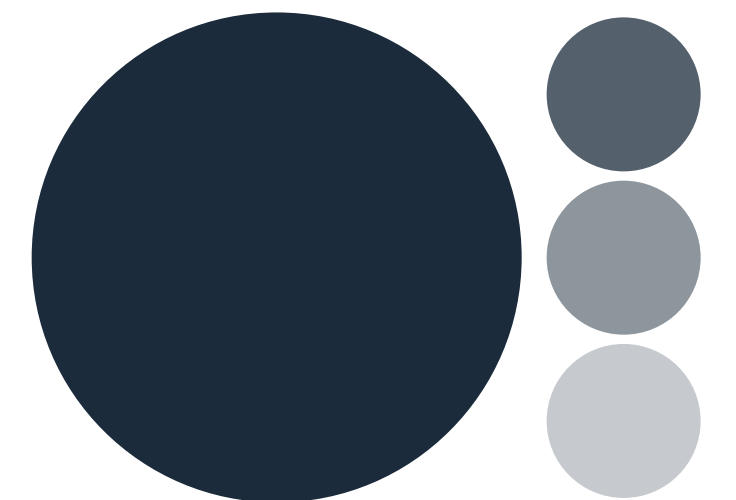


HEX: #004b8d **RGB:** 0, 75, 141
Pantone: 541 C **CMYK:** 100, 47, 0, 45

Secondary Colors:



HEX: #31495e **RGB:** 49, 73, 94
Pantone: 432 C **CMYK:** 48, 22, 0, 63



HEX: #1b2b3b **RGB:** 27, 43, 59
Pantone: 539 C **CMYK:** 54, 27, 0, 77

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Logos



BARBARA LEE FAMILY FOUNDATION

Logos: 20th
Anniversary



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