

— THE —
KERN  FAMILY
— FOUNDATION —

BRAND IDENTITY GUIDE

Issued June 2015

03	INTRODUCTION
04	LOGO VERSIONS
06	LOGO USAGE
10	COLORS
12	TYPOGRAPHY
14	FINAL THOUGHTS

Introduction

This is a reference guide for using **THE KERN FAMILY FOUNDATION** logo. The guidelines in this booklet are meant to maintain the integrity of the logo and, by extension, the brand.



This logo cannot be used without written consent from **THE KERN FAMILY FOUNDATION**.



PRIMARY COLOR VERSION

To be used in majority of the branding.



BLACK/WHITE VERSION

To be used when a monotone/colorless logo is needed (such as FAX, etc).



ICON VERSION

To be used as an avatar on twitter, facebook or where icon is needed.

THE VERSIONS BELOW ARE ALSO PROVIDED IN THIS IDENTITY PACKAGE.



Primary Color Version On Dark



Black/White Version On Dark

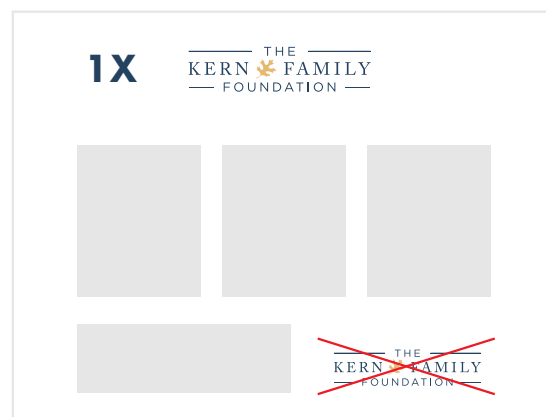
LOGO PADDING



The logo must be presented at least the height of “K” from any other design element. This padding makes sure the logo is not crowded against another design element, protecting the logo's modern and professional look.

LOGO POTENCY

The logo is only to be used once per viewing area of collateral. For example, logo can only be used once on the front of a letterhead, or a flyer design. This is to ensure logo potency and sacredness.



MINIMUM SIZES



1.15" (126 px) For web or print.

SUGGESTED LOGO SIZES



Overall, the logo should generally be presented at a smaller size than your typical logo. This is to give the logo a professional, regal look. It should never be presented large or gaudy. If any question exists regarding the size of the logo, please direct that question to **THE KERN FAMILY FOUNDATION** staff.

PROPER USAGE



IMPROPER USAGE



No stretching/skewing.



No changing colors.



No changing size ratios.



No placing 2 color version on mid-tone background.



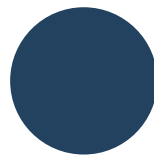
No rotating logo.



No adding dropshadow.

PRIMARY COLORS

Navy and Gold are the primary colors. Light Gray can be used as an accent color.

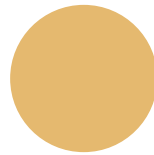


NAVY

Hex: 224260

Pantone: 534 C

CMYK: 93, 73, 40, 28



GOLD

Hex: E5B96F

Pantone: 7508 C

CMYK: 10, 27, 66, 0



LIGHT GRAY

Hex: F2F2F2

Pantone 656 C

CMYK: 4, 4, 3, 0

LOGO TITLING TYPEFACE DETAILS

THE
KERN  FAMILY
FOUNDATION

Gotham Book. Tracking +180

Adobe Caslon Pro Regular. Tracking +220

COMPLIMENTARY TYPEFACES

The **TIMES NEW ROMAN** and **ARIAL** font families were chosen as complimentary typefaces. Times New Roman is used for body. Arial is a clean, geometric sans serif to be used for titles, subheaders, and note/credits. Both fonts come standard on PCs and Macs.

TIMES NEW ROMAN FONT FAMILY

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

ARIAL FONT FAMILY

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

HEADING SUGGESTIONS

Consistent headings and typography usage adds a stability and trust to the brand.

HEADING ONE

Arial Bold 18 pt All Caps in Navy

SUB HEADING TWO

Arial Bold 12 pt All Caps in Navy

Body/Content Type

Times New Roman Regular 11 pt in Navy or Black

Credits/Notes Type

Arial Italic 8 pt in Navy

MAKING IT HAPPEN

Credits / Subtitle Text

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

HOW DO YOU DO IT?

It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Example

Final Thoughts

THE KERN FAMILY FOUNDATION brand will require upkeep and maintenance. Please monitor all collateral design and be firm about keeping a consistent feel across all media.

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