



## LOGOS

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*The Perpich Foundation logo consists of the Perpich “Lens” and text. There are 2 logo options available. When possible, the primary horizontal logo should be used, but in some cases the alternative version may work better.*

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**Primary Logo**



**Stacked Logo**



## LOGO USE

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The Perpich Foundation logo has been carefully designed and should never be altered in any way. These examples illustrate how NOT to use the logo, but do not include all instances of misuse.

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### Primary Logo



Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility.

### Logo Do NOTs



✘ Do not stretch or skew the logo in any way.



✘ Do not distort the logo in any way.



Do not add any extra graphics to the logo.



✘ Do not alter color of the logo in any way.



Do not add any shadow to the logo.

## COLOR PALETTE

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*To ensure the Perpich Foundation colors appear properly it's essential to use the correct color format for coated and uncoated papers as well as PMS or CMYK printing, and on screen use.*

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### Red

#e42133

RGB: 228, 33, 51

CMYK: 4, 99, 87, 0

Pantone: 56-8 U



### Orange

#f5a741

RGB: 245, 167, 65

CMYK: 2, 39, 85, 0

Pantone: 20-7 U



### Yellow

#ffde17

RGB: 255, 222, 23

CMYK: 0, 10, 95, 0

Pantone: 4-8 U



### Lime

#cedf66

RGB: 206, 223, 102

CMYK: 22, 0, 76, 0

Pantone: 163-7 U



### Teal

#46c3d3

RGB: 70, 195, 211

CMYK: 63, 0, 18, 0

Pantone: 121-5 U



### Blue

#1894d2

RGB: 24, 148, 210

CMYK: 77, 29, 0, 0

Pantone: 115-16 U



### Purple

#9c4d9e

RGB: 156, 77, 158

CMYK: 43, 83, 0, 0

Pantone: 99-14 U



### Black

#231f20

RGB: 35, 31, 32

CMYK: 0, 0, 0, 100

Pantone: 179-16 U

## TYPOGRAPHY

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*Brandon Grotesque is the primary type family and should be used whenever possible to communicate key brand messages in headlines and display copy. A variety of weights are available, from 'Light' to 'Bold'. For web use, Montserrat should be used for headlines, and Open Sans should be used for body copy.*

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### **Brandon Grotesque** PRIMARY FONT FAMILY

**Aa Bb Cc Dd Ee**  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu vxyz  
123456789

### **Open Sans** WEB USE

**Aa Bb Cc Dd Ee**  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu vxyz  
123456789

### **Montserrat** WEB USE

**Aa Bb Cc Dd Ee**  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu vxyz  
123456789