

# Kosciusko County Community Foundation: Identity Guidelines

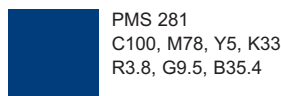


## 1. OFFICIAL LOGOS



## 3. COLORS

Kosciusko County Community Foundation Blue =



Kosciusko County Community Foundation Gold =



## 5. REVERSED COLOR OPTIONS



\*Same for stacked logo version



\*Same for stacked logo version

## 7. MINIMUM SIZE



## 4. POSITIVE COLOR OPTIONS



A. One-Color: Kosciusko Community Foundation Blue  
\*Same for stacked logo version



B. Two-/Four-Color  
\*Same for stacked logo version

## 6. CLEAR SPACE RULE



The MINIMUM clear space distance is defined by the capital letter "F" in the logo.

\*Same for stacked logo version

## 8. TYPEFACES

### Barmeno Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz012345  
6789:;<>?.,/;{}[]=-\_+!@#\$\$%^&\*()'~|\

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz012345  
6789:;<>?.,/;{}[]=-\_+!@#\$\$%^&\*()'~|\

**1. OFFICIAL LOGOS:** These are the only logos that may be used with the Kosciusko County Community Foundation (KCCF) identification system. Any other versions of the logo are unacceptable. To protect the integrity of the brand, the logo must not have anything added to it or placed over it, or be distorted in any way. The logo must be used in accordance with the following standards:

**2. TAG LINE:** The KCCF logo may not be reproduced without the tag line "Where Donor Dreams Shine." without approval from the KCCF marketing director. Please note that the tag line must be used in this position only when-ever the logo is reproduced.

**3. COLORS:** The logo should be reproduced in KCCF Blue and KCCF Gold whenever possible. When printing in four-color process use the CMYK values.

### 4. POSITIVE COLOR OPTIONS:

(A) **One-Color.** Shown is the only preferred version of the logo in a one-color application. It is also acceptable for the logo to be reproduced in the single darkest color available when KCCF Blue is not available.

(B) **Two-Color.** Shown is the preferred version of the logo in a two-color application. The logo should never be printed in two colors other than KCCF Blue and KCCF Gold. If KCCF Blue and KCCF Gold are not available the logo must be printed in the single darkest color available as a one-color logo. Please note that the colors shown here are not to be transposed.

**5. REVERSED COLOR OPTIONS:** The logo may be reversed out of KCCF Blue, KCCF Gold or the darkest background available.

**6. CLEAR SPACE RULE:** To ensure maximum visual impact, the KCCF logo must be surrounded by a constant area of clear space. The minimum area is defined by the capital letter "F" in the logo. No type or art of any kind may intrude into the clear space.

**7. MINIMUM SIZE:** The KCCF horizontal logo must never be reproduced smaller than the width (distance left to right of the logo) of 2". The stacked logo must never be reproduced smaller than the width (distance left to right of the logo) of 1.0". This is to ensure the logo is reproduced clearly and with maximum legibility.

**8. TYPEFACES:** The typeface chosen in the KCCF headlines is Barmeno Bold. The typeface chosen in the KCCF text is Arial.