

# Patterson Family Foundation Logo Style Guide

## How to Use This Guide

We are thrilled to share our logo with the organizations we work with. We hope these guidelines are helpful to you in your project. From our entire Foundation team, thank you for helping us put our best foot forward!



## Size Guidelines

The ideal logo maximum size is 2.75"x1.8". The logo should not be used in print below 1.5" wide.



*This is the Foundation's primary logo.*

## Color Palette

These are the specific color values for our logo and brand palette.

	CMYK	PMS	HEX
Navy	96 46 20 55	547 U	0A2E33
Gold	5 32 100 23	7551 U	7F5E3E
Cream	0 0 2 0	P-1-1 U	F9F9F0

## Clear Space

Standard logo usage requires a clear space of a windmill's width around the logo to avoid crowding.



Last Updated: February 3, 2023

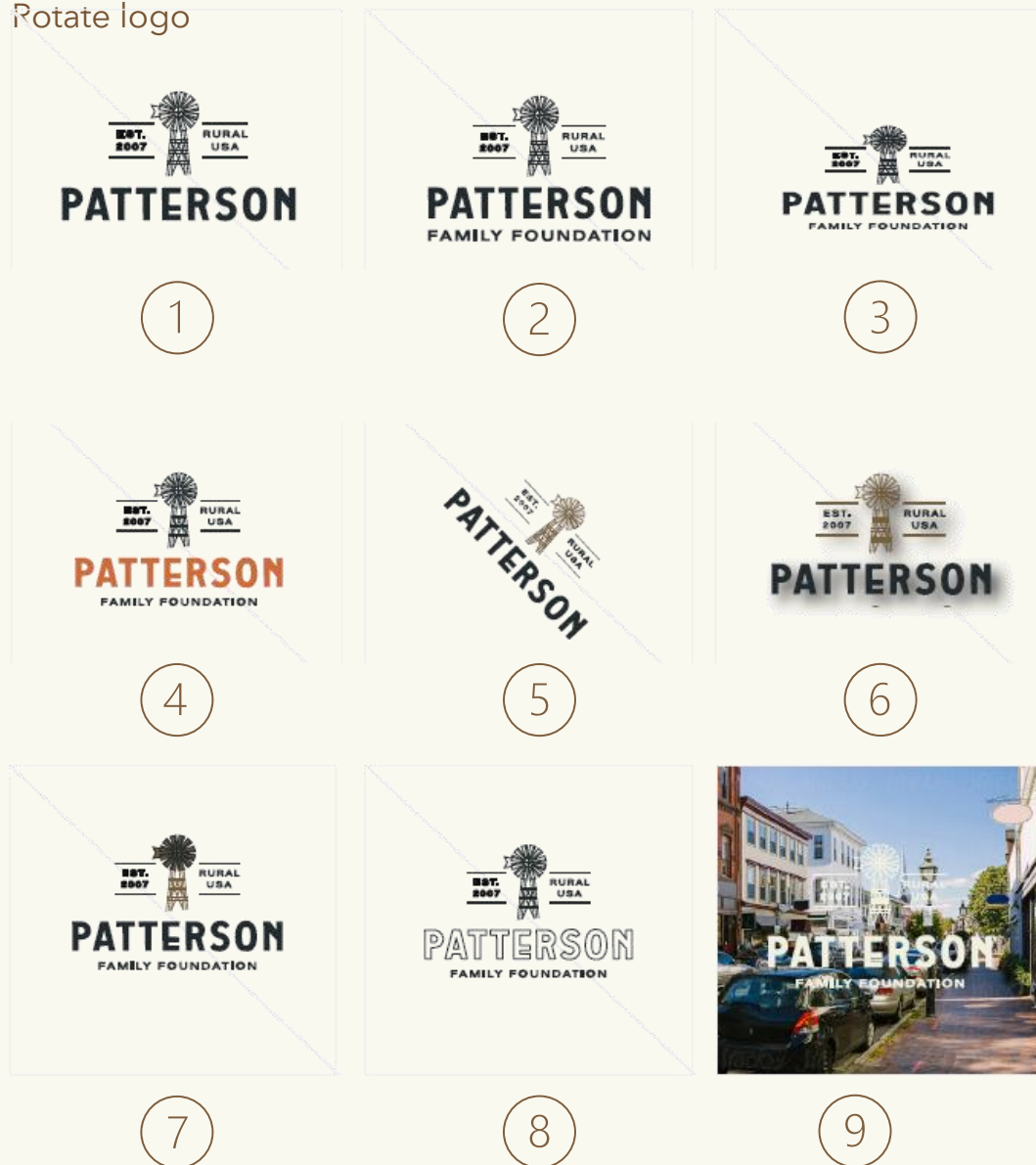
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# Patterson Family Foundation Logo Style Guide (continued)

## Examples of Improper Usage

To uphold our logo's integrity, please do not:

1. Remove elements from logo
2. Adjust scale of items in logo
3. Stretch logo
4. Use other colors for logo
5. Rotate logo
6. Add drop shadow or artistic effects
7. Fill in windmill
8. Outline logo
9. Place on busy background



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