



# Give Local Brand Guidelines



### **GIVE LOCAL LOGO**

# Story

The Give Local logo is a sub-brand of Community Foundation of South Puget Sound. It is compatible with and inspired by the Foundation logo identity, with the overarching goal of conveying a sense of joy and celebration.



Arch is carried through from Foundation logo, representing hope and prosperity, as well as the catalyst role of the program

Tree color represents the health of the community

> Lowercase "give" feels casual and inviting

Heart symbolizes generosity and care

## **GIVE LOCAL**

# Versions & Usage

The Give Local logo is available in the following formats:

- · full color, all black and all white without tagline
- · full color, all black and all white with tagline
- · full color with tagline within a white rectangle

The heart may be extracted and used on its own as a design element. It should only be used in Salmon or white. White space should be equivalent to the "LOC" of the logo.

















### **GIVE LOCAL**

# **Color Palette**

# **Primary** Colors



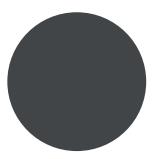
Salmon C0, M72, Y70, K0 Hex f26c51



Tree C33, M0, Y100, K10 Hex a6c12d

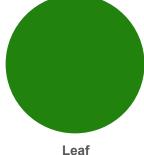


**Berry** C60, M100, Y60, K0 Hex 832e58

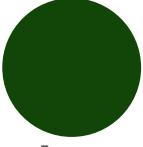


Stone C10, M5, Y5, K85 Hex 424446

# **Secondary** Colors



C75, M0, Y90, K49 Hex 21820d



Evergreen C74, M0, Y88, K73 Hex 124508



Dahlia C0, M35, Y85, K0 Hex fbaf3f



Sky C40, M0, Y0, K0 Hex 8dd7f7



Turquoise C100, M0, Y13, K27 Hex 00baa1