



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.



GIVE LOCAL

Versions & Usage

The Give Local logo is available in the following formats:

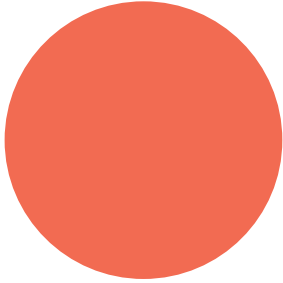
- full color, all black and all white without tagline
- full color, all black and all white with tagline
- full color with tagline within a white rectangle

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.



Color Palette

Primary Colors



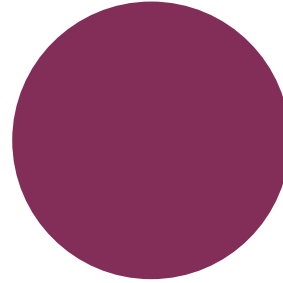
Salmon

C0, M72, Y70, K0
Hex f26c51



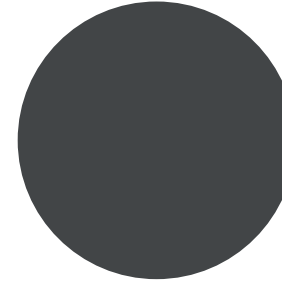
Tree

C33, M0, Y100, K10
Hex a6c12d



Berry

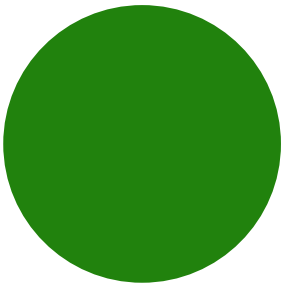
C60, M100, Y60, K0
Hex 832e58



Stone

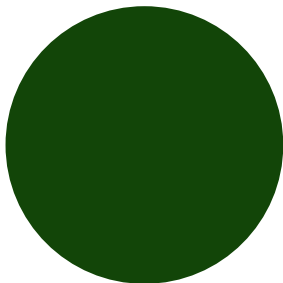
C10, M5, Y5, K85
Hex 424446

Secondary Colors



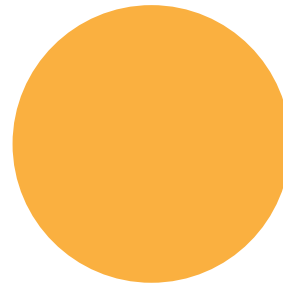
Leaf

C75, M0, Y90, K49
Hex 21820d



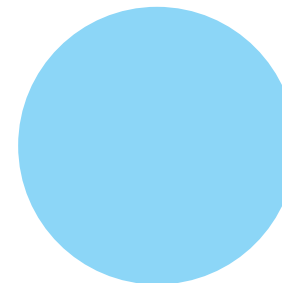
Evergreen

C74, M0, Y88, K73
Hex 124508



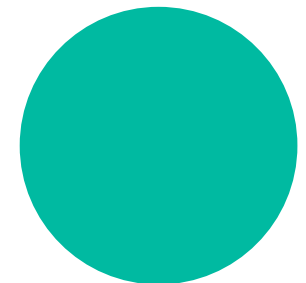
Dahlia

C0, M35, Y85, K0
Hex fba3f3



Sky

C40, M0, Y0, K0
Hex 8dd7f7



Turquoise

C100, M0, Y13, K27
Hex 00baa1