



BUSH
FOUNDATION

General Brand and Style Guide

LOGO

The Bush Foundation logo consists of the tri-colored area that forms the b (known as the “bug”) and the words “Bush Foundation”. Both elements must be used together. The minimum size for the logo is 0.325” from the top to the bottom of the bug. Always enlarge or reduce the logo proportionately so it is not stretched or distorted. Space should be left around the logo that is at least the size of the full height of the letter “B” in “Bush” as shown.



One-color logo variations — black or reverse (white) only — are acceptable, if required by production limitations. The logo in black can be used on a white background. The reverse logo should be used only on backgrounds that are orange or dark gray from our primary color palette.



COLOR PALETTE

The Bush Foundation color palette is a flexible, dynamic system consisting of two primary colors and three supporting colors. Each is identified below for a variety of applications, from print to pixels. Overall, the system conveys a sense of warmth and energy.

Primary Colors

Pantone 158C		Pantone 7540C		Pantone 158U		Pantone 7540U	
Digital	Process	Digital	Process	Process		Process	
R = 232	C = 0%	R = 75	C = 67%	C = 0%		C = 54%	
G = 121	M = 62%	G = 80	M = 54%	M = 59%		M = 40%	
B = 40	Y = 97%	B = 88	Y = 46%	Y = 100%		Y = 31%	
	K = 0%	K = 40%		K = 0%		K = 34%	
HTML		HTML					
#E87928		#4B5058					

printed coated

printed uncoated

Supporting Colors

Pantone 301C		Pantone 3522C		Pantone Warm Gray1C	
Digital	Process	Digital	Process	Digital	Process
R = 0	C = 100%	R = 0	C = 100%	R = 216	C = 10%
G = 75	M = 51%	G = 138	M = 0%	G = 212	M = 10%
B = 139	Y = 0%	B = 48	Y = 100%	B = 215	Y = 11%
	K = 34%	K = 4%			K = 0%
HTML		HTML		HTML	
#004B8B		#008A30		#D8D4D7	

printed coated

Pantone 301U		Pantone 3522U		Pantone Warm Gray1U	
Process		Process		Process	
C = 100%		C = 100%		C = 9%	
M = 50%		M = 0%		M = 10%	
Y = 0%		Y = 100%		Y = 11%	
K = 25%		K = 12%		K = 0%	

printed uncoated



TYPOGRAPHY

The Bush Foundation primary brand typography consists of two typeface families:

Noto Serif Family

Noto Sans Family

General best practice for use type family application based on specific content
and an alternative font if primary font is not available:

Headlines

Noto Serif Extra Bold or Georgia Bold

Subheads

Noto Sans Bold or Arial Bold

Body Copy

Noto Sans Regular or Arial