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. It's inviting with a feeling of confidence. The colors come from the real world, and variations of each can be found throughout the Upper Midwest.
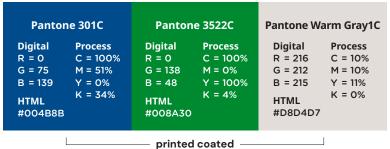
Primary Colors

Pantone 158C

Digital	Process
R = 232	C = 0%
G = 121	M = 62%
B = 40	Y = 97%
	K = 0%
HTML	
#E87928	

Pantone 7540C

Digital	Process
R = 75	C = 67%
G = 80	M = 54%
B = 88	Y = 46%
	K = 40%
HTML	
#4B5058	

└─ **printed coated** ─┘

Pantone 158U

Process
C = 0%
M = 59%
Y = 100%
K = 0%

Pantone 7540U

Process
C = 54%
M = 40%
Y = 31%
K = 34%

└─ **printed uncoated** ─┘

Supporting Colors

Pantone 301C

Digital	Process
R = 0	C = 100%
G = 75	M = 51%
B = 139	Y = 0%
	K = 34%
HTML	
#004B8B	

Pantone 3522C

Digital	Process
R = 0	C = 100%
G = 138	M = 0%
B = 48	Y = 100%
	K = 4%
HTML	
#008A30	

Pantone Warm Gray1C

Digital	Process
R = 216	C = 10%
G = 212	M = 10%
B = 215	Y = 11%
	K = 0%
HTML	
#D8D4D7	

└─ **printed coated** ─┘

Pantone 301U

Process
C = 100%
M = 50%
Y = 0%
K = 25%

Pantone 3522U

Process
C = 100%
M = 0%
Y = 100%
K = 12%

Pantone Warm Gray1U

Process
C = 9%
M = 10%
Y = 11%
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