Table of Contents

Overview ........................................... 3
Story of the Logo ............................... 4
About the Bush Foundation ............... 5
Logo Guidelines ................................. 6
Correspondence Guidelines ............... 8
Color Palette ...................................... 9
Typography ...................................... 10
Other Visual Elements ....................... 11
Shading Guidelines ......................... 12
Overview

A brand is a promise to audiences that represents the personality of an organization.

Our brand elicits the emotional connection we want audiences to have with the Bush Foundation. It signifies who we are, what we stand for and the contributions we make in Minnesota, North Dakota, South Dakota and the 23 Native nations that share the same geography. It represents our investment in great ideas and the people who power them.

With a unified identity, our target audiences know what to expect from the Bush Foundation. That expectation builds trust and enables us to be an organization with which people enjoy interacting, allowing us to further our mission and reach more people.

It is important for us to build a Bush Foundation brand that is consistent and memorable. To achieve this objective, we must embody the principles of the Bush Foundation brand in our communications and the look of the brand in our materials.

These identity guidelines help us present the Bush Foundation’s brand in a consistent way.
Story of the Logo

The Bush Foundation invests in great ideas and the people who power them.

Our logo comes from a world where people think bigger and think differently about what is possible in their communities. This brand identity is meant to convey the warmth and vitality of this kind of positive human interaction.

The colors, too, are a part of the natural world, reminiscent of our region. Three shapes come together to form something new, a letter, and in doing so demonstrate both the diversity of our communities and the creative potential of collaboration. The logo is open, honest and even a bit humble (it’s a lowercase “b,” after all).

Most of all, it’s optimistic, like us and everyone else working to improve the quality of life in the communities we serve.
About the Bush Foundation

The Bush Foundation invests in great ideas and the people who power them in Minnesota, North Dakota, South Dakota and the 23 Native nations that share the same geography. Established in 1953 by 3M Executive Archibald Bush and his wife, Edyth, the Foundation makes grants and investments to support organizations and people who think bigger and think differently about solutions to problems in their communities. The Foundation works to inspire and support creative problem solving — within and across sectors — to make the region better for everyone.

OFFICIAL NAME
Bush Foundation
• Not The Bush Foundation
• Not The Archibald Bush Foundation
• Not Bush

BRAND VOICE
The Bush Foundation communicates in a clear, factual, inviting manner. The tone is upbeat and energetic without being frivolous or chatty.

The way we communicate should be easy, without jargon or fancy words. Our goal is to start conversations that lead to action. The bigger the idea, the shorter the words and sentences. Say it so anyone can share it.
Logo Guidelines

PRIMARY LOGO

BUSH FOUNDATION

The minimum acceptable size for the primary logo is 0.325” from the top to the bottom of the tri-colored area that forms the b—known as the “bug.”

ONE-COLOR VARIATIONS

BUSH FOUNDATION

One-color logo variations are acceptable, if required by production limitations. Only use the primary color palette (or black or white) for one-color variations.

When reversing logo, maintain space around the logo. Only use the primary color palette when reversing the logo.
Logo Guidelines

ICONS (THE “BUG”)

Color on white background

The “b” can be used after the Bush Foundation has already been well identified and/or where context exists to demonstrate the b is part of the Foundation’s identity. It can also be used where space is limited.

Color on color background

When reversing the color b against a color background from the approved color palette, maintain space around the “b.”

Color on white background

Color on white background
Correspondence Guidelines

URL
When communicating the Bush Foundation URL, present it in this manner: BushFoundation.org
- Capitalize the B and F in the URL
- Not www.bushfoundation.org
- Not www.Bushfoundation.org
- Not www.BushFoundation.org

PHONE NUMBER
When communicating a Bush Foundation phone number, present it in this manner: 651-227-0891
- Not 651.227.0891
- Not (651) 227-0891

EMAIL ADDRESS
When communicating a Bush Foundation email address, present it in this manner:
ddrew@bushfoundation.org
- Not Ddrew@BushFound.org
- Not DDrew@bushfoundation.org

EMAIL SIGNATURE
Duchesne Drew
Community Network Vice President
Gender Pronouns: he/him/his

Bush Foundation
101 Fifth Street East, Suite 2400, Saint Paul, MN 55101
Tel: 651-379-0891
ddrew@bushfoundation.org | BushFoundation.org | @BushFoundation | Find us on Facebook
The Bush Foundation color palette is a flexible, dynamic system consisting of three primary colors and four 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.
Typography

FOR GRAPHIC DESIGN

Gotham Rounded Light
abcdefghiklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @$%&*?

Gotham Rounded Medium
abcdefghiklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @$%&*?

Sentinel Book
abcdefghiklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @$%&*?

Sentinel Bold
abcdefghiklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @$%&*?

FOR WEB

Arial (body copy)
abcdefghiklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @$%&*?

FOR EMAIL & WORD PROCESSED DOCUMENTS

Arial (11 point)
abcdefghiklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @$%&*?

FOR POWERPOINT USE

Georgia Bold (headlines)
abcdefghiklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @$%&*?

Arial Bold (subheads)
abcdefghiklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @$%&*?