

THE ROSENDIN FOUNDATION BRAND GUIDELINES

Logo

Logo Rules



Clearspace = 1 Blue O

- Do not alter color
- Do not invade clearspace or crop
- Logo proportions must be maintained
- Avoid use on like-colored or busy backgrounds
- Do not blur or pixelate
- Do not recreate the logo using typefaces
- Do not bend, twist, or rotate the logo
- Do not apply drop shadows, gradients, or effects

Typography

Primary Font

Gotham

Fallback font: Arial

Book / *Book Italic*

ABCDEFGHIJKLM / NOPQRSTUVWXYZ

Medium / *Medium Italic*

ABCDEFGHIJKLM / NOPQRSTUVWXYZ

Bold / *Bold Italic*

ABCDEFGHIJKLM / NOPQRSTUVWXYZ

Secondary Font

Gotham Narrow

Fallback font: Arial Narrow

Book / *Book Italic*

ABCDEFGHIJKLM / NOPQRSTUVWXYZ

Medium / *Medium Italic*

ABCDEFGHIJKLM / NOPQRSTUVWXYZ

Bold / *Bold Italic*

ABCDEFGHIJKLM / NOPQRSTUVWXYZ

Color

Primary Colors

ROSENDIN BLUE

Pantone 293C

C 100% R 0
M 76% G 61
Y 0% B 165
K 9%
HEX #003DA5

ROSENDIN GRAY

Pantone 431C

C 45% R 91
M 25% G 103
Y 16% B 112
K 50%
HEX #5B6770

Secondary Colors

TRF GREEN

Pantone 2258C

C 82% R 0
M 0% G 134
Y 100% B 36
K 18%
HEX #008624

TRF TEAL

Pantone 2237C

C 81% R 8
M 13% G 135
Y 31% B 147
K 16%
HEX #088793