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FOUNDATION

Ignite Change

BRAND STYLE GUIDE

LOGO: VERTICAL LOCK-UP

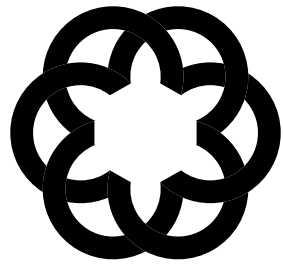


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FULL-COLOR

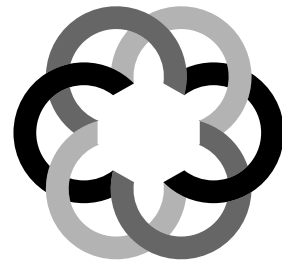
LOGO: VERTICAL LOCK-UP



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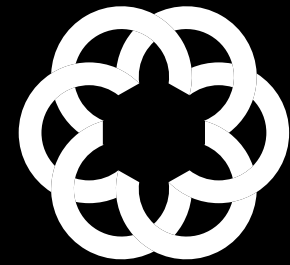
ONE-COLO / BLACK



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GRAYSCALE



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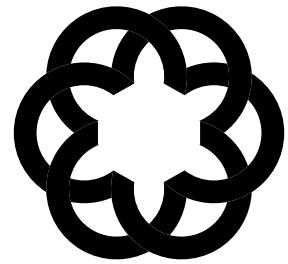
WHITE

LOGO: HORIZONTAL LOCK-UP



FULL-COLOR

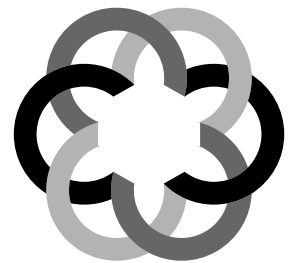
LOGO: HORIZONTAL LOCK-UP



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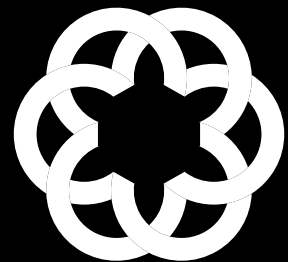
ONE-COLOR / BLACK



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GRAYSCALE



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WHITE

COLOR

PRIMARY



"COMPTON FOUNDATION"
#2E858A (ADA Compliant)



"IGNITE CHANGE"
#D63D00 (ADA Compliant)



#FF8756

SECONDARY



#FBE699



#CCE7C3

PRIMARY BRAND FONT

PRIMARY FONT:

Open Sans

Open Sans is a humanist typeface designed to have a neutral, yet friendly appearance. Open Sans is appropriate when conveying a casual, informal and approachable tone. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. Open Sans can be used for internal communications and touchpoints with dense information.

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.?!@#%&"{} 0123456789

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.?!@#%&"{} 0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.?!@#%&"{} 0123456789

SECONDARY BRAND FONT

SECONDARY FONT:

IBM Plex Serif

IBM Plex Serif is our secondary font that tonally compliments Open Sans, conveying a sense of formality and tradition. Serif fonts are commonly used on traditional mediums such as newspapers, magazines, and books. IBM Plex Serif is appropriate for use on formal correspondence, editorial headlines, section headers, quotes and text call outs, and editorial content.

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.?!@#%&"{} 0123456789

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.?!@#%&"{} 0123456789

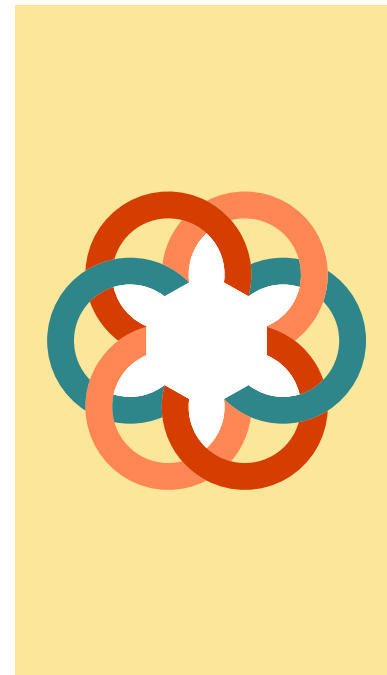
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.?!@#%&"{} 0123456789

BUSINESS CARD



FRONT

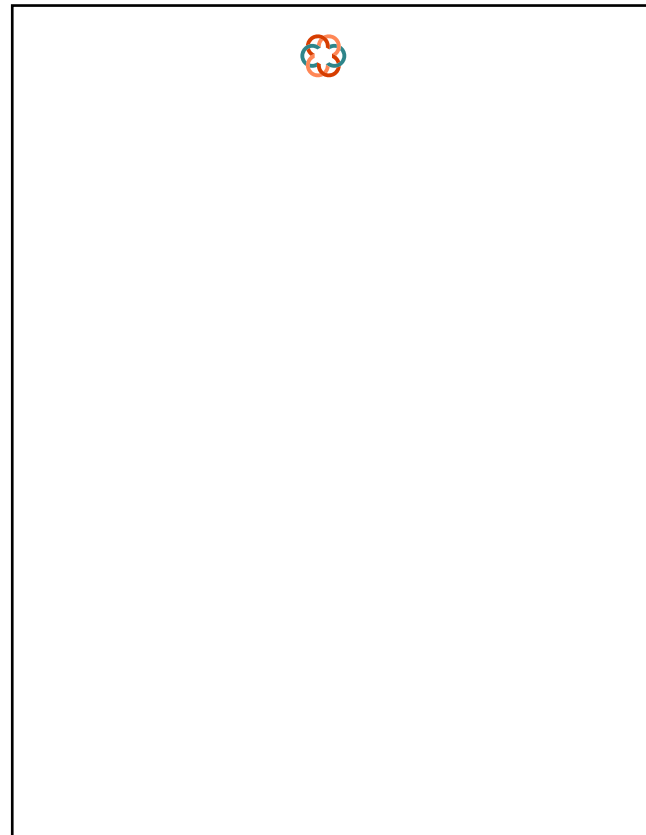


BACK

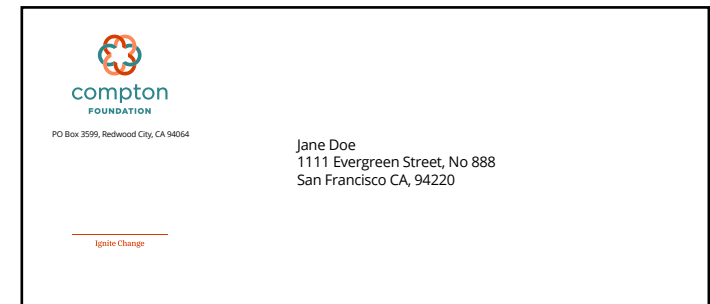
LETTERHEAD, SECOND SHEET + NO.10 ENVELOPE



LETTERHEAD



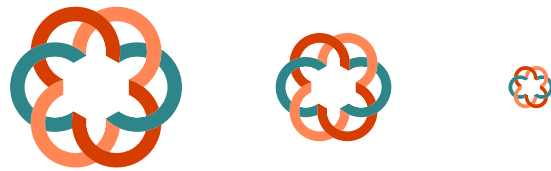
SECOND SHEET



NO. 10 ENVELOPE

FAVICON + EMAIL SIGNATURE

CF BRANDING



FAVICONS



Deborah Daughtry
she|her|hers
Director of Operations

Compton Foundation
PO Box 3599
Redwood City, CA 94064
w: 415.391.9001, ext 100
c: 650.544.8021

The Compton Foundation is open Monday through Thursday and closed on Friday.

EMAIL SIGNATURE