

The logo consists of a square frame with a purple border. Inside the frame, there is a smaller square with a black border, and within that, a solid black square.

# KIRKPATRICK FAMILY FUND

BRAND STANDARDS  
February | 2012

## INTRODUCTION

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### Logo Variations



KIRKPATRICK FAMILY FUND

The Kirkpatrick Family Fund logo and its supportive visuals are designed to portray an organization that has integrity, professionalism and a strong commitment to the community. The logo's most distinguishable visual element, the stylized "square" adds a sharp, bold detail while remaining clean and recognizable on the whole.

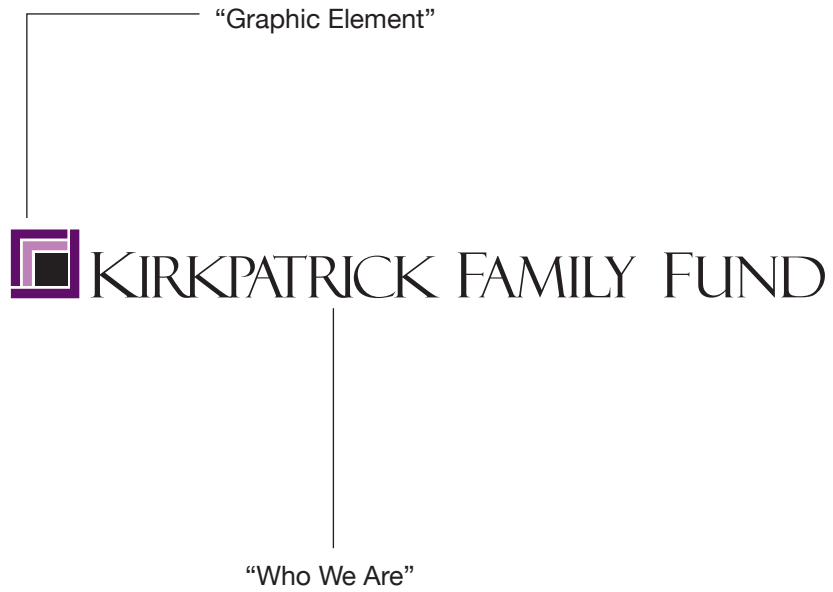
This set of brand standards has been created to help communicators and partners of Kirkpatrick Family Fund make creative decisions with speed, flexibility and confidence to satisfy their specific objectives.

### Key Brand Values

Community.  
Integrity.  
Professionalism.  
Experience.

## LOGO: OVERVIEW

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### Logo Elements

The logo consists of two main elements: the “square” and “Kirkpatrick Family Fund.”

## LOGO: USAGE

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### Area of Isolation

It is important to allow the logo an appropriate amount of space in any given document. Allow an area equivalent to the height of the Kirkpatrick Family Fund square. In the example, this size is represented by the red dotted lines.

This method should always be used to determine isolation when placing the logo for publication.

## LOGO: COLOR

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<DARK PURPLE>  
PMS Coated: 2623  
PMS UnCoated: 2623  
CMYK: 59-100-00-32  
HEX: 61116A  
RGB: 97-17-106



<LIGHT PURPLE>  
PMS Coated: 252  
PMS UnCoated: 252  
CMYK: 24-56-00-00  
RGB: 191-131-185



<BLACK>  
PMS Coated: Process  
Black PMS UnCoated:  
Process Black  
CMYK: 00-00-00-100  
RGB: 35-31-32



### Color

Kirkpatrick Family Fund's values are exemplified by the three main colors: dark purple, light purple and black. All materials produced must reflect this combination accordingly.

The colors of the logo are as important as the icon and wordmark in reflecting the values of the brand. It is important to limit the logo to specific applications that allow the colors to stand out. The logo also can be used as a one-color application in black or reversed out of black. Use this option when printing budget only allows for one-color printing.

With color being a crucial element of the identity, it is important that color is applied correctly.

## LOGO: IMPROPER USAGE

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### Usage

The following are examples of improper usage and applications of the logo. Under no circumstance should any of these scenarios be published.



Do not modify or separate elements.



Do not outline.



Do not use purple as the background.



Do not add a drop shadow.



Do not use the logo on dark backgrounds unless the "Kirkpatrick Family Fund" is in white.



Do not use alternate type styles.

## LOGO: AVAILABLE FILES

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### Logo Files

The files listed below are available for use in publication.



KFF\_Logo\_color\_C.ai  
KFF\_Logo\_color\_CMYK.eps  
KFF\_Logo\_color\_rgb.jpg  
KFF\_Logo\_color\_U.ai



KFF\_Logo\_color\_C.ai  
KFF\_Logo\_gray.eps  
KFF\_Logo\_gray.jpg  
KFF\_Logo\_color\_U.ai



KFF\_Logo\_color\_C.ai  
KFF\_Logo\_gray.eps  
KFF\_Logo\_gray.jpg  
KFF\_Logo\_color\_U.ai

KIRKPATRICK FAMILY FUND

KFF\_Logo\_color\_C.ai  
KFF\_Logo\_gray.eps  
KFF\_Logo\_gray.jpg  
KFF\_Logo\_color\_U.ai