INTRODUCTION

Logo Variations

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 Elements

The logo consists of two main elements: the “square” and “Kirkpatrick Family Fund.”
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.
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.
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 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_gray.eps
KFF_Logo_gray.jpg
KFF_Logo_color_U.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