

Version 1.0 — Updated January 2020

Identity Guidelines

45 West Prospect Avenue
1845 Guildhall Building
Cleveland, Ohio 44115
gundfoundation.org

**THE
GEORGE
GUND
FOUNDATION**

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Contact

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Area of Isolation

Clear Space

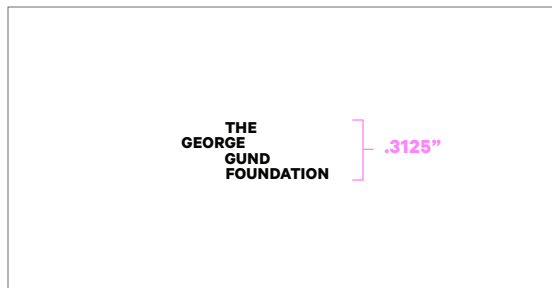
The space around The George Gund Foundation logo should be free from other text and graphics. The recommended area of isolation is the designated clear space around the logo, represented by the gray area in the diagram below.

Logo

When placing the logo, a minimum of 0.5 X should be maintained on all sides, where X = the width of two lines of the logo.



Size and Legibility



Minimum recommended height for Logo = .3125"

Logo Application

Guidelines for Logo Application

The George Gund Foundation Logo can appear either all black (positive) or white (negative).

Positive/Negative

The logo can appear in either positive or negative form, ensuring that sufficient contrast is available to make the logo legible.



POSITIVE



NEGATIVE

Logo Application

Acceptable Uses



Black on white



Reversed out of black



Black on accent color



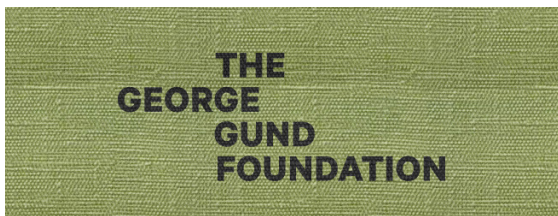
Reversed out of accent color



Blind emboss / deboss



On metal



Black on light fabrics



White on dark fabrics

Incorrect Logo Usage



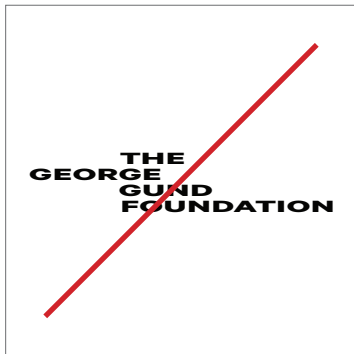
Do not violate the area of isolation.



Do not add any marking signatures.



Do not reproduce the logo without adequate contrast.



Do not distort the shape of the logo.



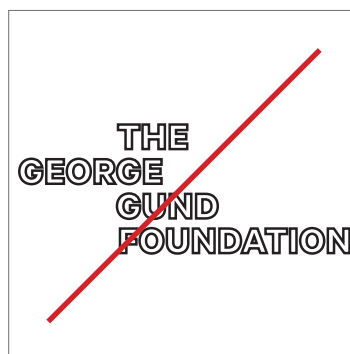
Do not alter the proportions of the logo.



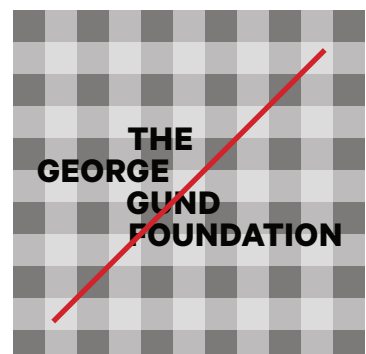
Do not rearrange the logo elements.



Do not reproduce from poor quality artwork.



Do not use the logo in distorted form, such as with outlines or with shadows.



Do not reproduce the logo on a heavily textured background.

Typography

Primary Typeface

**A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z 0 1 2 3 4 5
6 7 8 9 a b c d e f g h i j k l m n o p
q r s t u v w x y z**

The George Gund Foundation typographic style relies on one primary typeface: **Calibre**

This typeface is used for corporate applications such as the letterhead, business cards, collateral materials, and signage. In addition, digital and print advertising should utilize the same type family.

Calibre Weights

Thin

Thin Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Semibold

Semibold Italic

Bold

Bold Italic

Black

Black Italic

To Purchase:

klim.co.nz/retail-fonts/calibre/buy