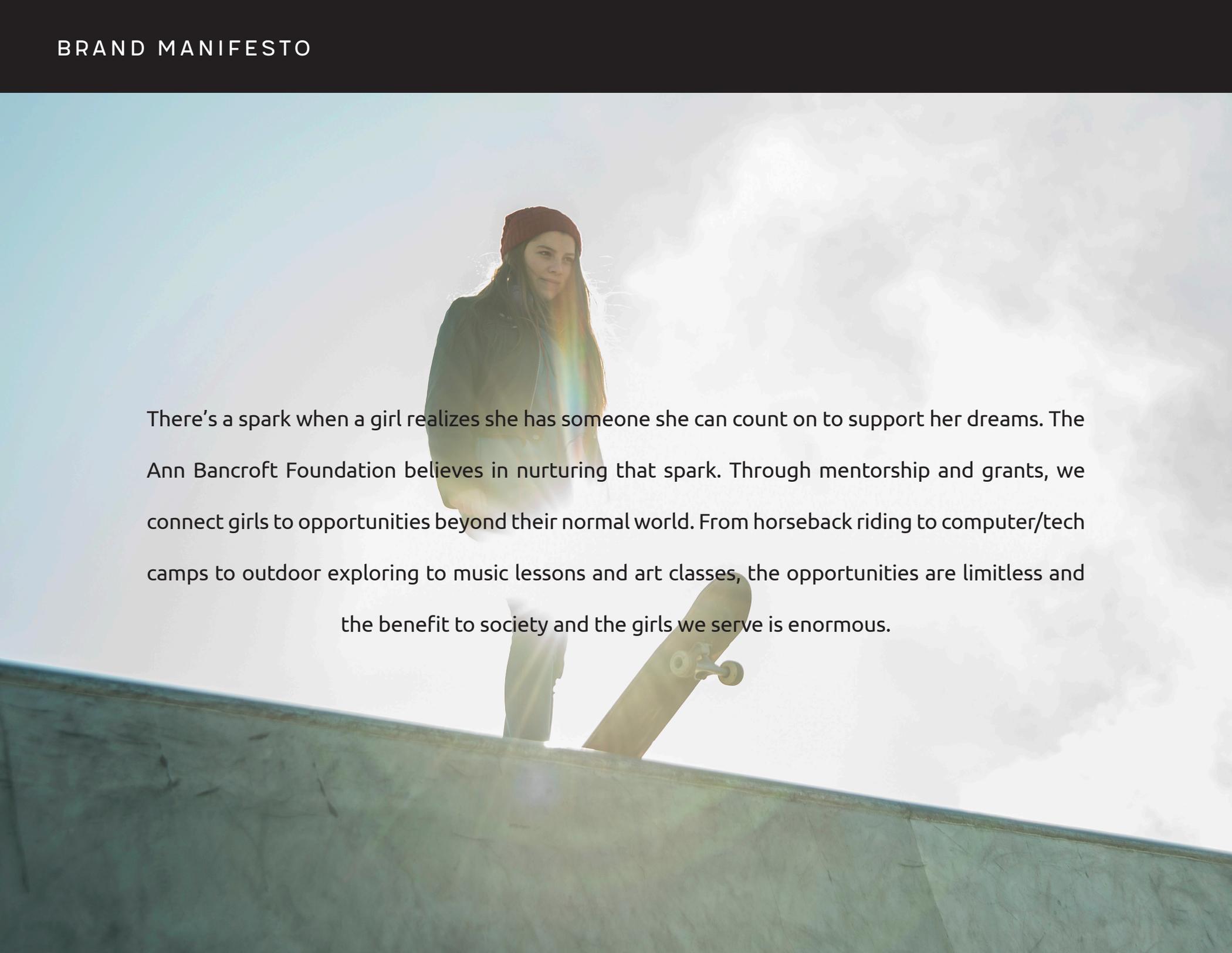# Ann Bancroft
FOUNDATION

BRAND GUIDELINES

There's a spark when a girl realizes she has someone she can count on to support her dreams. The Ann Bancroft Foundation believes in nurturing that spark. Through mentorship and grants, we connect girls to opportunities beyond their normal world. From horseback riding to computer/tech camps to outdoor exploring to music lessons and art classes, the opportunities are limitless and the benefit to society and the girls we serve is enormous.

PROVIDING A SAFE PLACE FOR GIRLS TO DREAM

CONNECTING GIRLS WITH ACTIVITIES THAT EXPAND THEIR WORLDS

SPARKING A GIRL'S POTENTIAL AND BRIGHTENING HER FUTURE

NURTURING THE BELIEF TO DO AND BE MORE

We ask that you observe the following guidelines when listing the Ann Bancroft Foundation name in any advertising

literature, documents and correspondence.

Always use an initial cap on "A", "B", and "F" in Ann Bancroft Foundation.

Right: Ann Bancroft Foundation is an organization...

Wrong: Ann Bancroft foundation is an organization...

Do not use the Ann Bancroft Foundation name as a possessive.

Right: Visit the Ann Bancroft Foundation booth at the Minnesota State Capitol.

Wrong: Visit Ann Bancroft Foundation's booth at the Minnesota State Capitol.

THE LOGO

OR

TAGLINE

The developed logo tagline lock-up is an unique vector art file. Do not attempt to recreate/alter the logo tagline lockup — only use the logo tagline lockup file supplied by Clarity Coverdale Fury.

Ann Bancroft

FOUNDATION

IMAGINE SOMETHING BIGGER

OR

Ann Bancroft

FOUNDATION

IMAGINE SOMETHING BIGGER

LOGO FONTS

Ann Bancroft
FOUNDATION

Freeland font
The Freeland font was meticulously altered to its current state. This unique typestyle or any similar typeface should never be used for other words or numbers. It would undermine the uniqueness and value of the Ann Bancroft Foundation logo.

Meltow San 100

BRAND FONTS

There are two brand fonts — Meltow San 100 and Unbuntu Regular. Use these fonts for collateral such as business cards, letterhead, website, newsletter, etc. The primary font is Meltow San 100 and should be used for job titles, headlines and subheadlines. The secondary font is Ubuntu Regular and should be used for body copy.

THIS IS MELTOW SAN 100
KERNING +100.
USED AS THE PRIMARY DISPLAY FONT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

This is Ubuntu Regular
Kerning -10. Used as a secondary display font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

BRAND FONTS EXAMPLE

LOREM IPSUM

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proiden.

MELTOW SAN 100
USE FOR HEADLINES AND SUBHEADS

Ubuntu Regular
Use for body copy

SUGGESTED TERTIARY FONTS

For promotions, advertisements and fundraiser collateral use fonts that embody youth and energy. See below for examples. When choosing a tertiary font, it's important to consider the life of the font and the executions it will be used in. Consistency in use of one tertiary font over an extended amount of time is important as using multiple tertiary fonts can create confusion and convolute brand identity and messaging.
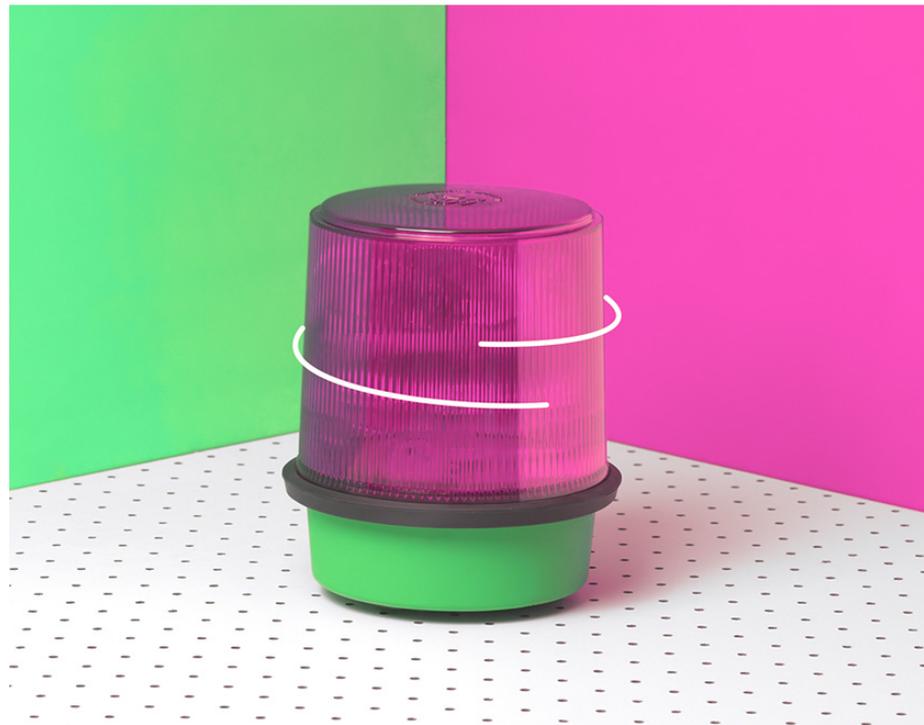
THIS IS LOBSTER HAND ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

This is Amatic SC Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

THIS IS MANUS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

THE COLOR

PRIMARY

These primary colors should be used to establish the Ann Bancroft Foundation brand identity.

PMS 1235 U	**C** 0%	**R** 250	#faa71b
	M 39%	**G** 168	
	Y 99%	**B** 28	
	K 0%		

PMS 292 U	**C** 58%	**R** 103	#67a2d7
	M 25%	**G** 163	
	Y 0%	**B** 216	
	K 0%		

SECONDARY

These secondary colors should be used in conjunction with the primary colors. The only occurence these colors can be used without the primary colors is on materials used at an Ann Bancroft Foundation event.

PMS 2412 U	**C** 60%	**R** 104	#67c187
	M 0%	**G** 193	
	Y 63%	**B** 135	
	K 0%		

PMS 232 U	**C** 0%	**R** 238	#ee4a9a
	M 86%	**G** 74	
	Y 0%	**B** 154	
	K 0%		

* See examples of appropriate usage of the primary and secondary colors on pg 18-21.

COLOR VERSION

The color version should be used when color is allowed and the background is white. The star can only be in the two primary colors of the color palette: orange and blue.

BLACK & WHITE VERSION

The black and white version should be used when the logo is placed on a color background that is light enough for the type and the star to be legible.

BLACK VERSION

The all-black version should only be used when a color version is not allowed and the media background is white.
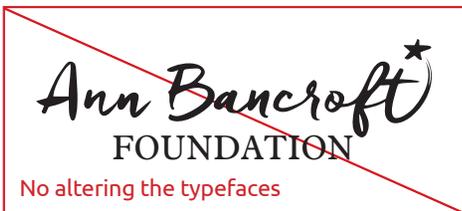
WHITE VERSION

The all-white version should only be used when a color version is not allowed and the media background is black. The other instance is when a background color is too dark for the type to be legible.

The logo should appear in all uses as shown in the two examples below. It should not be altered in any way including: distorting, blurring, outlining, rotating, filling the logo with images or textures, changing the colors of the typeface, altering the typefaces or removing the star or the "Foundation."

Ann Bancroft FOUNDATION / *Ann Bancroft* FOUNDATION

No distorting

No blurring

No outlining

No rotating

No filling logo with images or textures

No changing the colors of the typeface

No altering the typefaces

No removing the star

No removing "Foundation"

CLEAR SPACE

To ensure legibility and impact, the Ann Bancroft Foundation logo should be surrounded by a minimum percentage of clear space equal to half the height of the entire logo. This area (x) separates the logo from other elements, such as headlines, text, imagery, partner logos and the edge of the document. Too little space can lead to confusion between the logo and outside elements — resulting in difficulties with legibility and communication.

WITH PARTNER LOGOS

When appearing with a partner logo, the Ann Bancroft Foundation logo and the partner logo should be separated by a simple .5 pt black line with equal spacing on either side. The Ann Bancroft Foundation logo and the partner logo should be of equal proportion in size.

MINIMUM SIZE

The Ann Bancroft Foundation logo should never be reproduced smaller than the minimum size requirements to avoid legibility and printing difficulties. For reproduction on the web, the logo should not appear smaller than 175 pixels wide.
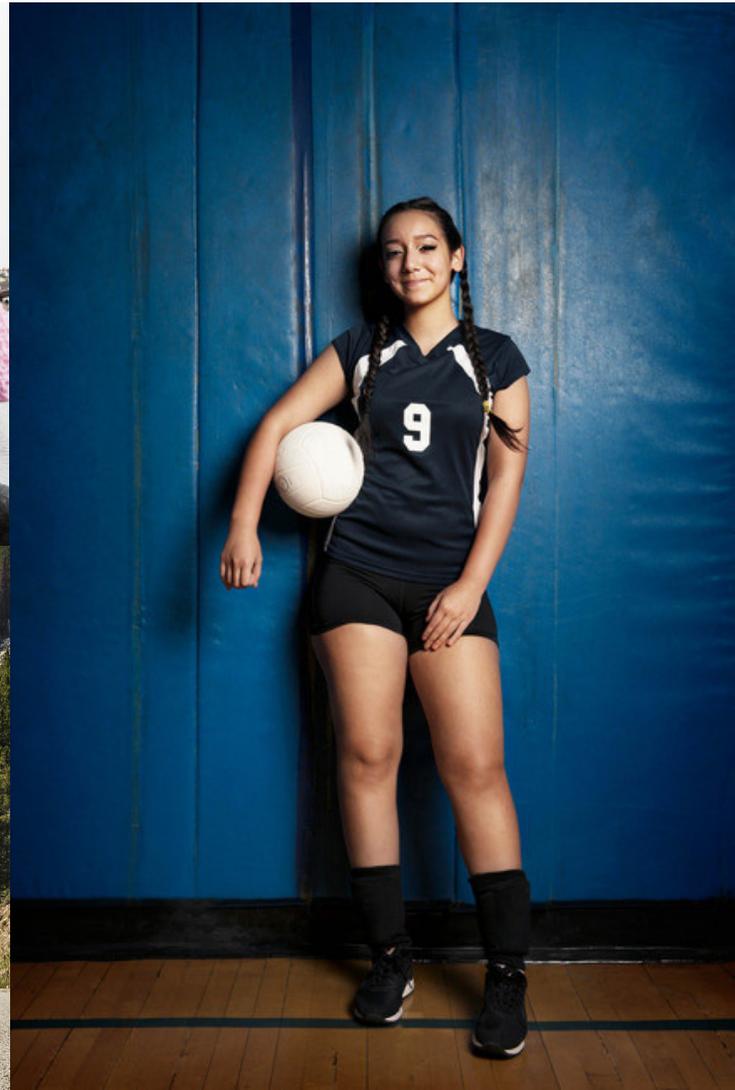
1.25" minimum   1.25" minimum

RECOMMENDED IMAGERY CONSIDERATIONS

When choosing stock photography, use imagery that uses natural light and "real" girls partaking in a variety of activities. The spirit of the imagery should evoke empowerment, inspiration and encouragement.

Home

Ann Bancroft
FOUNDATION

SIGN-UP

GIVE NOW

ABOUT US | GRANT PROGRAMS | IMPACT STORIES | NEWS & EVENTS | SUPPORT US

DREAMXCHANGE

THANK YOU!

GRANTING Learn more

MEET OUR LEADERS

ALUMNAE & MENTORS See more

PARTNERS read more

NEWS & EVENTS read more

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