

# Ogle Foundation Graphic Standards 2010

Ogle Foundation - Acceptable use of just the organization's logo and colors.



This version should be used under most circumstances.



For grayscale or Black & white purposes.



If placed on background that conflicts with the green in the logo, use solid yellow logo (pms 125)



For grayscale or black & white purposes... Or if placed on background that conflicts with the green or yellow in the logo.



If placed on background that conflicts with the yellow in the logo, use solid green logo (pms 342)

## **PMS & CMYK**

 **PMS 125**  
**CMYK 0, 26, 100, 26**

 **PMS 342**  
**CMYK 100, 0, 71, 43**

# Typeface

There are two primary typefaces that will be acceptable in all Ogle Foundation's material. Futura Medium or Bold for all headings and standard Helvetica, Futura or Myriad for text. Ogle Foundation's materials include Web site, letterhead, taglines, business cards, all marketing material and invitations, videos and promotional products.

## **Banners/Headers:**

**Futura Medium or Bold**

## **Subheads:**

**Futura (2 - 4 font sizes smaller than heading)**

## **Body Copy:**

Helvetica, Myriad or Futura (10 - 14 pt. size font)

## **Internet Usage:**

Text that doesn't change often- such as headers and button graphics- should be designed in the Futura typefaces and placed in the Web-page content. Not all computers can reproduce these typefaces, so a plain standard Helvetica can be used in these instances. For body copy, Helvetica, Arial, or Geneva.

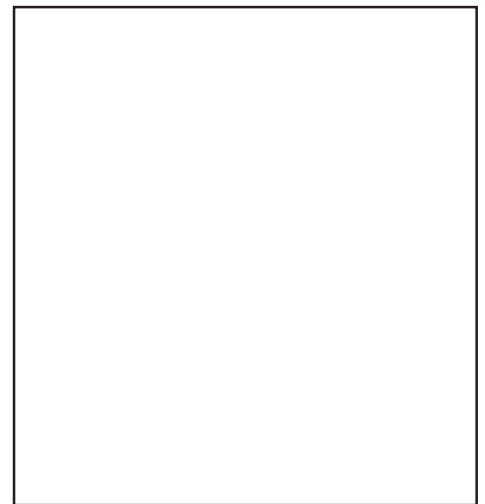
# Background Colors:



***PMS 125***  
***CMYK 0, 26, 100, 26***



***PMS 342***  
***CMYK 100, 0, 71, 43***



***White***  
***CMYK 0, 0, 0, 0***

Additional colors can be used, but these colors must be present

**For additional information or questions you may have please contact:**

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