BEST BUDDIES **DESIGN GUIDELINES**

Advertising & General Applications

2012-2013

DESIGN GUIDELINES AND OUR LOGO

Overview

These are comprehensive guidelines developed to strengthen our brand and allow for consistent communication of our brand's identity across all mediums. Solid branding with a clear message is the result of consistency in the application of the design guidelines.

Best Buddies Logo

The Best Buddies logo incorporates a colorful Keith Haring creation that represents one-to-one friendship, affection and acceptance. In its every use the art work's integrity is to be preserved by following the specified guidelines. Specific color values and guidelines are available for its application in each medium. To add visibility to the icon, any colors derived from the artwork should be applied conservatively.
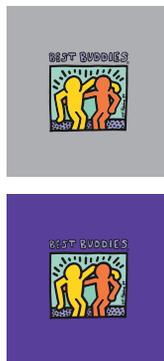
Copyright

The logo artwork is copyrighted and licensed to Best Buddies by the Keith Haring foundation. The license agreement entitles Best Buddies to use the artwork within the confines of the terms outlined in the original agreement. The copyrighted artwork cannot be altered or used beyond the guidelines outlined in this document unless otherwise reviewed and determined by Best Buddies global headquarters. Any questions regarding the Best Buddies logo should be directed to the graphic design team.
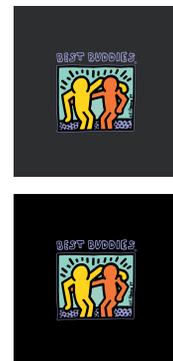
Use the Guidelines Below And in the Following Sections for <u>All</u> Creative Applications.

LOGO (Full Color version)
(Positive) Use for light and mid tone/neutral backgrounds. (Example Below)

LOGO (Full Color version)
(Reversed) Use for black and other dark backgrounds: (Example Below)

LOGO USE

Black and White logo uses - one color outline

For enhanced contrast and visibility in black and white use an outlined version provided.

Examples

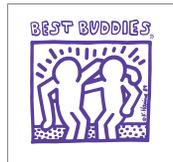The logo in grayscale is <u>NOT PERMITTED</u>. Use one of the outline versions above is used.

Additional Basic Examples and Guidelines Below:

Single Color Outlined Logo

2645 C

266 (*optional)

Cool Gray 5 (*optional)

Black

* For permitted color uses, EPS vector files can be edited
For any questions, please contact: luiscaicedo@bestbuddies.org or
melissafranco@bestbuddies.org

Additional Guidelines

Alteration, distortion and reinterpretation of the logo is <u>NOT PERMITTED</u>.
(i.e. color, proportion and recreated art)

To Download Logo Files:
Go to the Team Best Buddies Files Portal.
Each logo folder includes EPS Vector,
JPG and PNG file formats in five versions.

LOGO USE

(BBHI example)

Best Buddies₀
The Best Buddies text is part of the logo and is to remain in English.

State/Country
State or Country name text is part of the logo and cannot be altered. Unaltered US and International logos must originate from Global Headquarters and are available on teambestbuddies.org. State and country names remain as a part of the logo and are not used separately.
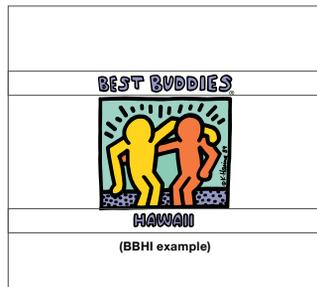
Logo size, Fidelity and File Formats
The *minimum* logo size in print media is .5". An eps file is always preferred for optimum print quality. The *minimum* pixel size for web and digital media is 100 pixels in width; The height varying from 100 to 110, or 120 pixels depending upon the number of lines of text below the main artwork.
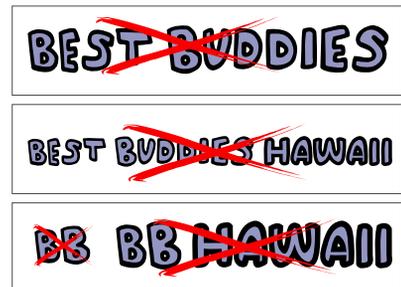
Understanding Common File Formats

Format	Format Name	Description
EPS	Encapsulated PostScript	Usable graphics file format. A Vector EPS
GIF	Graphic Interchange Format	Web/digital media - Limited to 8-bit palette, or 256 colors. Ineffective for detailed images or dithered images. Gradually being replaced by PNG
JPEG	Joint Photographic Experts Group	Applies *lossy compression* to images & file size reduction by discarding (*losing*) data. Transparency not supported.
PDF	Portable Document Format	Open format and good for sharing images
PNG	Portable Network Graphics	Web/digital media - Supports truecolor (16 million colors). Transparency supported (optional alpha channel)
TIFF	Tagged Image File Format	Supports almost any picture bit depth/image data, it also can be used to hold HDR data. (No data loss)

Logo Text
The Best Buddies name above the art is set in a distinct lettering style selected by the artist to integrate our name and the artwork and identify the artwork and our organization. The text is a part of the artwork and is not used separately from the logo.

(BBHI example)

NOTE: The Best Buddies text and country names remain as a part of the logo and are not used separately.

NOTE: Use of the Best Buddies text and state/country names separately is NOT PERMITTED.

COLOR OVERVIEW
Spot Color Applications | 4 Color process | Web/Interactive

Color Values (Logo)

Violet 2645 C

CMYK: 43%C / 38%M / 0%Y / 0%K
RGB 147/151/203   HEX 9397CB

Turquoise 333 C

CMYK: 43%C / 0%M / 27%Y / 0%K
RGB 143/210/197   HEX 8FD2C5

Orange 172 C

CMYK: 0%C / 66%M / 88%Y / 0%K
RGB 244/120/54   HEX F47836

Yellow 116 C

CMYK: 0%C / 15%M / 94%Y / 0%K
RGB 255/213/32   HEX FFD520

Pantone Black

CMYK: 60%C / 50%M / 30%Y / 100%K
RGB 00/00/00   HEX 000000

Color Values (Design Elements)

Violet 2645 C

CMYK: 43%C / 38%M / 0%Y / 0%K
RGB 147/151/203   HEX 9397CB

Pantone 266C

CMYK: 79%C / 90%M / 0%Y / 0%K
RGB 90/64/153   HEX #5a4099

Pantone Black

CMYK: 70%C / 50%M / 30%Y / 100%K *
RGB 00/00/00   HEX 000000

Cool Gray 5

CMYK: 3%C / 0%M /0%Y / 25%K
RGB 190/192/194   HEX #BEC0C2

*Pantone Black - These CMYK values for Pantone black create a rich black

Blend

PMS 2645   PMS 266

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