

Best Buddies Logo Brand Guide (1PG Short Version)

These guidelines strengthen our brand identity and consistency across the organization. The Best Buddies logo incorporates donated artwork by Keith Haring. To preserve the integrity of the original artwork, adhere to these specified guidelines in every use.

Our Primary Logo*

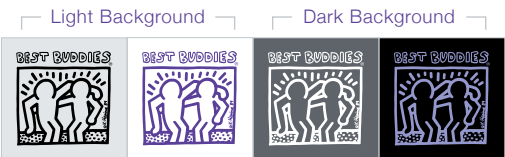
Full Color
White/light backgrounds

Full Color Reversed
Black/dark backgrounds



For legibility purposes, using the full-color logo in gray-scale is NOT ALLOWED. For BW/one-color logos, use one of the outline versions shown below.

Alternate Logos*



*The background color is not part of the logos; it is used only for context.

Color Palette

Our color palette is inspired by Keith Haring's original artwork. Each of our five key mission pillars is represented by a specific color: One-to-One Friendships = Yellow, Integrated Employment = Teal, Leadership Development = Orange, Inclusive Living = Violet, and Family Support = Blue. BB Purple serves as the primary color in our designs, complemented by these five pillar colors used as accents to highlight each pillar. Other colors found are supplementary.

Primary Color		Key Mission Pillar Accent Colors				Supplementary Colors			
BB Purple	FRIENDSHIP Yellow*	JOBS Teal*	LEADERSHIP Orange*	LIVING Violet*	FAMILY Blue*	Dark Teal	COOL Gray	Charcoal	DESIGNER Black
PRINT C79 M90 Y0 K0 WEB R90 G63 B153 HEX #5a3f99	PRINT C0 M15 Y94 K0 WEB R255 G213 B32 HEX #ffd520	PRINT C43 M0 Y27 K0 WEB R144 G210 B197 HEX #90d2c5	PRINT C0 M66 Y88 K0 WEB R244 G119 B53 HEX #f47735	PRINT C43 M38 Y0 K0 WEB R147 G151 B203 HEX #9397cb	PRINT C57 M4 Y3 K0 WEB R92 G194 B232 HEX #5cc2e8	PRINT C80 M16 Y42 K0 WEB R1 G160 B158 HEX #01a09e	PRINT C3 M0 Y0 K25 WEB R191 G197 B202 HEX #bfc5ca	PRINT C64 M53 Y47 K20 WEB R95 G100 B106 HEX #5f646a	PRINT C70 M50 Y30 K100 WEB R0 G0 B0 HEX #000000
PMS (vendor use) 2090 CP 2104 UP 7678 C Medium Purple U	PMS (vendor use) 123 CP 122 UP 1225 C 7404 U	PMS (vendor use) 4163 CP 571 UP 4163 C 565 U	PMS (vendor use) 7578 CP 4012 UP 7578 C 166 U	PMS (vendor use) 271 CP 271 UP 271 C 271 U	PMS (vendor use) 298 CP 2985 UP 2985 C 2985 U	PMS (vendor use) 2461 CP 7716 UP 2456 C 2456 U	PMS (vendor use) Cool Gray 5 CP 4281 UP Cool Gray 5 C Cool Gray 5 U	PMS (vendor use) 6214 CP 6224 UP 4195 C 426 U	PMS (vendor use) Black 6 CP Black 6 UP Black 6 C Black 6 U

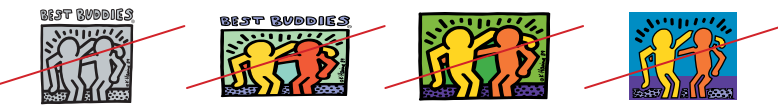
*If needed, use 80% Designer Black text over our key mission pillar accent colors to comply with ADA guidelines. Do not use accent colors for text.

Additional Guidelines

The Best Buddies text treatment within the logo is part of Keith Haring's original design and should not be used anywhere outside of the logo.



Gray scales, stretching, changing colors, altering, distorting or any other reinterpretation of the Best Buddies logo is NOT ALLOWED.



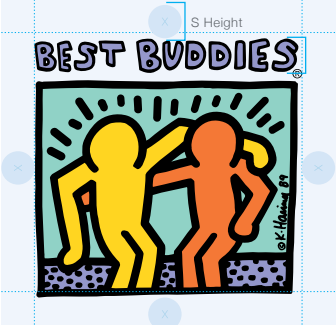
Logo Elements*



Best Buddies Text
The Best Buddies (BB) text is an integral part of our logo and MAY NOT be removed, used separately, or translated into languages other than English.

Country Text
The country name text is also an essential part of the logo and cannot be altered or used separately. All approved international logos must originate from the Best Buddies Global Headquarters office.

Safe Area



For visual impact, please allow a clear area around the logo. This area, known as the "exclusion zone," is defined by the height of the last "S" in our Best Buddies logo.

Minimum Size

To ensure legibility, the minimum width of our logo should never be less than 0.5 inches (print) or 36 pixels (on screen).

*The primary Best Buddies logo (above) is the only logo used nationwide to symbolize our unified organization.

BB Primary Typeface
Helvetica Neue
Light, Regular, Bold

BB Substitute Typeface
Arial
Regular, Bold



Headlines = Helvetica Neue Light or Bold, BB Purple, title case
Body Copy = Helvetica Neue Light or Regular 70% Designer Black