Best Buddies logo **Brand Guidelines (1PG Short Version)**

These guidelines strengthen our brand identity and consistency across the organization. The Best Buddies logo incorporates donated Keith Haring artwork and the original artwork's integrity is to be preserved by following these specified guidelines in its every use.

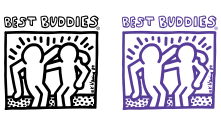
Our Main Logo*

Full Color
White/light backgrounds

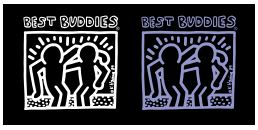
Full Color Reversed
Black/dark backgrounds

Alternate Logos*

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



Light Background



Dark Background

*The background color is NOT part of the logos, used only for context.

Logo Elements

BEST BUDDIES TEXT
Best Buddies (BB) text is part of our logo, and MAY NOT be removed, used separately or translated to another language besides English.

COUNTRY TEXT
Country name text is part of the logo and CANNOT be altered or be 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 is know as the "exclusion zone" and is defined by the height of the last "S" within our Best Buddies logo.

Minimum Size

To ensure legibility, the minimum width of our logo, should never be less than .5 inches (print) or 36 pixels (screen).

*The general Best Buddies Logo (above) is the only logo to be used within the US, to represent one unified organization.

Color Palette

Our color palette is derived from Keith Haring's original artwork. Each color represents one of BB's key mission pillars (One-to-One Friendships, Integrated Employment, Leadership Development and Inclusive Living). FRIENDSHIP is yellow, JOBS is teal, LEADERSHIP is orange and LIVING is violet. BB Purple serves as the primary color in our designs. Black, Cool Gray 5 and White are alternative colors that can be used with or without the other colors in our palette.

BB Purple	FRIENDSHIP Yellow	JOBS Teal	LEADERSHIP Orange	LIVING Violet	DESIGNER Black	Cool Gray 5	White
Pantone 266 CVC	Pantone 116 CVC	Pantone 333 CVC	Pantone 172 CVC	Pantone 2645 CVC	Pantone BLACK CVC	Pantone COOL GRAY 5 CVC	Pantone N/A
Print Use C79 M90 Y0 K0	**Print Use** C0 M15 Y94 K0	**Print Use** C43 M0 Y27 K0	**Print Use** C0 M66 Y88 K0	**Print Use** C43 M38 Y0 K0	**Print Use** C70 M50 Y30 K100	**Print Use** C3 M0 Y0 K25	**Print Use** C0 M0 Y0 K0
Web Use R90 G63 B152 #5A3F98	**Web Use** R255 G212 B32 #FFD420	**Web Use** R143 G209 B196 #8FD1C4	**Web Use** R243 G119 B53 #F37735	**Web Use** R147 G150 B202 #9396CA	**Web Use** R0 G0 B0 #000000	**Web Use** R190 G197 B201 #BEC5C9	**Web Use** R255 G255 B255 #FFFFFF

Additional Guidelines

The Best Buddies text treatment within the logo is part of Keith Haring's original design, and is NOT TO 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.

BB Primary Typeface

Helvetica Neue
Light, Regular, **Bold**

Aa
aaa

BB Substitute Typeface

Arial
Regular, **Bold**

Aa
aa