

Applebaum

THE EUGENE & MARCIA
APPLEBAUM FAMILY FOUNDATION

overview

These guidelines are prepared for The Eugene & Marcia Applebaum Family Foundation logo and components of the foundation's brand. The "branding guidelines for The Eugene & Marcia Applebaum Family Foundation" outlines proper use of the logo.

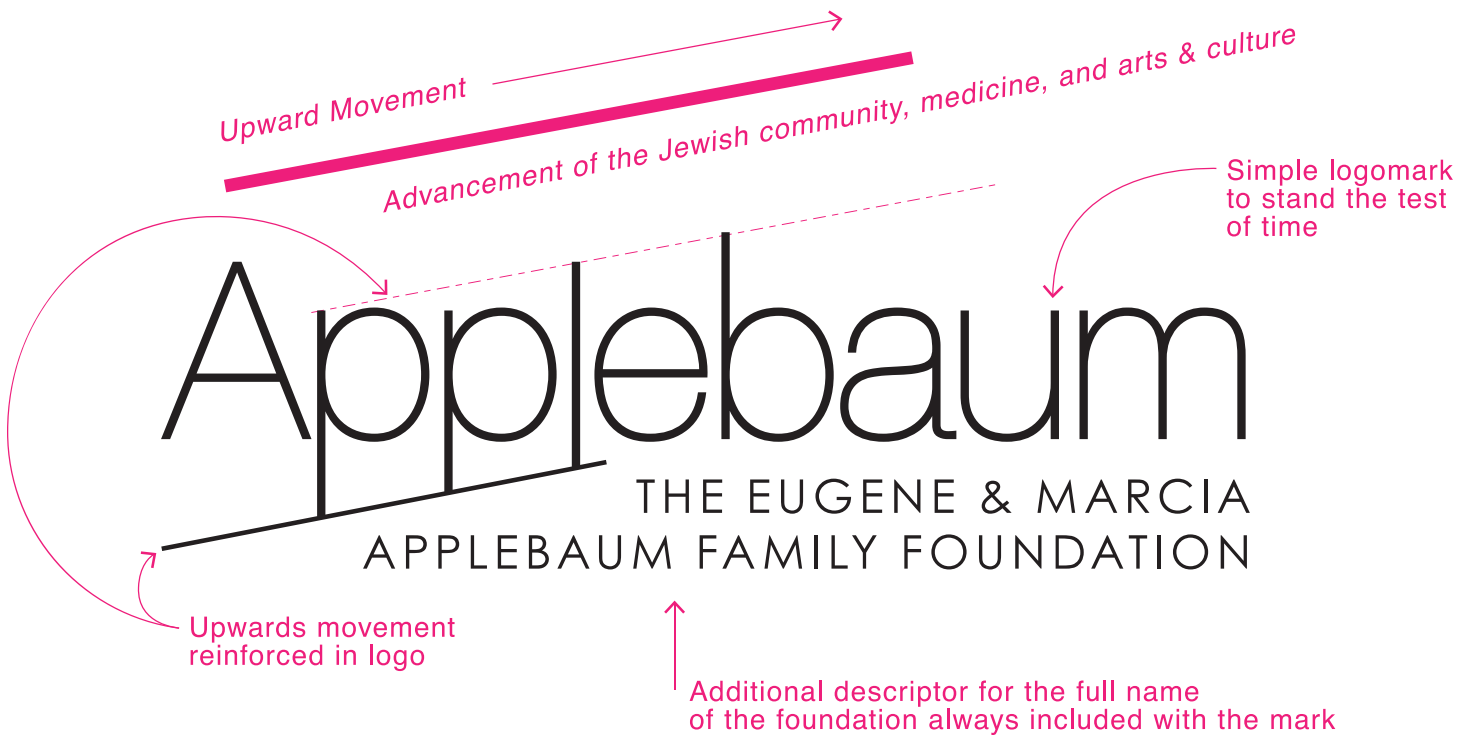
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background and concept

The full name, without middle initial, shows respect to Mr. and Mrs. Eugene Applebaum, and the addition of FAMILY before foundation is a nod to the participation of Mr. and Mrs. Eugene Applebaum's legacy; children, grandchildren, etc.

TAKEAWAY: Respect for the founders, and now family, that will continue the foundation, with a nod to the entity's intentions; We plan to continue the legacy of philanthropy that our father and mother began into future generations of the Applebaum family. We're here to stay.



scale, structure and spacing

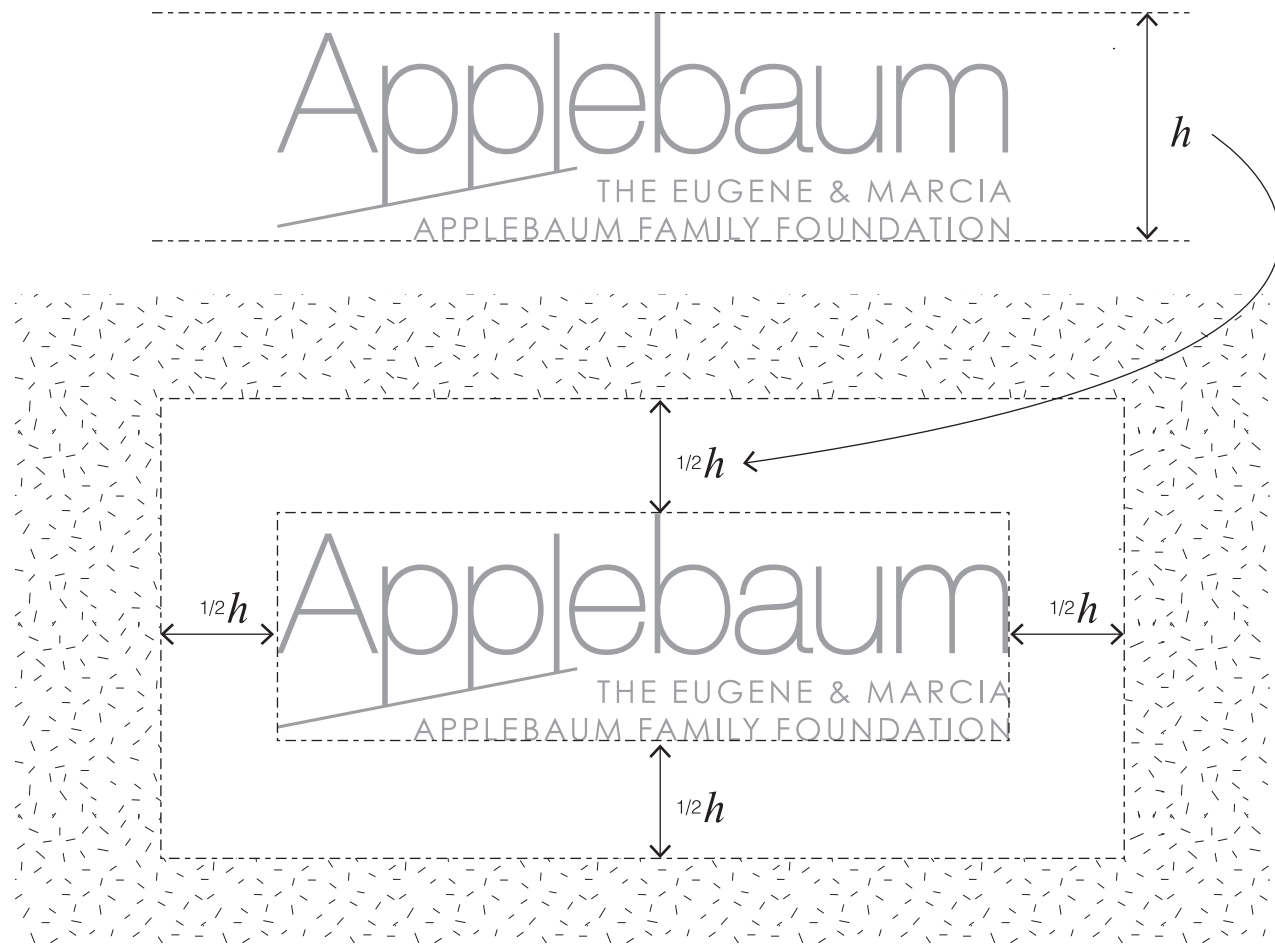


Logotype - This is the mark for the overall Foundation.

Description - This is the full legal name of the entity.

Together these complete the Mark for the foundation, and must never be separated.

scale, structure and spacing (continued)



The Eugene & Marcia Applebaum Family Foundation logo should have a margin of clear space on all sides around it equal to half cap height of the logo (shown as h).

No objects (text, images, or other logos) can appear inside of this area.

colors

The Eugene & Marcia Applebaum Family Foundation color logo is rich black, and reverse for all dark backgrounds. The logo may be given a grayscale, however must be legible.

Print: Process & Spot

For four-color process (CMYK) print jobs and for spot colors (Pantone Solid Coated), use the appropriate version of the logo with the color values below

BLACK a CMYK 30, 30, 30, 100 (rich black)
BLACK a Pantone Solid Coated Black
BLACK b CMYK 30, 30, 30, 100 -to- 30, 30, 30, 80
BLACK b Pantone Solid Coated Black -to- 425c
BLACK c CMYK 30, 30, 30, 100 -to- 30, 30, 30, 100 (0% Trans)
BLACK c Pantone Solid Coated Black -to- same (0% Trans)

Print: Online

For any online or screen applications, use the version of the logo with the color values below.

BLACK a RGB 10, 2, 3
BLACK a HEX #000000
BLACK b RGB 10, 2, 3 -to- 106, 101, 99
BLACK b HEX #000000 -to- #433F3E
BLACK c RGB 10, 2, 3 -to- 10, 2, 3 (0% Trans)
BLACK c HEX #000000 -to- #000000 (0% Trans)



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fonts

The Eugene & Marcia Applebaum Family Foundation LOGO is a highly stylized version of the Helvetica Neue font for the logotype, and Century Gothic for the descriptor. The kerning and placement of letters are unique to the logo (which is outlined/vectored), however the font can be used in page copy for web and print in the following manner*

For page titles, the font is Helvetica Neue:

Page Title 48PX with 0
Kerning and 48px line height

Page sub-titles/sub-headers are Century Gothic:

**SUB-TITLES/SUB-HEADERS ARE HELVETICA
28PX, BOLD, UPPERCASE WITH -10
KERNING AND 28PX LINE HEIGHT**

* The designer may use variations on these fonts, weights and colors in print and web, however for all other media, especially partner-designed campaigns and products, please follow these guidelines.

improper/proper uses



Don't rotate the logo.



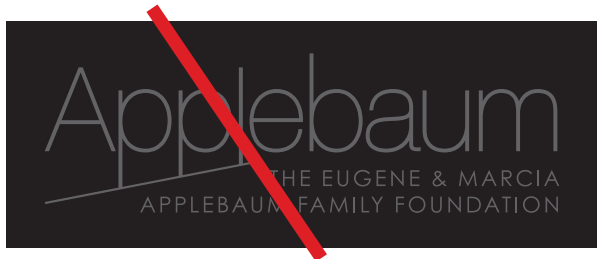
DO always present the logo in horizontal format.



Don't present the logo without the tagline.



DO always present the logo with the tagline in this exact manner and relative proportion.



Don't present the logo as a gradient that is too dark on a dark background color.



DO always present the appropriate logo on the specified background type.

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