

Logo Guidelines

JULY 2016



THE
REES-JONES
FOUNDATION

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Logos

Primary Logo (horizontal)

The primary logo - lockup should be utilized for the majority of applications.

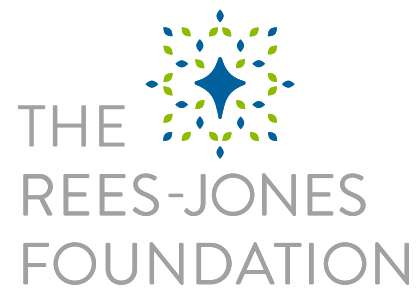
Secondary Logo (stacked)

The secondary logo lock - up should only be utilized for applications where the primary logo does not fit properly.

Primary Logo (horizontal)



Secondary Logo (stacked)



Clear Space

The clear space guidelines are designed to maintain the legibility, clarity and impact of the Rees - Jones logo. The Rees - Jones logo must be surrounded on all sides by clear space that is equal to the height of two of the words "THE" from the signature. See below.

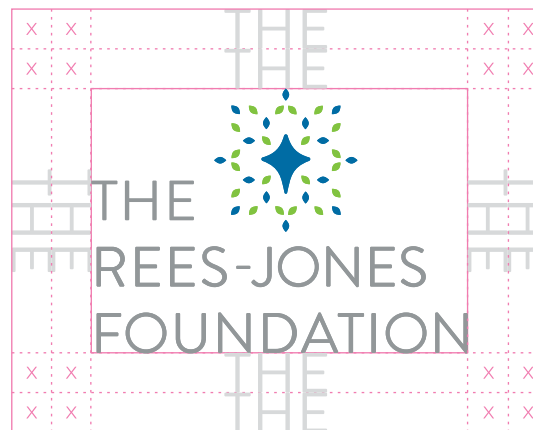


Adherence to the clear space guidelines is crucial to preserving the integrity of the Rees - Jones logo and, by extension, the Rees - Jones brand. See right for an example of proper clear space standards.

Primary Logo – Minimum Clear Space



Stacked Logo – Minimum Clear Space



Minimum Size

The minimum logo size is the smallest possible reduction in which the logo is easily legible. The minimum width of the logo is 1 1/2 inches for the primary logo and 1 inch for the secondary Logo.

Primary Logo (horizontal)



Secondary Logo (stacked)



Incorrect Usage

These examples demonstrate how not to use the logo for The Rees-Jones Foundation as it relates to a number of elements, including color, scale, backgrounds, opacity and more. These rules are intended to preserve the integrity of The Rees-Jones Foundation brand.

The logo should never appear as part of another graphic element or word mark.

Do not alter the signature colors.



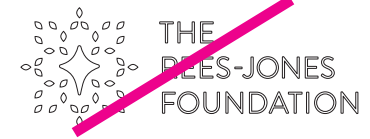
Do not alternate the font style



Do not distort or improperly scale the signature.



Do not outline the signature.



Do not rotate or display the signature on an angle.



Do not place the signature on a background or photograph that is not approved.



Variations

In certain scenarios, a reversed logo may be utilized on a solid color background. Here are a few examples of how this should be utilized.

Reversed Logo



Social Media Icon



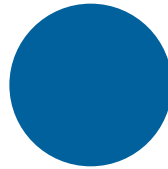
Black Logo



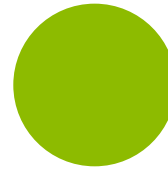
Brand Colors

The use and variation of color is a powerful, nonverbal means of communicating a brand's unique strengths, values and personality. Our carefully selected color combinations establish a visual medium through which to address our audiences, so consistent usage is crucial.

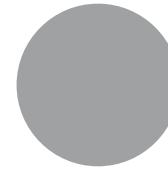
Color Palette



PMS | 3015C
CMYK | 100.30.0.20
RGB | 0.98.155
HEX | 00629B



PMS | 376C
CMYK | 50.0.100.0
RGB | 132.189.0
HEX | 84BD00



PMS | 422C
CMYK | 0.0.0.33
RGB | 158.162.162
HEX | 9EA2A2



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