Spartanburg
County
Foundation®

Brand Standards

Logo

OFFICIAL BRANDMARK

This logo is the official mark of The Spartanburg County Foundation and should be used on all branded materials.

The logo utilizes a one-color treatment so there is an easy transition between using the "teal" logo and the "cream" logo.

For photos and darker colored backgrounds, use the cream logo. Use the teal logo for all other uses.

The Badge

The Icon

The Logotype

The Master Brandmark

Logo

RESPONSIVE LOCKUPS

Having a responsive logo means having several variations that are all rooted in the same design.

When available space on marketing materials becomes smaller, look to the next logo in the responsive lineup as a solution. More information for when to drop down to the next logo can be found on the next page (pg. 7).

BRANDMARK

Spartanburg County Foundation ®

COMPACT

SPCF.ORG

BADGE

ICON

Tagline

WHEN TO USE

"**Your Community Foundation**" is the tagline for the Foundation. Although it is no longer a part of the evolved logo, it is still a part of the brand. There are numerous opportunities for it to be included on materials.

Including:

- Using it as a visual element
- Placing it on promotional materials
- Integrating it into written communications

Your Community Foundation

Spartanburg County Foundation.

Colors

MAIN COLOR PALETTE

The brand colors have been carefully selected to provide both professionalism and approachability.

The use of approved brand colors is encouraged, but should be used in moderation to prevent visual complexity.

NAVY

Pantone 5395
CMYK: 89, 73, 56, 68
RGB: 9, 31, 44
HEX: #091F2C

ORANGE

Pantone 152
CMYK: 2, 66, 95, 0
RGB: 238, 118, 35
HEX: #EE7623

TEAL

Pantone 7701
CMYK: 95, 61, 36, 16
RGB: 4, 88, 118
HEX: #005776

CREAM

CMYK: 6, 8, 7, 0
RGB: 236, 228, 227
HEX: #ECE4E3

SKY BLUE

Pantone 2985
CMYK: 57, 4, 3, 0
RGB: 91, 194, 231
HEX: #5BC2E7

Colors

SECONDARY COLOR PALETTE

The secondary color palette has been curated to complement the main colors. The hues of the secondary palette are bright and bold to provide contrast to the more reserved colors found in the main palette.

These colors should only be used on graphs, infographics, and brand devices. These colors are not meant to replace the main color palette. Usage should be kept to a minimum and should not overwhelm any layout they are used in.
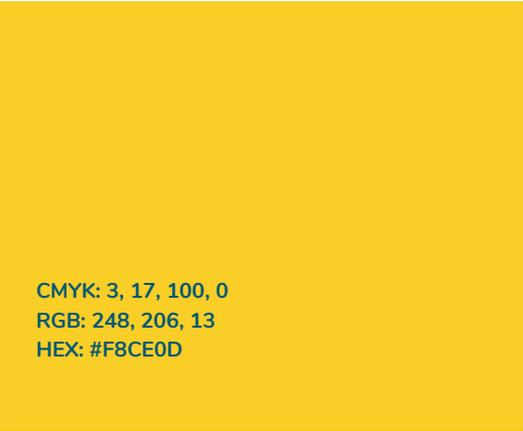
CMYK: 3, 17, 100, 0
RGB: 248, 206, 13
HEX: #F8CE0D
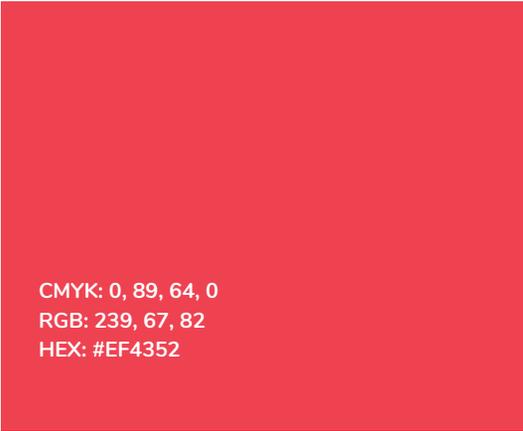
CMYK: 0, 89, 64, 0
RGB: 239, 67, 82
HEX: #EF4352
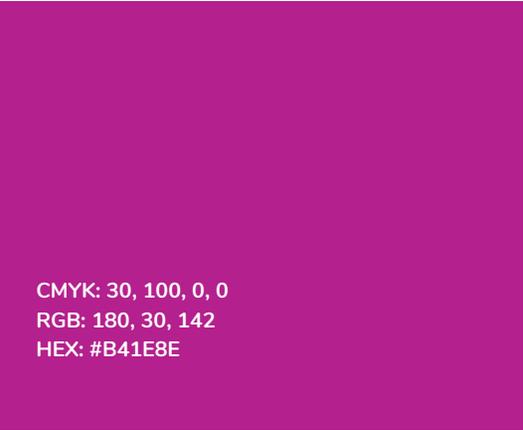
CMYK: 30, 100, 0, 0
RGB: 180, 30, 142
HEX: #B41E8E
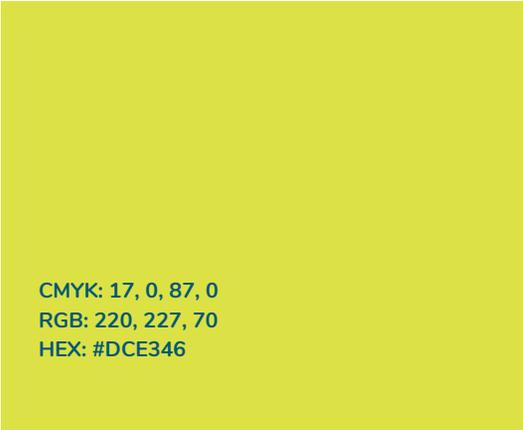
CMYK: 17, 0, 87, 0
RGB: 220, 227, 70
HEX: #DCE346
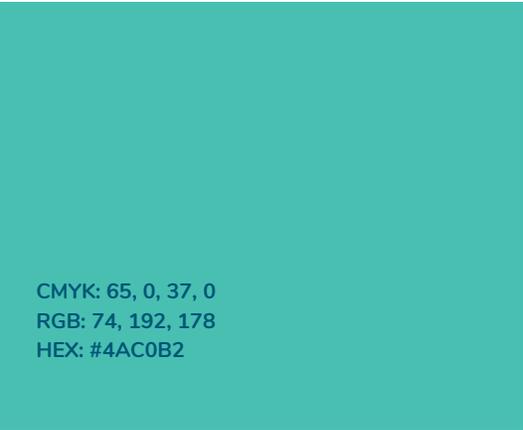
CMYK: 65, 0, 37, 0
RGB: 74, 192, 178
HEX: #4AC0B2
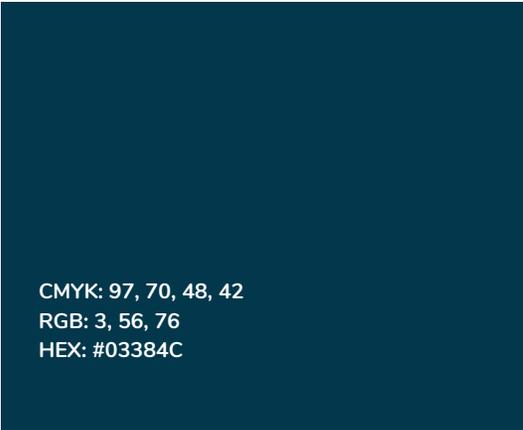
CMYK: 97, 70, 48, 42
RGB: 3, 56, 76
HEX: #03384C

Typography

BRAND TYPEFACES

Two typeface families have been carefully curated for use on all materials.

The **Crimson Pro** font family was selected for its classic serif-based characters, but with a touch of modern aesthetics. This typeface should be used for all documents created in Microsoft Word, Microsoft Excel, Emails, PDF files, and mailed items.

The **Nunito** font family was selected for its balance between modern and approachable. The clean sans-serif characters provide balance to the more traditional Crimson Text family. This font is to be used for all digital based files and for PowerPoints.

Both fonts are Open License Fonts which means they can be used freely in materials - print or digital, commercial or otherwise.*

fonts.google.com/specimen/Crimson+Pro

fonts.google.com/specimen/Nunito

* Please see the full license for all details via above links.

CRIMSON PRO

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

NUNITO

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz

0123456789

Center for Philanthropy

OFFICIAL MARK

The Robert Hett Chapman III Center for Philanthropy logo takes on the co-brand structure. The tie-in to the Foundation is obvious through the badge, colors, and font, but this lockup allows for the direct focus to be on the name of the Center.

Robert Hett Chapman III
Center for Philanthropy

Center for Philanthropy

Center for Philanthropy

Questions?

CONTACT INFORMATION

If there are questions about The Spartanburg County
Foundation's brand standards, please contact:

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