



Brand Guidelines

FOR GRANTEES



Barr
Foundation

▶ OUR BRAND

The Barr Foundation brand is a conduit for impact in and across sectors.

Through community input, Barr actively empowers thinkers, magnifies ideas, and facilitates expansion with strategic and focused investment in Arts & Creativity, Education, and Climate programs.

Our goal for every Barr Foundation communication is to convey the dynamic energy and impact of our partners' work.

The brand and visual identity system are designed to consistently position the foundation as a lens that provides transparency and perspective, and—most importantly—an ever-expanding focus on mission-aligned programs, people, and partners whose work benefits our greater community.

These guidelines deliver principles, resources, assets, and tools for everyday use to efficiently create effective, recognizable, and industry-leading Barr Foundation communications.

▶ CHEAT SHEET: BARR FOUNDATION GRANTEES

Grantees can access logo assets on Box by clicking on the Primary logos below.

Note: REVERSE logos are also available on Box for use when a dark background is the ONLY design solution.

PRIMARY



STACKED



HORIZONTAL

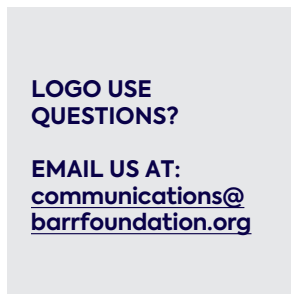


REVERSE



The REVERSE logo preferred use is on a NAVY background

Logo family



Primary brand colors



NAVY
PMS 2766 CP
CMYK 100/87/0/58
RGB 38/32/83
HEX# 262053

LIGHT NAVY
PMS 2766 CP @75%
CMYK 91/91/31/20
RGB 56/50/102
HEX# 383266



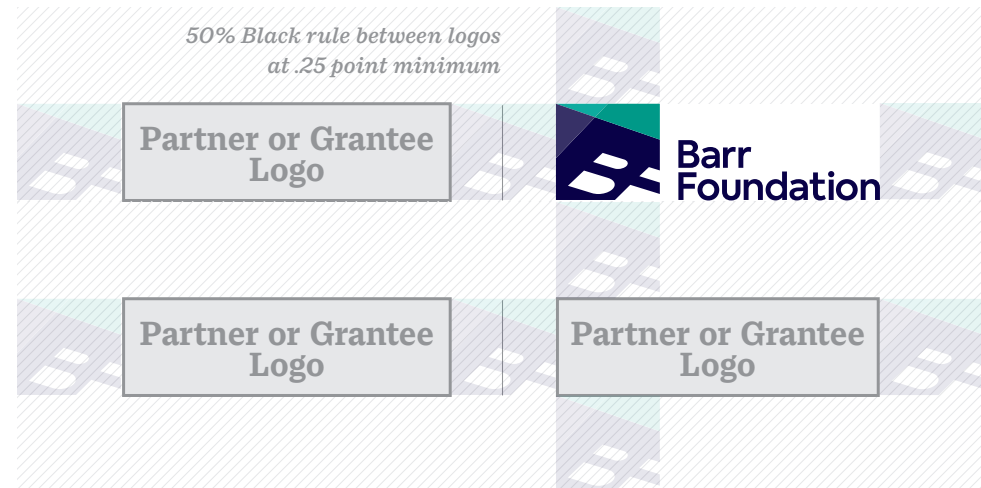
TEAL
PMS 3282 CP
CMYK 100/0/54/15
RGB 0/143/127
HEX# 008F7F

LIGHT TEAL
PMS 3282 CP @75%
CMYK 78/9/45/0
RGB 16/170/158
HEX# 10AA9E

DARK TEAL
PMS 330 CP
CMYK 93/14/53/57
RGB 1/87/80
HEX# 015750

CLEAR SPACE Maintain a minimum clear space on all four sides of the logo. All communications featuring the Barr Foundation logo use minimum clear space equal to the width of the blue BF window square in the logo. When the logo is used large, the clear space is relatively large, when the logo is used small, the clear space is relatively small.

When using the Barr Foundation logo in a series with one or more partner logos, the minimum clear space is equal to the width of the BF window mark in the Barr Foundation logo and a rule is inserted between logos.



Axiforma and Macklin Text require licenses for use, contact Barr Foundation for more information.

Arial and Montserrat are free and universally available and functional on both Mac and PC platforms

Axiforma

Primary font for heads, subheads, captions

Macklin Text

Secondary for all lengths of body copy

Arial

A system font for digital use ONLY (Microsoft, Web)

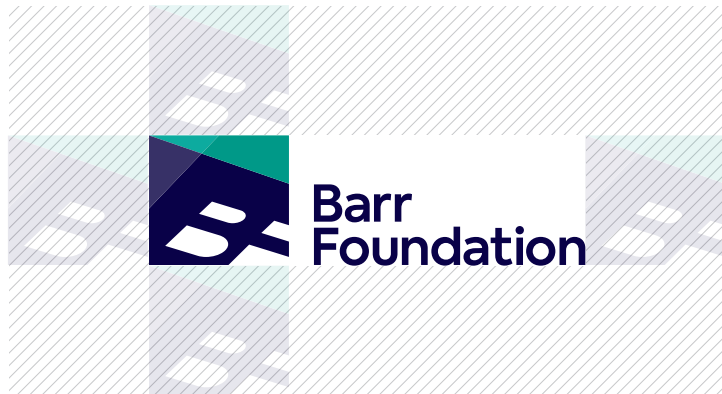
Montserrat

A google font for digital use ONLY (Web)

▶ BRAND ELEMENTS: LOGO USAGE

When adding a logo to communications, choose from the following approved primary, horizontal, or stacked options. Be sure to allow for the correct clear space, as indicated below. Use either the vertical or horizontal lock-ups just as they appear below.

CLEAR SPACE Maintain a minimum clear space on all four sides of the logo. For all Barr Foundation communications*, the minimum clear space is equal to the width of the blue BF window square in the logo. When the logo is used large, the clear space is relatively large, when the logo is used small, the clear space is relatively small.



**Partners and Grantees are encouraged to use the Barr Foundation primary logo in co-branded materials.*

SIZING Minimum dimensions for each logo:

1.25"



1.25"



.75"



▶ BRAND ELEMENTS: COLOR PALETTE

Primary



NAVY

PMS 2766 CP
CMYK 100/87/0/58
RGB 38/32/83
HEX# 262053



TEAL

PMS 3282 CP
CMYK 100/0/54/15
RGB 0/143/127
HEX# 008F7F

LIGHT NAVY

PMS 2766 CP @75%
CMYK 91/91/31/20
RGB 56/50/102
HEX# 383266

LIGHT TEAL

PMS 3282 CP @75%
CMYK 78/9/45/0
RGB 16/170/158
HEX# 10AA9E

DARK TEAL

PMS 330 CP
CMYK 93/14/53/57
RGB 1/87/80
HEX# 015750

USAGE NOTES

Barr's primary colors are used as the foundation of Barr brand communications—in digital, in print, and out in the world. These colors are for use in headings, subtitles, body text, background colors, and text callouts.

Program Areas



GREEN

PMS 7732 CP
CMYK 88/1/91/30
RGB 0/126/70
HEX# 007E46

LIGHT GREEN

PMS 7732 CP @75%
CMYK 69/32/71/5
RGB 89/148/105
HEX# 599469

DARK GREEN

PMS 350 CP
CMYK 74/18/81/62
RGB 47/85/53
HEX# 2F5535



PLUM

PMS 235 CP
CMYK 18/100/0/37
RGB 136/24/87
HEX# 881857

LIGHT PLUM

PMS 235 CP @75%
CMYK 15/75/8/31
RGB 156/71/116
HEX# 9C4774

DARK PLUM

PMS 7645 CP
CMYK 41/86/33/62
RGB 90/48/65
HEX# 5A3041



MARIGOLD

PMS 144 CP
CMYK 0/49/100/0
RGB 230/137/34
HEX# E68922

LIGHT MARIGOLD

PMS 144 CP @75%
CMYK 0/38/74/0
RGB 250/171/86
HEX# FAAB56

DARK MARIGOLD

PMS 153 CP
CMYK 0/57/100/17
RGB 191/105/20
HEX# BF6914

USAGE NOTES

Barr's sub-brand colors are used exclusively for content specific to individual program areas

- ARTS & CREATIVITY
- CLIMATE
- EDUCATION

Accents



CLOUDS

PMS 285 CP
CMYK 90/47/0/0
RGB 43/123/187
HEX# 2B7BBB

LIGHT CLOUDS

PMS 285 CP @75%
CMYK 68/35/0/0
RGB 84/143/203
HEX# 548FCB

DARK CLOUDS

PMS 7687 CP
CMYK 100/80/0/4
RGB 43/71/139
HEX# 2B478B



ROSES

PMS 1925 CP
CMYK 0/100/52/0
RGB 218/36/83
HEX# DA2453

LIGHT ROSES

PMS 1925 CP @75%
CMYK 0/72/37/0
RGB 242/108/123
HEX# F26C7B

DARK ROSES

PMS 1945 CP
CMYK 0/100/48/26
RGB 168/31/68
HEX# A81F44



CITRUS

PMS 380 CP
CMYK 13/0/83/0
RGB 224/226/87
HEX# E0E257

LIGHT CITRUS

PMS 380 CP @75%
CMYK 13/0/61/0
RGB 226/232/132
HEX# E2E884

DARK CITRUS

PMS 383 CP
CMYK 19/0/100/18
RGB 170/182/0
HEX# AAB600



MID-GRAY

PMS (N/A)
CMYK 0/0/0/50
RGB 147/149/152
HEX# 939598

LIGHT GRAY

PMS (N/A)
CMYK 0/0/0/25
RGB 199/200/202
HEX# C7C8CA

DARK GRAY

PMS (N/A)
CMYK 0/0/0/75
RGB 99/100/102
HEX# 636466

USAGE NOTES

Our accent colors are meant to complement the main brand colors and program area colors. They are for use only in charts, graphics, text callouts, or other minor design elements—they are not for use as the dominant color in any brand communications.

▶ CHEAT SHEET: BARR FOUNDATION GRANTEES

OUR STORYTELLING STYLE Our communications cultivate and advance the breakthrough ideas and actions that will shape our collective future.

Write with transparency, attention to detail, and a deep commitment to representing the vital assets and activities in our region. Strive for impact, seek perspective, demonstrate curiosity, and embrace risk as both thoughtleaders and learners.

Use these frameworks to begin to capture and convey the work we do alongside our partners and grantees:

CASE STUDY

- Describe the landscape
- Identify the challenge
- State what is at risk or to be gained
- Articulate the solution set
- Document the work, metrics, progress
- Document the outcomes, learnings, impacts
- Cite next steps (needs, resources, contacts)

NEWSROOM

- Who?
- What?
- When?
- Where?
- Why?
- How?
- To what effect?

WOULD YOU LIKE TO
SHARE THIS CHEAT SHEET
WITH A BARR FOUNDATION
GRANTEE?

HERE'S A LINK!

OR VISIT

<https://bit.ly/2HeAoip>

