

Logo Guidebook for
Betsey Stockton Foundation
by Asher White

March 2023

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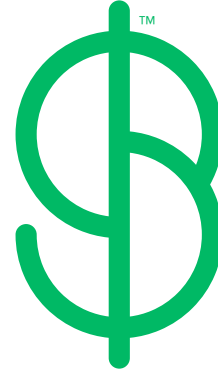
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Logo Types



Combination Logo



Brandmark Logo

**BETSEY™
STOCKTON
FOUNDATION**

Wordmark Stacked

BETSEY STOCKTON FOUNDATION™

Wordmark Horizontal

Color Scheme



Green
#00b66d

Gold
#ceb888

White
#ffffff

Black
#000000

Grey
#e6e6e6

Fonts

**PROXIMA NOVA
EXTRABOLD**

Headlines

Arial Regular

Body/Copy

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Breakdown



“B” = Betsey

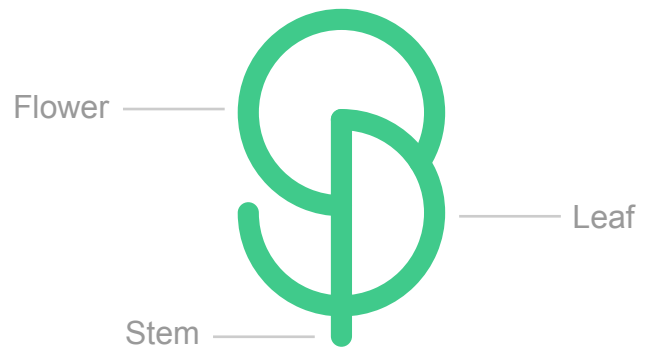


“S” = Stockton



Dollar Sign = Money

Symbolizing the money that is needed to support and fund missionaries.

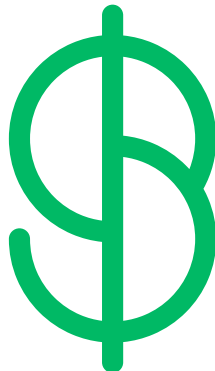


Plant = Growth

Symbolizing a growth in funds, connections, resources, spiritual lives, and God’s kingdom.

Final Brandmark
(Combination of All Elements)

Green = Life & Money



File Usage

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This is a small guide to understand each file type and when to use them.

Vector Files

 **AI**
Adobe Illustrator  

AI is a proprietary vector-based file format by Adobe Systems. It is the standard source file for your logo. Some print shops will request this file when prepping a project for print.

 **EPS**
Encapsulated Post Script  

Like a PDF, an EPS can be edited with any vector graphics program. Although it's becoming outdated, some print shops with older software will still request these files so they're good to have on hand.

 **PDF**
Portable Document Format  

Another editable vector-based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online.

 **SVG**
Scalable Vector Graphic 

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation.

Image Files

 **JPEG**
Joint Photographic Experts Group 

A popular image format that is commonly used for photographs and web graphics. Its lossy compression allows for smaller file sizes than PNG, but does not support transparent backgrounds.

 **PNG**
Portable Graphics Network 

Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.

Color Spaces

 **RGB**
Digital (Red, Green, Blue)

The color space for digital displays. These files are used for the digital purposes such as web graphics or photographs. Printing RGB files can result in blurry images with inaccurate colors. Use CMYK or Pantone files for printing purposes.

 **CMYK**
Print (Cyan, Magenta, Yellow, Black)

CMYK stands for Cyan, Magenta, Yellow, and Black. These are the four basic colors used for printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen use.

 **PANTONE/SPOT**
Offset Print

Pantone is a standardized system for color. Unlike CMYK, a Pantone or spot color is a single color created from a precise mixture of inks. Their color accuracy is superior to CMYK, but can become costly using more than three colors.

Icon Meanings

 File types for print purposes.

 File types for digital purposes.

File Navigation

Master Files

All individual logo files derive from these master files.

Digital Usage

All individual logo files needed for digital usage.

Print Usage

All individual logo files needed for print usage.

Extras

Clear space guide files and social media branding files.

Scaled Versions




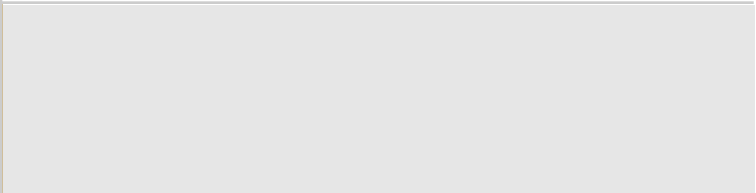
1x = Full Scale (1080p Resolution)
2x = Double Scale (4k Resolution)

0.5x = Half Scale
100w = 100 pixels wide

Color Codes

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It's important to know which color codes to use for color associated with your logo.
Below is a complete list of every color code you will need to properly display your logo.

		
Green	White	Black
RGB #00b66d	RGB #ffffff	RGB #000000
CMYK C = 77.46 M = 0 Y = 78.34 K = 0	CMYK C = 0 M = 0 Y = 0 K = 0	CMYK C = 100 M = 100 Y = 100 K = 100
PANTONE/SPOT P 139-6 C	PANTONE/SPOT P 1-1 C	PANTONE/SPOT P Process Black C
		
Gold	Grey	
RGB #ceb888	RGB #e6e6e6	
CMYK C = 18.17 M = 25.45 Y = 56.03 K = 0	CMYK C = 8.5 M = 6.1 Y = 6.63 K = 0	
PANTONE/SPOT P 7502 C	PANTONE/SPOT P 169-1 C	

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It's important to use the correct fonts with your logo. It's like having the right side items to your main entree. Below is a small guide for understanding your fonts.

Headlines

Use this font for any headline or title text in "ALL CAPS" format only.

Font Name

PROXIMA NOVA EXTRABOLD

Font Display

**ABCDEFGHIJK
LMNOPQRSTUVWXYZ
1234567890!?"@,.-%\$&**

Font Download Link

<https://fontsfree.net/wp-content/fonts/basic/sans-serif/FontsFree-Net-Proxima-Nova-Xbold.otf>

Font Site Link

https://fontsfree.net/proxima-nova-extrabold-font-download.html#google_vignette

Body/Copy

Use this font for any body or copy text. Upper and lower case acceptable.

Font Name

Arial Regular

Font Display

**AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!?"@,.-%\$&**

This font is a standard font and should already be on your computer to use.

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Clear space is the area around your logo that acts as a bumper. When implementing your logo into different applications, please make sure that any and all other assets do not penetrate the clear space.

A clear space reference guide file for each logo variation is included in the package. Please use them as a tool to check your implementations. They are not meant to be seen by your audience.

Your logo's clear space was determined by using the "O" in your wordmark.

Clear Space References



Combination Logo



Brandmark Logo

Wordmark Stacked



Wordmark Horizontal



Extra Guidelines & Closing Remarks

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Extra Guidelines

Do not stretch or distort the logo in any way. When scaling the logo, please maintain the width and height proportions. Keep them uniform.

Do not rotate or flip the logo in any way. When moving the logo, please maintain the horizontal orientation. All the files are horizontally oriented already.

Please only use the four colors given when visually representing the brand.
Do not associate any other colors with the brand unless it is through a rebranding.

When implementing the logo into any graphic, video, photo, etc., please make sure that the logo is legibly portrayed on a solid background of the four brand colors given. If the logo is implemented on top of a photo or video, please make sure that the logo is portrayed legibly and clearly.

Contact Information

Feel free to reach out at anytime if you have any questions.

Email ————— asherwhiteinfo@gmail.com

Phone ————— Feel free to text me if
I have given you my number.
If we need to set up a call,
we can do that through text.

Closing Remarks

Congratulations on your new logo!
I'm just as excited for you to put it out in the world as you are.

Thank you for your business.

Best Regards,
Asher White