

# 2023 BRAND GUIDELINES

A stylized, dark gray illustration of a classical building with a central portico supported by four columns. A flag is flying from a pole on the roof. The building has two rows of windows on each side of the portico.

BARBARA LEE FAMILY FOUNDATION

# BLFF

## Font Guidelines

### Glacial Indifference

Looks like

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+="':?<>

#### Primary font

Use for all materials, bolded in headings and in caps as needed

### Raleway

Looks like

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+="':?<>

#### Secondary font

Use as secondary font in all materials

### SIX CAPS

LOOKS LIKE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+="':?<>

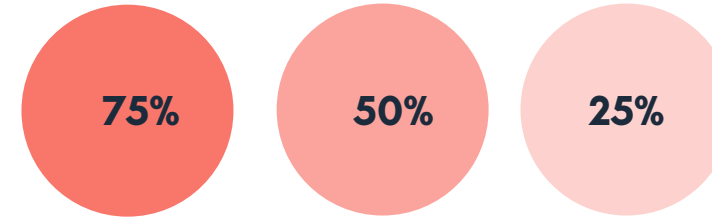
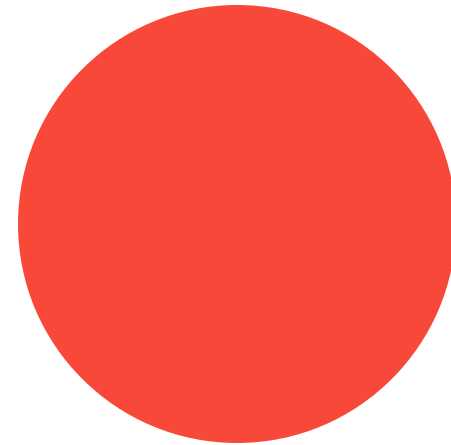
#### SECONDARY FONT

USE IN GRAPHICS ONLY

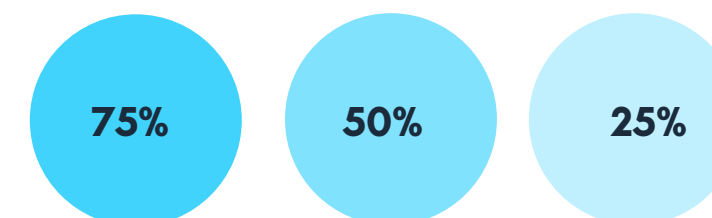
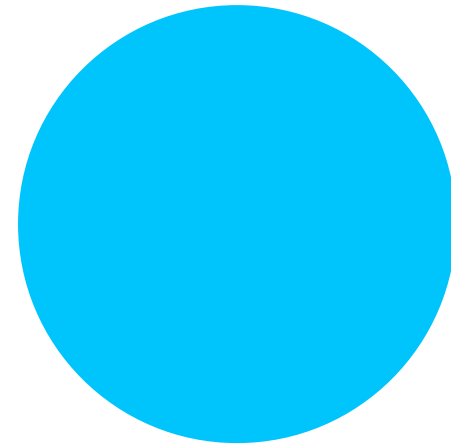
# BARBARA LEE FAMILY FOUNDATION

Brand colors

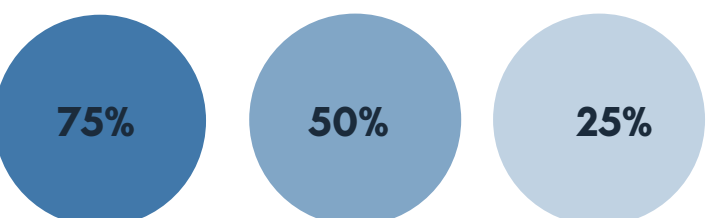
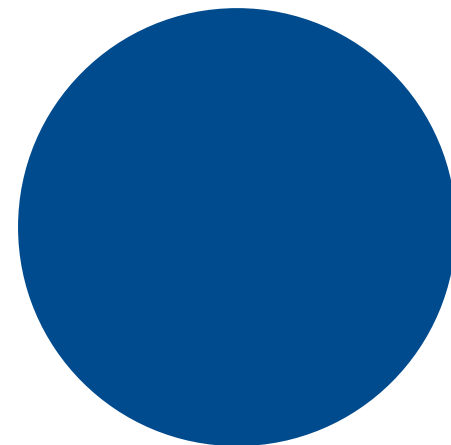
## Primary Brand Colors:



**HEX:** #f84839    **RGB:** 248, 72, 57  
**Pantone:** 179 C    **CMYK:** 0, 71, 77, 3

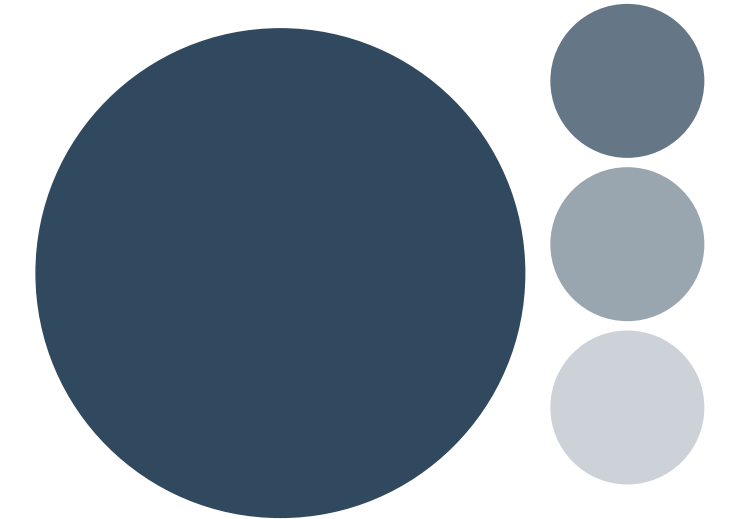


**HEX:** #00c5fc    **RGB:** 0, 197, 252  
**Pantone:** 306 C    **CMYK:** 100, 22, 0, 1

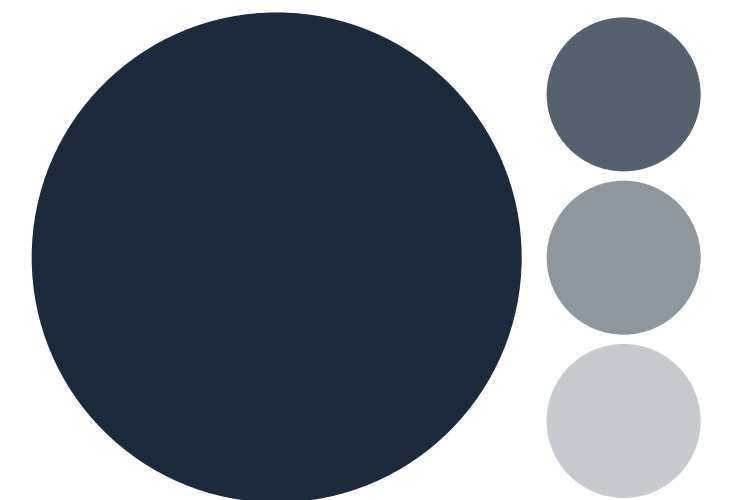


**HEX:** #004b8d    **RGB:** 0, 75, 141  
**Pantone:** 541 C    **CMYK:** 100, 47, 0, 45

## Secondary Colors:



**HEX:** #31495e    **RGB:** 49, 73, 94  
**Pantone:** 432 C    **CMYK:** 48, 22, 0, 63



**HEX:** #1b2b3b    **RGB:** 27, 43, 59  
**Pantone:** 539 C    **CMYK:** 54, 27, 0, 77

# BARBARA LEE FAMILY FOUNDATION

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## Logos

### Primary logo:



### Secondary logos:





Learn more about BLFF at [www.barbaraleefoundation.org](http://www.barbaraleefoundation.org) and follow us on social media:



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