

# CENTRAL FLORIDA FOUNDATION > BRAND GUIDES

## PRIMARY BRAND MARK >

**CENTRAL FLORIDA  
FOUNDATION**

Full Color

**CENTRAL FLORIDA  
FOUNDATION**

One Color

**CENTRAL FLORIDA  
FOUNDATION**

Black

**CENTRAL FLORIDA  
FOUNDATION**

Reverse

## PRIMARY FONT FAMILY > PRINT

**Geogrotesque  
Light**

Ucapienis rem quodisquod qui dolupta dolor eicae. Ratu sant odis et, sum atque ne offic tem vendaetur maio. Int volum.

**Geogrotesque  
Medium**

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**Geogrotesque  
Bold**

**Ucapie nis rem quo d isqu od qui dolupta doloreicae. Ratusant odis et, sum atque ne offic tem vendaetur maio. Int volum.**

## PRIMARY FONT FAMILY > WEB

**Helvetica  
Light**

Ucapienis rem quodisquod qui dolupta dolor eicae. Ratu sant odis et, sum atque ne offic tem vendaetur maio. Int

**Helvetica  
Regular**

Ucapienis rem quodisquod qui dolupta dolor eicae. Ratu sant odis et, sum atque ne offic tem vendaetur maio. Int

**Helvetica  
Bold**

**Ucapie nis rem quo d isqu od qui dolupta doloreicae. Ratusant odis et, sum atque ne offic tem vendaetur**

## BRAND COLORS >

PMS 273 C - Coated Paper  
PMS 2745 U - Uncoated Paper  
100 C 96 M 0Y 8K  
Hex #7e84ba

PMS 273 C - 50% Screen  
100 C 96 M 0Y 8K  
Hex #8e9bbe

PMS Cool Grey 9C  
0 C 1 M 0Y 51K  
Hex #8babb2

## PRINTING ADVICE & GUIDANCE >

When printing with Pantone colors please print PMS 273 C on coated stock and PMS 2745U on uncoated paper to insure that the colors will all appear to be the same and to maintain brand standards.

## INCORRECT USE OF BRAND MARK >

**CENTRAL FLORIDA  
FOUNDATION**

DO NOT DISTORT

**CENTRAL FLORIDA  
FOUNDATION**

DO NOT USE OFF BRAND  
COLORS

**CENTRAL  
FOUND**

DO NOT CROP

## MINIMUM SIZE >

**CENTRAL FLORIDA  
FOUNDATION**

1 IN. WIDE

## CLEAR SPACE >



There should be no less than 0.125 in of space on each side of logo.