

BRANDING GUIDELINES: Southwest Florida Community Foundation



LOGO COLOR PALETTE:



PMS Cool Gray 11C  
C: 0  
M: 2  
Y: 0  
K: 68



PMS Cool Gray 6C  
C: 0  
M: 0  
Y: 0  
K: 31



TEAL

PMS 3268C  
C: 90  
M: 0  
Y: 49  
K: 0



PINK

PMS 227C  
C: 0  
M: 100  
Y: 7  
K: 19



PURPLE

PMS 260C  
C: 52  
M: 100  
Y: 0  
K: 26



GREEN

PMS 390C  
C: 22  
M: 0  
Y: 100  
K: 8



ORANGE

PMS 130C  
C: 2  
M: 38  
Y: 100  
K: 0

LOGO FONTS:

Adobe Garamond Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Adobe Garamond Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

FONTS used on website and printed materials:

Raleway Font Family:

Reg: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890  
Med: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890  
Semi: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890  
Bold: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890  
Reg: **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890**