

# LOGO

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## A. Primary

This logo is to be used for all printed collateral, including all publications, advertising, billboards, posters, flyers and product packaging.



## B. Black

Use the black version of the First Responders Foundation logo only when black toner is the only printing option. This logo should only be used on a white background or neutral color that accommodates for a high contrast between logo and background.



## C. Reversed

The reversed or white version of the logo should be used on high contrast backgrounds where possible.



# USAGE

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## A. Minimum Size

To maintain readability, the logo should not be used smaller than 1.25" wide.

**DO NOT** use logo smaller than recommended size.



## B. Spacing

When the First Responders Foundation logo is used, a space the height of the "F" in the logotype should always be given around the logo. Nothing should impede this "safe" area.

Any exception to the sizing and spacing guidelines should be reviewed by the art director in your department.



# USAGE

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## A.

**DO NOT** use the logo on busy backgrounds or with colors similar to the logo. Remember contrast between logo and background is key for readability.



## B.

**DO NOT** compress or stretch the logo, the aspect ratio must be maintained.



## C.

**DO NOT** tilt or change the horizontal axis of the logo.



## D.

**DO NOT** change or alter the color of the logo, use only the pre-designed alternatives.



## E.

**DO NOT** use the logo within a sentence.

Do not use  within a sentence.

## F.

**DO NOT** abbreviate the First Responders Foundation name to FRF.

**FRF**

# TYPE

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## B. Avenir Condensed

The primary typeface for First Responders Foundation is Avenir Condensed. It is acceptable to use the various weights and styles within the Avenir font family.

***When Avenir Condensed is not available Arial is the approved alternative.***

**DO NOT** use typefaces other than the brand fonts on any First Responders Foundation-related documents.

**DO NOT** mix and match brand fonts with other typefaces on any First Responders Foundation-related documents.

**DO NOT** use any extended weights.

## B. Hierarchy

The established brand hierarchy is a basic standard from which to start. Its primary goal is to point out the size ratio between the different typographic elements. Due to the varying collateral that First Responders Foundation produces, the type styles and weights do not have to exactly match this example, but should come close.

Aa Gg  
Qq Rr

abcdefghijklmnopqrstuv  
wxyzABCDEFGHIJKLMNO  
PQRSTUVWXYZ

**Local first responders put their lives on  
the line for the community each day.**

*Local first responders put their lives on the line for the  
community each day.*

Exerum que et, omnia sitibus eius amentures ut la quam necte nonse  
sequibus estis molupta tatempo rumquiatem harum quassinisi derio.  
Maximin nim quatur, od molum res mollanihil expliqui voluptio bla  
ium, officiatatem et harum, sumquos ius molendenti berrundita a sum  
lam alsdkfj.

# COLOR

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## A. Primary Palette



PMS: 186 C  
CMYK: 2.100.85.6  
RGB: 200.16.46  
HEX: c8012e



PMS: 2756 C  
CMYK: 100.98.0.15  
RGB: 21.31.109  
HEX: 151f6d

## B. Secondary Palette



PMS: 187 C  
CMYK: 24.100.100.24  
RGB: 144.17.20  
HEX: 9e0006



PMS: Cool Gray 10 C  
CMYK: 40.30.20.66  
RGB: 99.102.106  
HEX: 63666a



PMS: 128 C  
CMYK: 0.7.75.0  
RGB: 243.213.78  
HEX: f3d54e



PMS: 275 C  
CMYK: 86.86.46.54  
RGB: 36.32.58  
HEX: 25203c



PMS: Cool Gray 6 C  
CMYK: 16.11.11.27  
RGB: 167.168.170  
HEX: a7a8aa



PMS: 128 C  
CMYK: 4.15.100.0  
RGB: 226.197.68  
HEX: e2c544