

Logo Guidelines

The Saint Luke's Foundation is represented by the solid green box in the center. However, that box, and the Foundation's work, is only part of the picture. There is open space around the solid box, room for the Foundation to work with others within the broader community. And the outer brown box, which is incomplete, represents the fact that the Foundation's work is never done. The Colors were selected because they say "earthy and sustainable"—symbolic characteristics of the work that the Foundation does.

To ensure brand consistency across all platforms, Saint Luke's Foundation has created this guideline.

The logo is comprised of three elements; an outer square(1), a smaller inner square(2) and the stacked word unit(3). The logo is never to be represented without all of the elements together and in the exhibited relationship to one another. (See Figure 1.)

The typeface used to create the stacked word unit(3) is Univers Bold.

The primary color palette for the logo utilizes two colors, brown and green.

When printing spot colors, use the PANTONE® Matching System. For brown(1), specify PANTONE® 464 and for green(2 and 3), specify PANTONE® 7496.

When printing process color (CMYK), the formula for the colors are: brown(1): cyan, 12; magenta, 34; yellow, 87; black, 29. green(2 and 3): cyan, 35; magenta, 5; yellow, 95; black, 34.

The logo can be printed as a single color, preferably black or reversed out of a color field. (See Figure 2.)

To allow prominence in a field of more than one element, a negative space(x) around the logo should always be created. This space is equal to the height and width of the smaller inner square(2). (See Figure 3.)

The logo is never to be altered in any way.



Figure 1



Figure 2

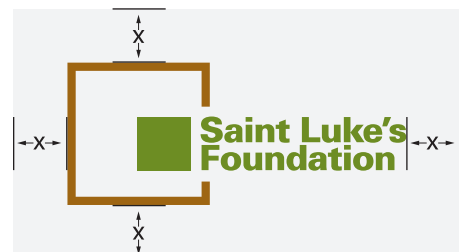


Figure 3