

Visual Identity Guide
6.1.26

Identity Guide

The purpose of this guide is to describe the way the Don Wood Foundation uses its logo(s). In order to establish a strong visual identity, these guidelines should be followed consistently in any form of communication in which the logo(s) appears, including printed material, signage, clothing, web and social media pages, and all promotional materials. To keep all instances of the logo consistent and uniform, please adhere to the following standards.

Primary Logo

This is the primary logo for the Don Wood Foundation, and should be the first choice when selecting a logo for company use. Anytime a logo is needed to represent the organization, this version should be used.



Secondary Logo

This is the secondary logo for the Don Wood Foundation, and should be used in marketing efforts that require a more compact orientation.



Wordmark

This is the primary wordmark for the Don Wood Foundation, and should be used when a stylized option is needed without the support of the gear element.

DON WOOD FOUNDATION

Horizontal

**DON WOOD
FOUNDATION**

Stacked

Typography

Adelle and Adelle Sans will be the official typefaces for the Don Wood Foundation. These typeface should be used for copy in all documents and print materials relating to the organization.

Adelle (for headings)

**AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789**

Adelle Sans (for body copy)

**AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789**

MISSION

The Don Wood Foundation will radically lead the development and growth of the Next-Gen Manufacturing Workforce in Northeast Indiana.

VISION

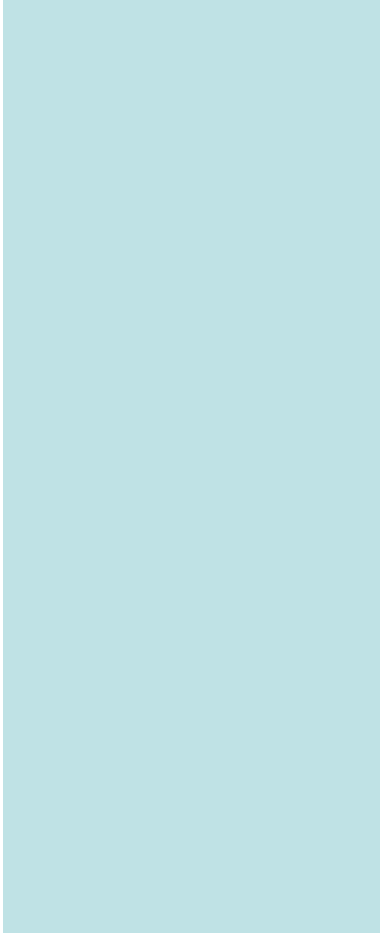
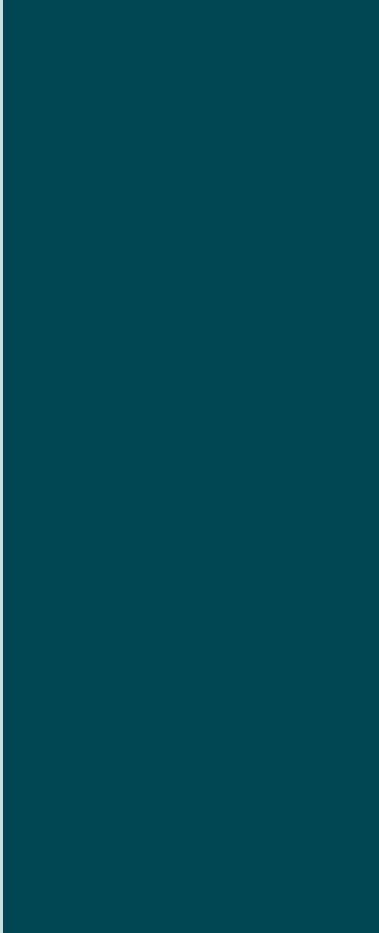
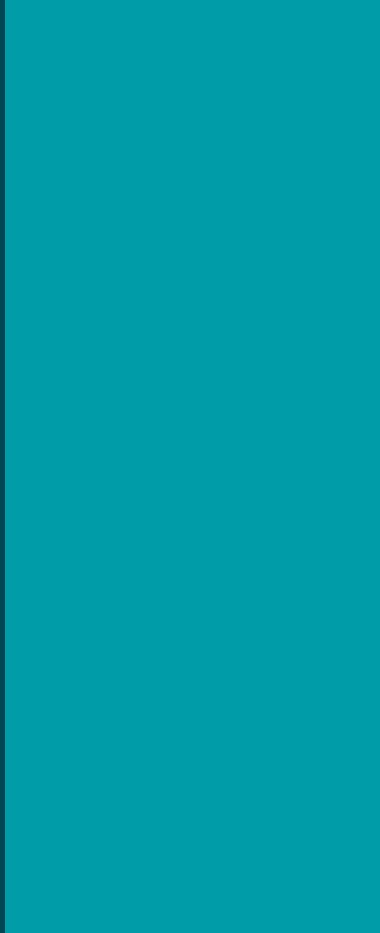


We established core values to guide our work with each other and our community partners. We are:

- Servant Leaders
- Accountable
- Collaborative
- Practical
- Results-Driven
- Future-Focused

*For Microsoft Word and Google Docs, use Roboto Slab and Roboto.

Color Palette

The following is the Don Wood Foundation's color palette with corresponding values for color matching in print (Pantone Matching System AKA PMS Colors), CMYK (process colors) for print, RGB and HTML for web.

 <p>DWF Light Teal PMS: 7457 C CMYK: 24, 1, 9, 0 HEX: #BFE2E6 RGB: 191, 226, 230</p>	 <p>DWF Dark Teal PMS: 316 C CMYK: 100, 10, 29, 68 HEX: #004854 RGB: 100, 10, 29, 68</p>	 <p>DWF Teal PMS: 7467 C CMYK: 100, 11, 37, 0 HEX: #009DA9 RGB: 0, 157, 169</p>	 <p>DWF Gray PMS: 445 C CMYK: 65, 51, 45, 33 HEX: #4F585F RGB: 79, 88, 95</p>	 <p>DWF Purple PMS: 275 C CMYK: 85, 85, 47, 57 HEX: #241E38 RGB: 36, 30, 56</p>
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Secondary Color Palette

The following is the Don Wood Foundation's secondary color palette for organizational initiatives. Including corresponding values for color matching in print (Pantone Matching System AKA PMS Colors), CMYK (process colors) for print, RGB and HTML for web.

DWF Youth Orange PMS: 1655 C CMYK: 9, 80, 97, 1 HEX: #DC5829 RGB: 220, 88, 41	DWF Talent Gold PMS: 7408 C CMYK: 3, 34, 97, 0 HEX: #F4AF23 RGB: 244, 175, 35	DWF Manufacturing Burgundy PMS: 1815 C CMYK: 30, 100, 100, 42 HEX: #771213 RGB: 119, 18, 19
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Color Palette Examples

The following are suggested uses for the Don Wood Foundation's color palettes.



Color Palette Examples w/ Secondary Colors

The following are suggested uses for the Don Wood Foundation's color palettes with secondary colors.



Logo Restrictions



The logo must be treated as a single piece of art. Never remove or alter any portion of the logo.



Only approved colors may be used, never change the color.



Never skew the logo.



Never rotate the logo.



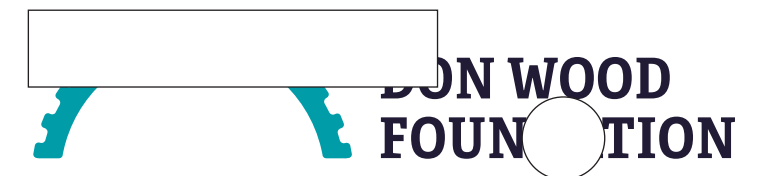
Never stretch the logo.



Never compress the logo.



Never change the positioning or size of the type.



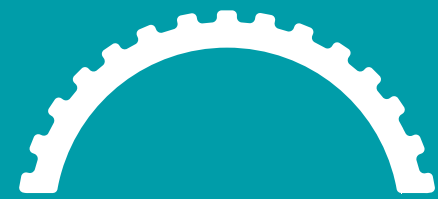
Never crop break the field with other design elements.



Never change the typeface style or case.



Never stack the type components.



**DON WOOD
FOUNDATION**