Brand Guidelines

Don Wood Foundation - Who We Are

Mission Statement

Our mission is to provide financial support to those seeking careers in the fields of industrial skilled trades. Our vision is to transform the regional industrial workforce.

Providing Opportunities in Various Career Fields

The Don Wood Foundation is an extraordinary gift to the educational community in our region. This foundation was created by Don Wood as a means to generate opportunities for individuals and institutions to support training and education in the areas of:

- Industrial Technology
- Machine Tool Technology
- Engineering Technology
- Sales
- Entrepreneurship•Leadership

The Don Wood Foundation embraces working relationships with all regional educational institutions that offer programs in the above-mentioned fields of study.

Tagline

Aligning Opportunity with Student Community and Industry

Don Wood Foundation - Logos

There are a few acceptable forms and usages of the Don Wood Foundation logo. The primary form of the logo is vertical in the Foundation teal and Foundation gray colors. When necessary, the horizontal form may be used. Additionally, when on a gray, black, or dark background, the use of the all white form of the logo is permissible.

Primary Logo - Vertical

All White Logo - Vertical

Primary Logo - Horizontal

All White Logo - Horizontal

Don Wood Foundation Logo Spacing

Below is the Don Wood Foundation logo. The amount of space needed around the logo is the width of the 0 in the logo. The spacing may start at the top of the gear and the sides and bottom of the text portion of the logo.

Primary Logo -Offset

Logo Options for Clothing (text only)

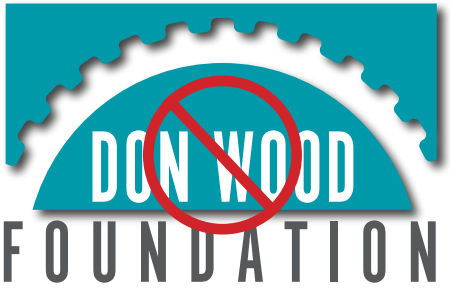
The word "FOUNDATION" is shown here in white and could also appear in Foundation Gray.

DON WOOD
FOUNDATION

Best Logo Uses

The logo should either be the Foundation teal and Foundation gray, entirely black, or entirely white. The entire logo and wording should stand out from the background. On a dark or colored background, default to the all white logo.
Exception: Apparel can use matching color schemes to allow for subtlety when needed, such as: black on black, white on white or gray on gray.

Do not modify the logo. Sizes and arrangements of the logo should not be changed. The colors should not be modified as well. Do not apply effects such as (but not limited to) shadows, strokes, glows, textures, or bevels.



Don Wood Foundation - Colors

The most prevalent colors of designs should be the primary colors. Secondary colors may be utilized moderately as accents on designs.

Primary Colors

Foundation Teal
Pantone: 320 C
CMYK: 80, 22, 31, 1
RGB: 14, 15, 168
HEX: #0099a9

Foundation Gray
Pantone: 425 C
CMYK: 66, 56, 53, 29
RGB: 84, 87, 90
HEX: #575a5d

Secondary Colors

Teal
Pantone: 316 C
CMYK: 100, 64, 51, 42
RGB: 6, 61, 77
HEX: #003d4d

Orange
Pantone: 7579 C
CMYK: 7, 79, 97, 1
RGB 224, 89, 43
HEX: #dc592a

Don Wood Foundation - Fonts

The Don Wood Foundation utilizes the font "Alternate Gothic No. 2 D" for headings. All caps are permitted in the heading.

For subheadings, we utilize the "Acumin Pro Condensed" font family. All caps are permitted in the subheading. The condensed semibold variation should be utilized.

For main-body text, the condensed light variation of the "Acumin Pro Condensed" family should be utilized.

Note: For creative purposes, the extra-light variation of the font may be used as a substitute for the light variation. When this is implemented, the semi bold variation for subheadings should be substituted with the regular variation.

In cases where system fonts are required, "Tahoma" may be used as a substitute.

Heading: Alternate Gothic No. 2 D

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.?!/<>%$&*()@=+-

Subheading: Acumin Pro Condensed - Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.?!/<>%$&*()@=+-

Body: Acumin Pro Condensed - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.?!/<>%$&*()@=+-

Don Wood Foundation Typeface

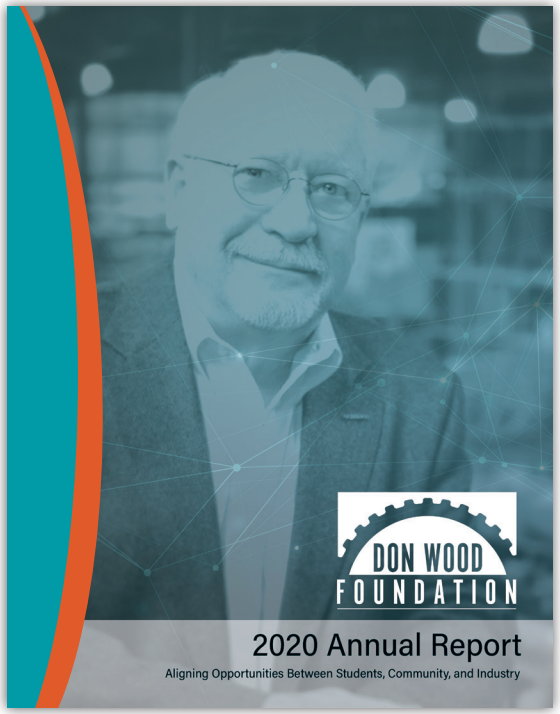
To the right is an effective example of typographical hierarchy. This hierarchy is created by utilizing two fonts and the designated weights as well as font sizing.

Creative liberty is permissible when designing, but the final layout should reinforce this hierarchy.

HEADER

LOREM IPSUM DOLOR SIT AMET

Subheader

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Arcu cursus vitae congue mauris rhoncus aenean. Lectus urna duis convallis convallis tellus id interdum. Arcu odio ut sem nulla pharetra diam sit amet. Convallis tellus id interdum velit laoreet id. Arcu felis bibendum ut tristique et egestas quis ipsum suspendisse. Scelerisque eu ultrices vitae auctor eu. Semper auctor neque vitae tempus quam pellentesque nec nam. Gravida arcu ac tortor dignissim convallis. Nisl nisi scelerisque eu ultrices. Tempus egestas sed sed risus pretium. Donec ac odio tempor orci dapibus ultrices. Nullam vehicula ipsum a arcu cursus vitae congue. Convallis aenean et tortor at risus viverra. Porttitor rhoncus dolor purus non enim. Et netus et malesuada fames ac turpis egestas sed tempus. Leo vel fringilla est ullamcorper.

Don Wood Foundation Design Samples