

Brand Guidelines



The Judith & Norman Alix Foundation Brand

The Judith & Norman Alix Foundation Brand is much more than just a logo. Our brand is our image and will these guides will help to maintain the integrity of the brand and how it will be shown.

In protecting our brand we protect the legacy, history and story behind the Judith and Norman Alix Foundation.

By staying consistent, you allow people to become familiar with the brand. This brand recognition is the underpinning of building equity in the brand. Brand equity is akin to trust. As an organization helping the community and accepting donations, trust is very important.

The Judith & Norman Alix Foundation Logo

The logo has been designed to be reproduced at a size with x height no smaller than 2 mm.



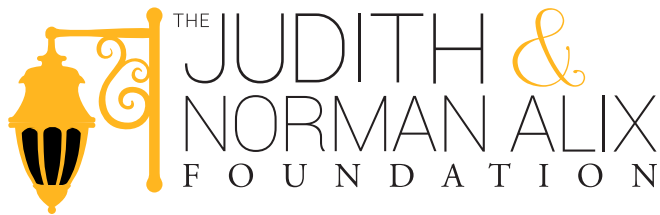
Incorrect Usage

The Judith & Norman Alix Foundation logo is designed for specific uses to maintain consistency and the integrity of our brand.

Here are some examples of how *not* to use the logo.

Do Not:

- change the colour of the logo
- stretch or distort the logo
- change the sizing of the logo elements
- flop the logo



Clear Space

The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility. The illustration below shows appropriate clear space around the logo.

The clear space around the logo is equal to the height of the "H" of the word "Judith". No graphic elements, including patterns, photos or colours (other than approved colours) can be used in the clear space.



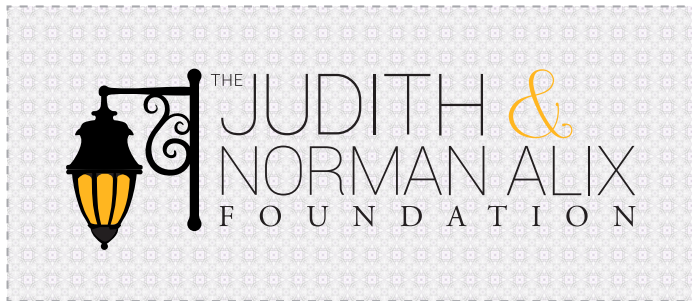
Violation of Clear Space

Incorrect Spacing

The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility. These illustrations show violation of the clear space.

Do Not:

- use patterns in the clear space
- use colours in the clear space
- allow text inside the clear space
- use graphics in the clear space

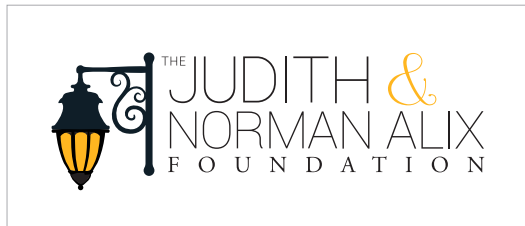


Colour Formulas

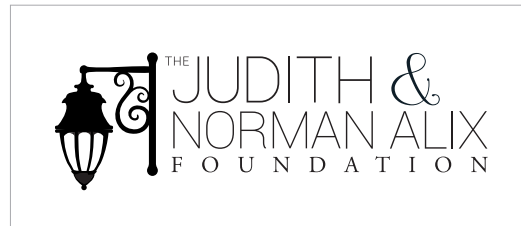
Primary & Secondary Colours

Primary Pantone 123 C		C	M	Y	K
		0	32	99	0
Primary 100% Black		C	M	Y	K
		0	0	0	100
Secondary Cool Grey		C	M	Y	K
		72	64	51	39
Supportive Pantone 123C (50% Tint)		C	M	Y	K
		1	16	66	0
Supportive Pantone Cool Grey 1 C		C	M	Y	K
		0	0	0	6

Colours & Palettes



Positive - Full colour on white



Positive - Black on white



Positive - Black on yellow



Negative - White on Black



Negative - White on Grey



Negative - White on Yellow

Typography

Corporate Font

The official font families for The Judith & Norman Alix Foundation is Roboto and Adobe Garamond Pro.

Roboto is a sans-serif typeface described as “modern, yet approachable” and “emotional”. Roboto Thin should be used for headings.

Garamond’s letterforms convey a sense of fluidity and consistency. It is also considered to be among the most legible and readable serif typefaces for use in print applications. Our brand will utilize Adobe Garamond Pro for sub-headings in a Bold face and for body copy in a Regular face.

Roboto and Adobe Garamond Pro should be used in all The Judith & Norman Alix Foundation communications.

Roboto Thin

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Adobe Garamond Pro Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Adobe Garamond Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Graphic Placement

A large cropping of the lamp post from the logo may be used as displayed on this page to create drama. It should only be used in juxtaposition with a very minimal amount of content as shown here. It is acceptable on a yellow background as well as 100% black.





THE
JUDITH &
NORMAN ALIX
FOUNDATION