



The  
**Dallas**  
Foundation

Brand Guidelines v1.1

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# Logo

## Section 1.0

- 1.1 — Primary Logo
- 1.2 — Secondary Logos
- 1.3 — Clear Space
- 1.4 — Black & White
- 1.5 — Logo Don'ts

Stacked Logo

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**Logo**

1.1

Primary Logo

This is the primary Dallas Foundation logo. It should be used as often as possible. The logo should never be modified or recreated.

Horizontal Logo

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Logotype

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TheDallasFoundation

Lettermark

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**Logo**

1.2

## Secondary Logos

These secondary Dallas Foundation logos allow increased flexibility when designing, and are to be used when the primary logo does not make the best use of space, or when a piece has already used the primary logo at least once. They should never be modified or recreated.

Primary Logo



Secondary Logos

Logo

1.3

Minimum Clear Space

Using ample clear space ensures the Dallas Foundation logo is not placed too close to other elements in a designed piece. These guidelines are a minimum—giving additional clear space will place increased emphasis on the Dallas Foundation logo.





**Logos**

1.4

Black & White

Black and white versions of the logos should be used when color printing is not an option. The white version of the logos can also be used on dark backgrounds where the color logos may not be sufficiently legible.

Do Not Stretch Logos



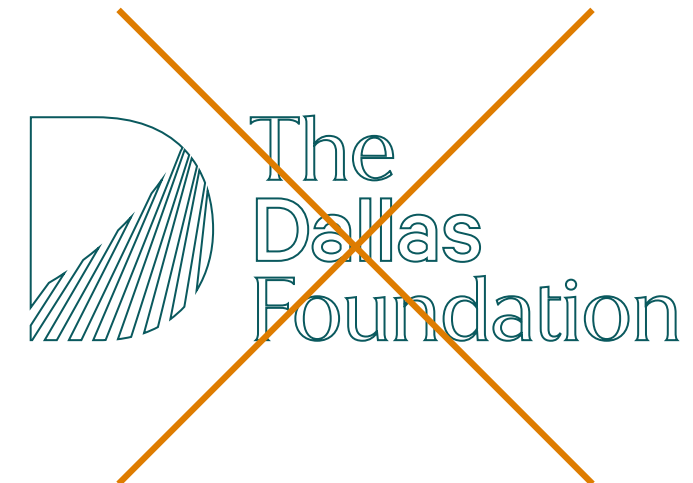
Do Not Set Logo In Unapproved Colors



Do Not Pair with Low-Contrast/Busy Image Backgrounds



Do Not Outline Logos



**Logo**  
1.5

Logo Don'ts

Stick to these guidelines to maintain visual consistency within the Dallas Foundation brand. Do not alter the logo in any way.



# Color

## Section 2.0

### 2.1 — Brand Color Palette

<b>Dark Teal</b>	CMYK: 100, 26, 12, 32 PMS: 634U RGB: 11, 89, 94 HEX: 0b595e
<b>Medium Blue</b>	CMYK: 100, 15, 0, 6 PMS: 640U RGB: 35, 116, 148 HEX: 237494
<b>Gray</b>	CMYK: 10, 8, 7, 0 PMS: Cool Gray 1U RGB: 237, 232, 225 HEX: ede8e1 PAPER: Mohawk, Carnival, Beet
<b>Light Blue</b>	CMYK: 25, 0, 3, 0 PMS: 628U RGB: 182, 235, 238 HEX: b6ebee

## Color

4.1

### Brand Color Palette

The Dallas Foundation brand color palette has been carefully created to convey the Dallas Foundation DNA and personality, and to help identify the brand.

# Typography

## Section 3.0

3.1 — Brand Typefaces

3.2 — Hierarchy

3.3 — Rules of Thumb

3.4 — TDF Highlight

Jazmin (Regular)  
by Latinotype Foundry

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Aa Bb Cc Dd Ee Ff Gg  
Hh Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

Calibre (Regular & Semibold)  
by Klim Type Foundry

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Aa Bb Cc Dd Ee Ff Gg  
Hh Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

**Aa Bb Cc Dd Ee Ff Gg  
Hh Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz**

## Typography

### 3.1

#### Brand Typefaces

These are the brand typefaces, and should be used as much as possible. They have been selected to reflect and reinforce the Dallas Foundation DNA and personality.

Headline ————— **Example Headline**

Large Body ————— Nullam in ligula sollicitudin, porttitor dui in, efficitur magna. Sed ornare sit amet libero eget porta. Suspendisse non molestie neque. In posuere imperdiet augue, ac tincidunt quam ornare non. Phasellus at lorem odio. Nunc est erat, gravida id blandit id, commodo sit amet justo.

Subhead ————— **Nullam in ligula sollici.**

Body ————— Nullam in ligula sollicitudin, porttitor dui in, efficitur magna. Sed ornare sit amet libero eget porta. Suspendisse non molestie neque. In posuere imperdiet augue, ac tincidunt quam ornare non. Phasellus at lorem odio. Nunc est erat, gravida id blandit id, commodo sit amet justo. Maecenas non bibendum nulla. Morbi metus risus, tincidunt ac turpis sit amet, maximus sollicitudin orci. Phasellus nec sem ac felis scelerisque interdum. Uptaturero eaque nihic temHillaborrupit moluptur magnis modit voluptat presequ isinus, accupicabor mos rehenis ius doloria dolor aut audam quibusdam voluptam inciuris aliqui offic te ercias veniat. Rum am sitate restrum aliassi dolente mollessit es debit odigenti alist audae odi doluptae. Nequiant volorrorum vel iunt pro minciet, soluptat ea parchitat ipsunt omnim santium eum nos dolendem sus.

Quote ————— “Nullam ine ligul sollicitudin, porttitor dui ini, effiscitur magna. Sedi a ornare sit amet libero eget. Suspendisse neque. Ture pratiis exceptam conem excea cusam.”

Quote Attribution ————— **Quote Author**  
Author Title

Caption ————— EXAMPLE CAPTION OR META TEXT

## Typography

### 3.2

#### Hierarchy

This is an example of typographic hierarchy in the Dallas Foundation brand. This is not the only way to set type, but a rough guide to be referenced. Using efficient type hierarchy ensures that information is presented in a comprehensible way.

Headline	—————	<b>Example Headline</b>
Large Body	—————	Nullam in ligula sollicitudin, porttitor dui in, efficitur magna. Sed ornare sit amet libero eget porta. Suspendisse non molestie neque. In posuere imperdiet augue, ac tincidunt quam ornare non. Phasellus at lorem odio. Nunc est erat, gravida id blandit id, commodo sit amet justo.
Subhead	—————	<b>Nullam in ligula sollici.</b>
Body	—————	Nullam in ligula sollicitudin, porttitor dui in, efficitur magna. Sed ornare sit amet libero eget porta. Suspendisse non molestie neque. In posuere imperdiet augue, ac tincidunt quam ornare non. Phasellus at lorem odio. Nunc est erat, gravida id blandit id, commodo sit amet justo. Maecenas non bibendum nulla. Morbi metus risus, tincidunt ac turpis sit amet, maximus sollicitudin orci. Phasellus nec sem ac felis scelerisque interdum. Uptaturero eaque nihic temHilaborrupit moluptur magnis modit voluptat presequ isinus, accupicabor mos rehenis ius doloria dolor aut audam quibusdam voluptam inciuris aliqui offic te ercias veniat. Rum am sitate restrum aliassi dolente mollessit es debit odigenti alist audae odi doluptae. Nequiant volorrorum vel iunt pro minciet, soluptat ea parchitat ipsunt omnim santium eum nos dolendem sus.
Quote	—————	<b>“Nullam ine ligul sollicitudin, porttitor dui ini, effiscitur magna. Sedi a ornare sit amet libero eget. Suspendisse neque. Ture pratiis exceptam conem excea cusam.”</b>
Quote Attribution	—————	<b>Quote Author</b> Author Title
Caption	—————	EXAMPLE CAPTION OR META TEXT

## Typography

### 3.2

#### Hierarchy (cont.)

Use Jazmin for larger, more expressive content like headlines, large introductory paragraphs, and quotations.

Headline	Example Headline
Large Body	Nullam in ligula sollicitudin, porttitor dui in, efficitur magna. Sed ornare sit amet libero eget porta. Suspendisse non molestie neque. In posuere imperdiet augue, ac tincidunt quam ornare non. Phasellus at lorem odio. Nunc est erat, gravida id blandit id, commodo sit amet justo.
Subhead	<b>Nullam in ligula sollici.</b>
Body	Nullam in ligula sollicitudin, porttitor dui in, efficitur magna. Sed ornare sit amet libero eget porta. Suspendisse non molestie neque. In posuere imperdiet augue, ac tincidunt quam ornare non. Phasellus at lorem odio. Nunc est erat, gravida id blandit id, commodo sit amet justo. Maecenas non bibendum nulla. Morbi metus risus, tincidunt ac turpis sit amet, maximus sollicitudin orci. Phasellus nec sem ac felis scelerisque interdum. Uptaturero eaque nihic temHillaborrupit moluptur magnis modit voluptat presequ isinus, accupicabor mos rehenis ius doloria dolor aut audam quibusdam voluptam inciuris aliqui offic te ercias veniat. Rum am sitate restrum aliassi dolente mollessit es debit odigenti alist audae odi doluptae. Nequiant volorrorum vel iunt pro minciet, soluptat ea parchitat ipsunt omnim santium eum nos dolendem sus.
Quote	“Nullam ine ligul sollicitudin, porttitor dui ini, effiscitur magna. Sedi a ornare sit amet libero eget. Suspendisse neque. Ture pratiis exceptam conem excea cusam.”
Quote Attribution	<b>Quote Author</b> Author Title
Caption	EXAMPLE CAPTION OR META TEXT

## Typography

### 3.2

#### Hierarchy (cont.)

Use Calibre for more utilitarian information like subheads, body copy, and quote attributions.

# 1.

Use Jazmin for larger, more expressive information. Use Calibre for everything else.

# 2.

Avoid using Jazmin at smaller sizes (below 10pts).

# 3.

Use as few levels of hierarchy as possible without losing clarity.

# 4.

Before introducing a new typographic style, reference other documents to see how similar information has been treated before. Will one of these treatments work?

## Typography

3.3

Rules of Thumb

These are a few general rules of thumb to help understand day-to-day usage of the Dallas Foundation brand typography.



# Here for Good.

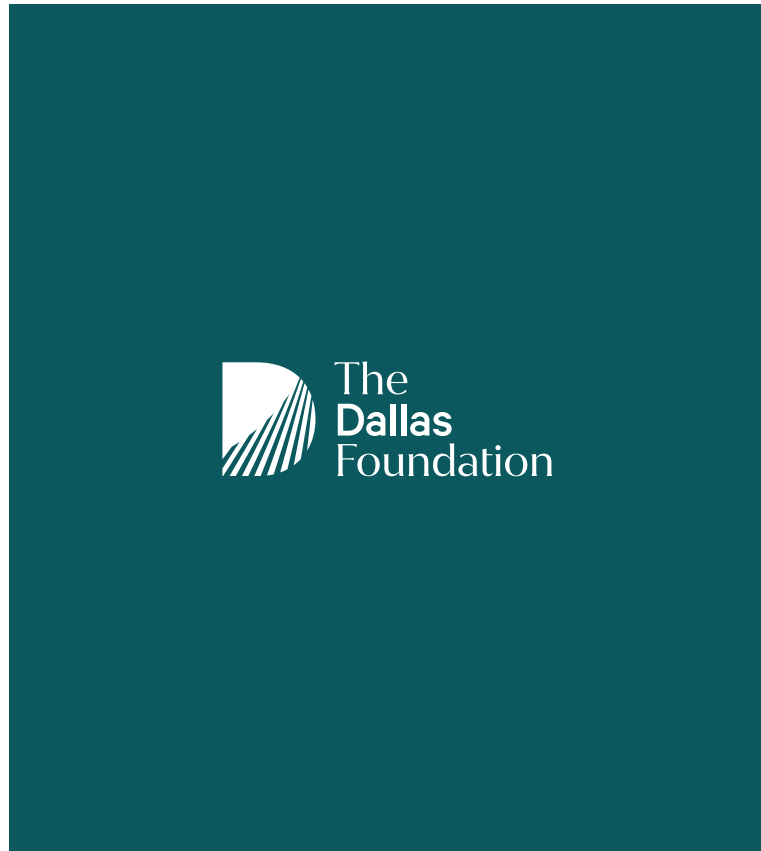
## Typography

3.4

TDF Highlight

One feature of the Dallas Foundation typography is the TDF highlight, which is used to create emphasis in a Jazmin-set headline or large paragraph. To create this effect, change the selection you intent to highlight, change the typeface to Calibre Semibold, and multiply the type size by 1.15. For example, if the original type size is 10, then the highlighted text will be 11.5.

# Example Applications



The 21st century model of community philanthropy is how do we hold donor impact and donor intent with community impact?

Matthew Randazzo  
President & CEO

