Contents

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

2.0 Color
2.1 — Color Palette

3.0 Typography
3.1 — Brand Typefaces
3.2 — Hierarchy
3.3 — Rules of Thumb
3.4 — TDF Highlight

4.0 Example Applications
Section 1.0

1.1 — Primary Logo
1.2 — Secondary Logos
1.3 — Clear Space
1.4 — Black & White
1.5 — Logo Don’ts
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.
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.
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.
Stick to these guidelines to maintain visual consistency within the Dallas Foundation brand. Do not alter the logo in any way.

1.5 Logo Don’ts

- Do Not Stretch Logos
- Do Not Set Logo In Unapproved Colors
- Do Not Pair with Low-Contrast/Busy Image Backgrounds
- Do Not Outline Logos
Color

Section 2.0

2.1 — Brand Color Palette
## 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.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>PMS</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Teal</td>
<td>98, 0, 1, 58</td>
<td>634U</td>
<td>17, 102, 133</td>
<td>116685</td>
</tr>
<tr>
<td>Medium Blue</td>
<td>98, 6, 0, 32</td>
<td>640U</td>
<td>0, 138, 186</td>
<td>008aba</td>
</tr>
<tr>
<td>Gray</td>
<td>0, 0, 11, 13</td>
<td>Cool Gray 1U</td>
<td>237, 232, 225</td>
<td>ede8e1</td>
</tr>
<tr>
<td>Light Blue</td>
<td>31, 0, 16, 0</td>
<td>628U</td>
<td>177, 223, 224</td>
<td>b1dfe0</td>
</tr>
</tbody>
</table>
Typography

Section 3.0
3.1 — Brand Typefaces
3.2 — Hierarchy
3.3 — Rules of Thumb
3.4 — TDF Highlight
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.

Jazmin (Regular) by Latinotype Foundry

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

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

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Here for Good.

Your philanthropic journey starts here.