



The
Dallas
Foundation®

BRAND STYLE GUIDE



Table of Contents

INTRODUCTION

Our Brand 3

LOGO

Logo 4

Logo Clear Space 5

Logo Color Options 6

IDENTITY ELEMENTS

Color Palette 7

Typography 8

Typography (Example) 9

Patterns & Backgrounds 10

Photography Recommendations 12

Example Applications 13

Contact 14



Our Brand

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Mission

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Vision

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Logo

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ICON



STACKED



HORIZONTAL



LOGOTYPE



Logo Clear Space

The minimum area of open space that must surround the various logo lockups is shown here. No other element should intrude, and the clear space ratio is to always remain as designed here. When possible, provide more open space.





Logo Color Options

Cipicius re, odit reiusan ditatibus ipidisquame dolore nem eos archici aspit, nos sum utat audae que auta cus ex et ut de in niatur rectemp orere, soluptibus escia endenditat aut hiliquam, nistion sequisq uasped modigent, sum velenim poritis voluptatum non exces dessitatem dolorept.

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FULL COLOR



BLACK



REVERSED



Main Colors

CMYK: 94, 60, 28, 8
PMS: 7469 C
RGB: 0, 95, 134
HEX: 005F86

CMYK: 100, 77, 40, 30
PMS: 302 C
RGB: 0, 59, 92
HEX: 003B5C

CMYK: 43, 0, 15, 0
PMS: 318 C
RGB: 136, 219, 223
HEX: 88DBDF

CMYK: 25, 3, 7, 0
PMS: 7457 C
RGB: 187, 221, 230
HEX: BBDDE6

Secondary Colors

CMYK: 0, 3, 81, 0
PMS: 1365 C
RGB: 255, 181, 73
HEX: FFB549

CMYK: 0, 56, 55, 0
PMS: 1635 C
RGB: 255, 141, 109
HEX: FF8D6D

CMYK: 77, 2, 52, 0
PMS: 3275 C
RGB: 0, 179, 152
HEX: 00B398

CMYK: 0, 54, 93, 0
PMS: 715 C
RGB: 246, 141, 46
HEX: F68D2E

Functional Colors

CMYK: 67, 64, 66, 68
PMS: Black C
RGB: 45, 41, 38
HEX: 2D2926

CMYK: 0, 0, 11, 13
PMS: Cool Gray 1U
RGB: 237, 232, 225
HEX: EDE8E1

CMYK: 6, 72, 69, 0
PMS: 7416 C
RGB: 229, 106, 84
HEX: E56A54

CMYK: 62, 52, 48, 19
PMS: Cool Gray 10 C
RGB: 99, 102, 106
HEX: 63666A

CMYK: 0, 0, 0, 0
PMS: White
RGB: 255, 255, 255
HEX: FFFFFFFF

CMYK: 87, 28, 64, 10
PMS: 569 C
RGB: 0, 129, 109
HEX: 00816D



Typography

The Inter font family will be what is used throughout headlines, subheaders, and bodycopy. The font weights range all the way from Thin to Black. Font weights can be combined and mixed only on headlines and subheaders. Below are the designated font weights for each category.

FOR HEADLINES

Inter Black, Inter Extrabold, Inter Bold, Inter Semibold, Inter Medium, Inter Regular, Inter Light, Inter Extralight, Inter Thin

FOR SUBHEADERS

Inter Extrabold, Inter Bold, Inter Semibold, Inter Medium, Inter Regular

FOR BODY COPY

Inter Medium and Inter Regular

INTER BLACK

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

INTER SEMIBOLD

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

INTER LIGHT

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

INTER EXTRABOLD

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

INTER MEDIUM

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

INTER EXTRALIGHT

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

INTER BOLD

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

INTER REGULAR

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

INTER THIN

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



Typography

The **Inter font family** will be what is used throughout headlines, subheaders, and bodycopy. The font weights range all the way from Thin to Black. Font weights can be combined and mixed only on headlines and subheaders. Below are the designated font weights for each category.

FOR HEADLINES

Inter Black, Inter Extrabold, Inter Bold, Inter Semibold, Inter Medium, Inter Regular, Inter Light, Inter Extralight, Inter Thin

FOR SUBHEADERS

Inter Extrabold, Inter Bold, Inter Semibold, Inter Medium, Inter Regular

FOR BODY COPY

Inter Medium and Inter Regular

EXAMPLE

INTER IS THE MAIN TYPEFACE USED FOR THE DALLAS FOUNDATION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in cillum dolore eu fugiat pariatur.

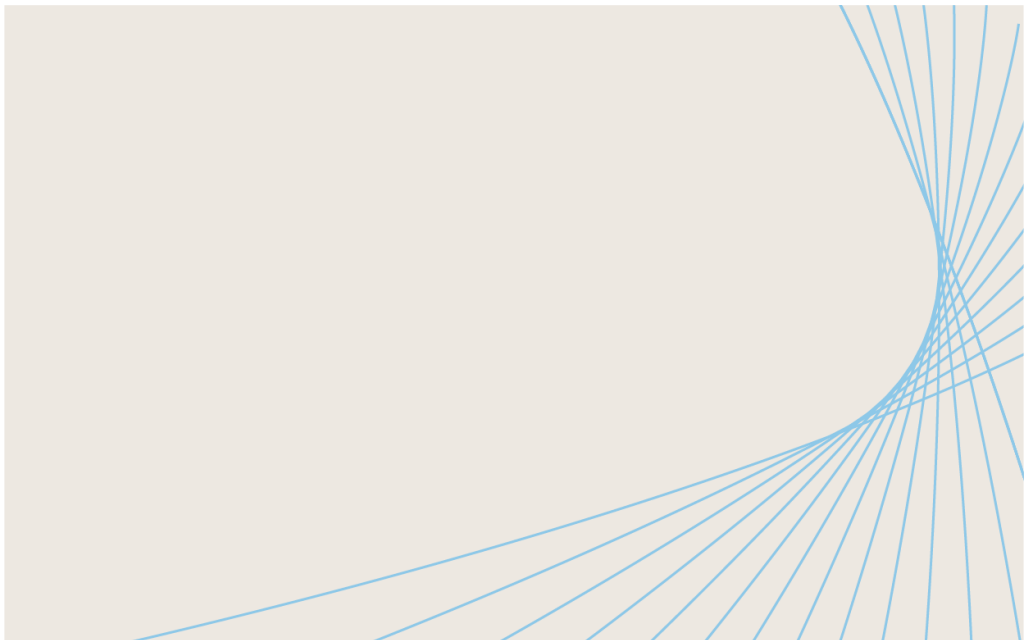
The following paragraphs can be smaller, regular weight, and have a bit more space between lines for ease of reading. Proin sed nulla hendrerit, pharetra libero a, sodales neque. Nullam sagittis turpis vel ex euismod, viverra molestie ligula laoreet. Nunc condimentum elementum feugiat. Quisque in gravida diam. Curabitur sit amet convallis nibh. Sed bibendum tempor justo, ut varius nibh mattis.



Patterns & Backgrounds

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Patterns & Backgrounds (continued)

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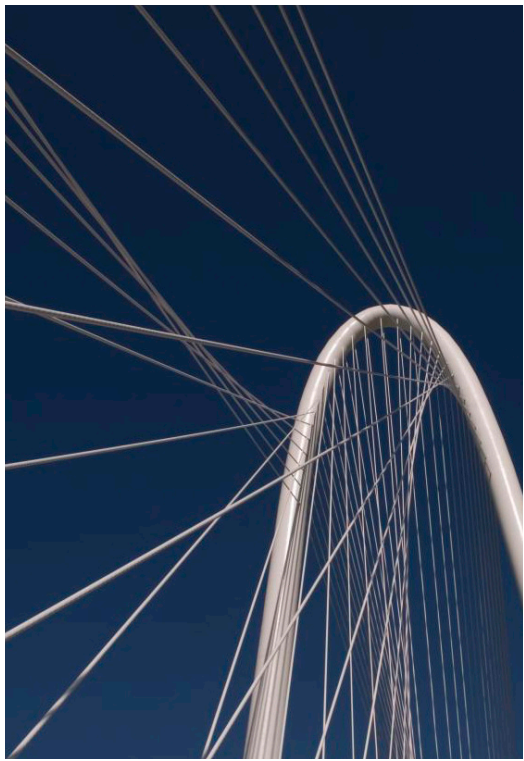


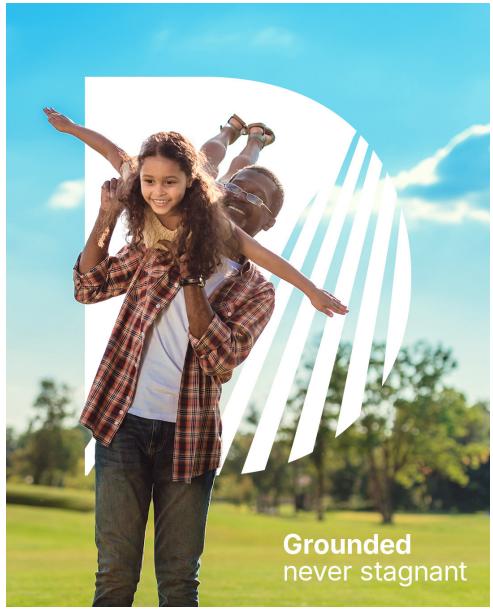
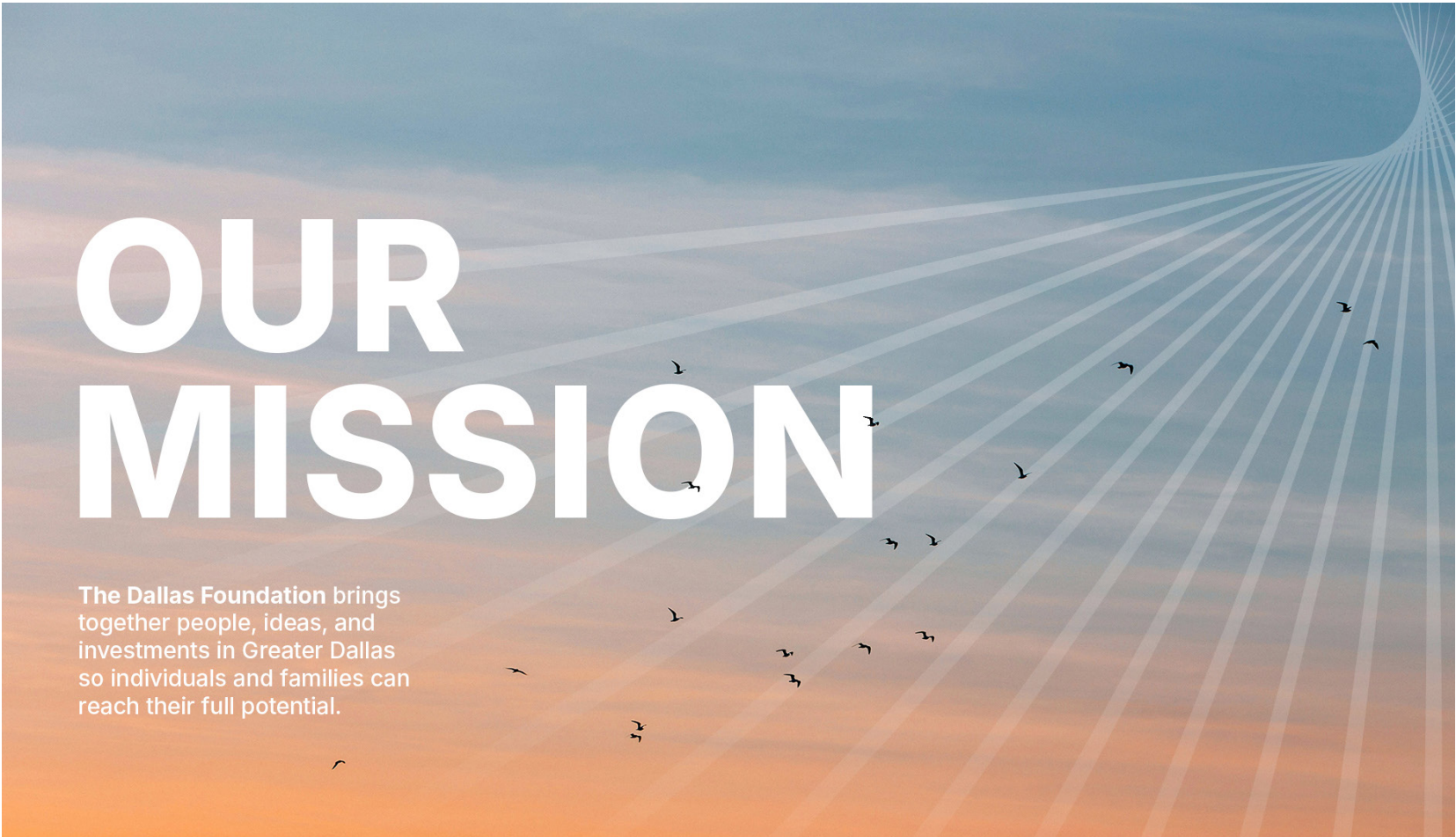


Photography Recommendations

Cipicius re, odit reiusan ditatibus ipidisquame dolore nem eos archici aspit, nos sum utat audae que auta cus ex et ut de in niatur rectemp orere, soluptibus escia endenditat aut hiliquam, nistion sequisq uasped modigent, sum velenim poritis voluptatum non exces dessitatem dolorept.

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The
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For help with usage and
permissions, please contact:

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