BADER

PHILANTHROPIES

Brand Guide

Introduction

Thank you for requesting our logo.

This document is a reference to the Bader Philanthropies brand standards which offer general guidance on how to publicly recognize the Foundation in print or digital media:

- Logo Suite
- Logo Usage

As a kind reminder, we request the opportunity to review print and/or digital media that include the Foundation's logo and/or name.

Our standard review timeline is two working days.

Contact: Merilou Gonzales, Communications Director - merilou@bader.org

Logo Suite

Click on the link provided for our full logo suite: https://baderphilanthropies-my.sharepoint.com/:f:/g/personal/taylor_bader_org1/EmGeRnanLdpMpjkhN0SwNGsBfT0hb5AzlVfKGILBMwq_4Q?e=ulr0xa

The brand color pallet is available upon request.

Our tagline "Celebrating Compassion" will be retired on December 31, 2024.

Contact: Merilou Gonzales, Communications Director - merilou@bader.org

Logo Usage

Our preference is to use the primary logo. If a vertical orientation is needed, please use our icon.

Encapsulated Postscript (EPS) File: An EPS file is best utilized for:
- Scaling the logo significantly larger without losing quality
- Materials created in the Adobe Suite

Portable Network Graphic (PNG) File: The PNG file is best utilized for:
- Digital
- T-Shirts
- Digital and Hardcopy Flyers
- Plastic and Digital Banners
- Website

Primary Logo

Icons

Contact: Merilou Gonzales, Communications Director - merilou@bader.org

Logo Usage

T-shirt Guidance and Placement: When using the Bader Philanthropies logo on t-shirts, please use dimensions less than 3 in. (h) x 8 in. (w).

✅ Proper Usage

"Bader Philanthropies" should be large enough so it is legible.

T-shirt colors should contrast well with the logo.

Logo is an appropriately sized.

❌ Improper Usage

"Bader Philanthropies" is too small, so it is illegible.

T-shirt colors blend with the logo.

Logo is too large.

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