



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 "Upholding Dignity" will be retired on December 31, 2026.

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



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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 to be legible.



T-shirt colors should contrast well with the logo.



Logo is appropriately sized.

✗ Improper Usage



"Bader Philanthropies" is illegible because it is too small.



T-shirt colors blend with the logo.



Logo is too large.

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Logo Usage

Logo Guidance: When using the Bader Philanthropies logo on materials, please refer to the guide below.

Improper Usage



Keep the logo free of outlines.



Always maintain the original proportions and integrity of the logo.



Keep the logo proportionate.



Keep the logo open and free from tight boxes or shapes.



The logo should be presented clearly without any shapes or colors placed over it.



Ensure the logo colors remain unchanged.

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