FILANTROPÍA PR
BRAND GUIDELINES
OUR MAIN LOGO

Our logo is our primary identity and is recognizable signature used across all our branding.

Logo can be used in white over the brand's yellow or blue to create more contrast

#F6BA18

#15536C
**OUR LOGO LOCKUPS**

**Main Logo**

Our main logo holds a minimum space between the icon and the logotype to keep a safe space and not alter the branding's feeling.

The height of the logotype sets the height of F, therefore the icon should be 4 times the height of F and the space in between should be that of 1F.
Our horizontal logo holds a minimum space between the icon and the logotype to keep a safe space and not alter the branding's feeling.

The height of the logotype sets the height of F, therefore the icon should be 2 times the height of the logotype and the space in between should be half of F. The logo should have a measure of half of F all around it.
OUR LOGO POSITIONS

Our logo can be used and positioned either horizontally or vertically for smaller conditions. The use of each position is always based and what is a better exposition of our brand. Meaning if the scenario is a small and limited condition we use the vertical version if it is a header or a more longer format we use the horizontal version.
Our logo should never be used in the following conditions or following way. This will hurt our brand, making us lose brand recognition and awareness. We ask everyone to not use our brand the following ways.

- Never shrink our logo unevenly
- Never stretch our logo unevenly
- Never fade our logo
- Never make our logo another color just so it matches the application
- Never outline our logo
- Never add drop shadow to our logo
- Never make our logo grayscale
OUR TYPOGRAPHY

ANTON REGULAR
Emphasis

The Anton Regular font family will be used for emphasis. It will be used throughout the brand to create calls to action and headers. The font is geometric and bold, creating a sense of strength and audacity for the brand.

OPEN SANS
Secondary

The secondary font will be Open Sans

Somos una organización sin fin de lucro con 10 años de experiencia en el sector filantrópico en Puerto Rico. Tenemos como propósito fundamental desarrollar y estimular la inversión filantrópica.

BECOME A MEMBER

AMPLIFICANDO LA VOZ Y EL IMPACTO DEL SECTOR FILANTRÓPICO EN PUERTO RICO
Photo Usage

Photography will focus on the connections and impact fostered by Filantropía PR. It will feature groups engaged in discussions, and different initiatives.

Pattern can be used to ambient the photos.
Photo Treatments

The photo treatments typical of the brand will be the following:

1. The Logo Pattern can be used to frame and shape the photos.
Photo Treatments

The photo treatments typical of the brand will be the following:

2. When working with close-ups of objects or people and a special emphasis needs to be made, photos can be black and white and feature a yellow overlay.