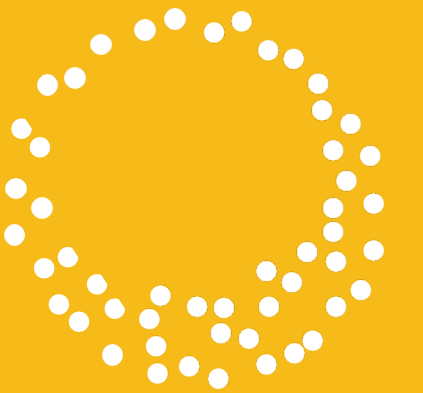# BRAND GUIDELINES

Filantropía
Puerto Rico

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

Logo

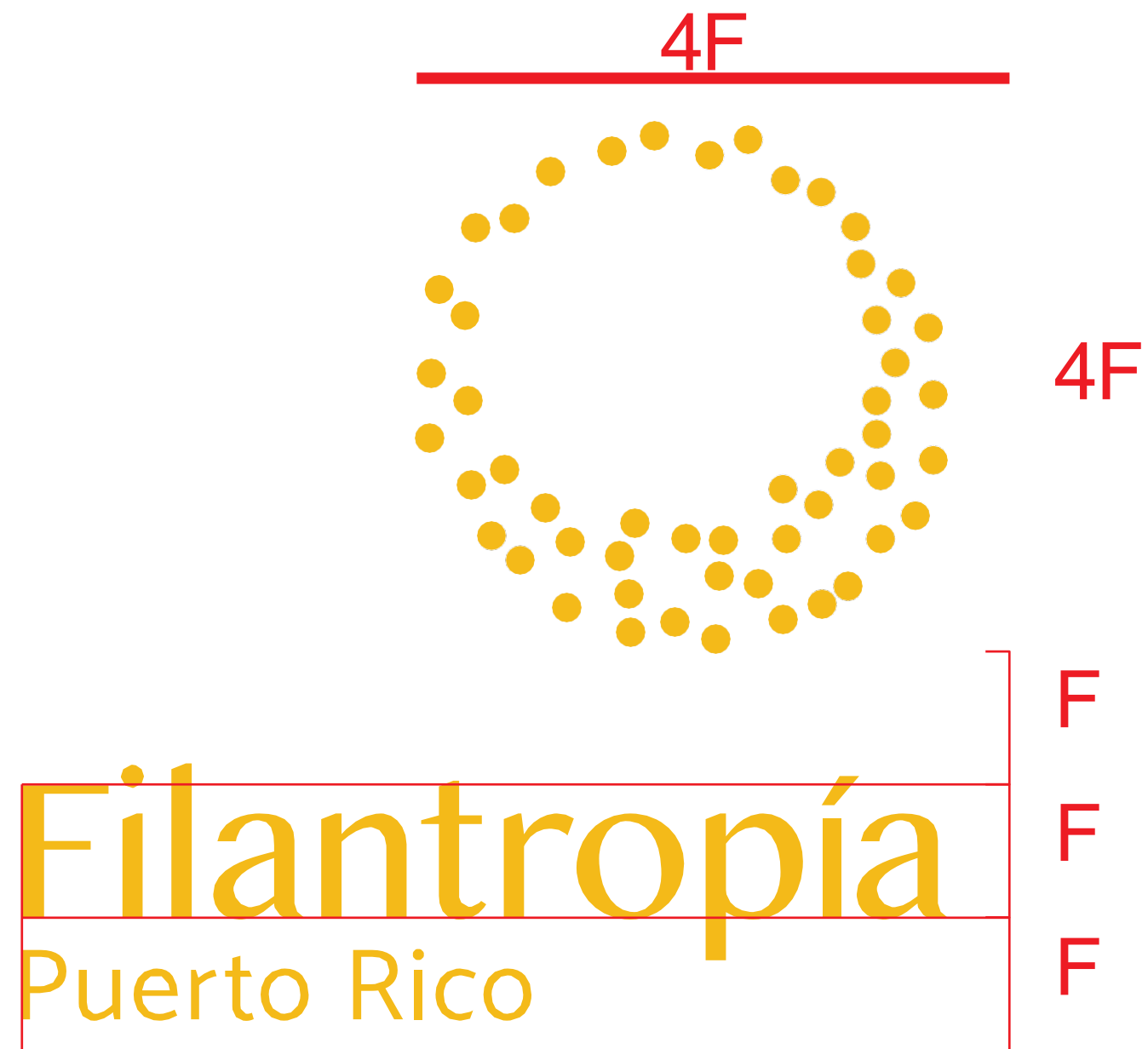Icon

Filantropía
Puerto Rico

Logotype

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.

4F

4F

F
F
F

Filantropía
Puerto Rico
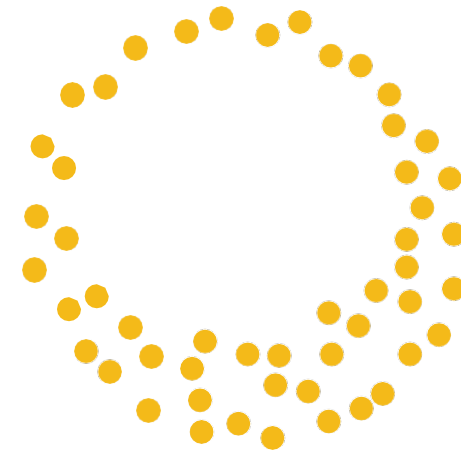
OUR LOGO LOCKUPS

Horizontal Logo

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.
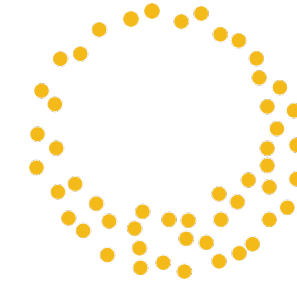
2 F

0.5 F

F

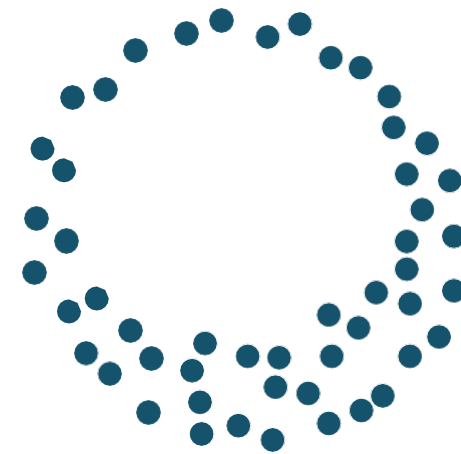Filantropía
Puerto Rico

F

0.5 F

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.
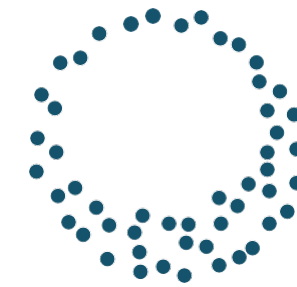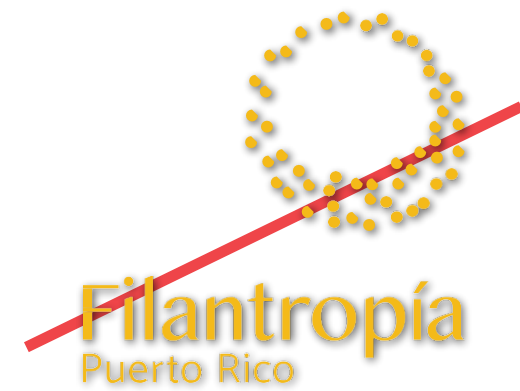
DO NOT DO THIS

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.
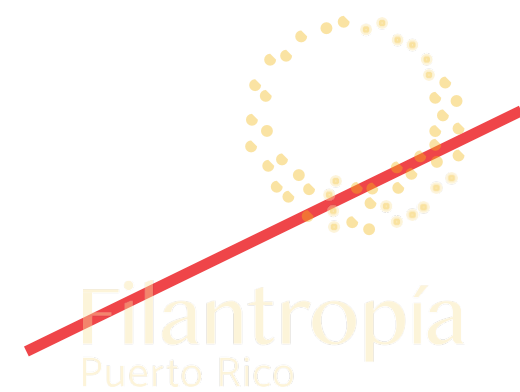
Never add drop shadow to our logo

Filantropía
Puerto Rico

Never make grayscale our logo

Filantropía
Puerto Rico

Never shrink our logo unevenly

Filantropía
Puerto Rico

Never fade our logo

Filantropía
Puerto Rico

Never make our logo another color just so it matches the application

Filantropía
Puerto Rico

Never stretch our logo unevenly

Filantropía
Puerto Rico

Never outline our logo

Filantropía
Puerto Rico