Brand Guidelines

American Liberty Foundation

Make a Difference

What are brand guidelines?

Brand guidelines provide the established official policies and standards for the foundation's visual identity. It is applied to all materials, whether print or digital. It includes guidelines on the proper use of the foundation's logo, colors, fonts, and official messaging.

Brand guidelines ensure that all marketing and communications for the foundation are accurate and stays on-brand.

Our logo is the visual representation of our foundation. It is an icon that symbolizes our history, culture, and values. It can be used on all print media, all advertising platforms, websites, and other external communications.

Logo placement guidelines:

- The foundation logo should be prominent and visible in all visual communications.
- It should not be placed with another graphic or edited to create a new image unless provided in this guide.
- For legibility, keep the area around the logo clear.
- The foundation logo colors can not be changed or modified. Use only the provided official images.

Logo Construction Grid

Compressed Logo
minimum .5"
from edge
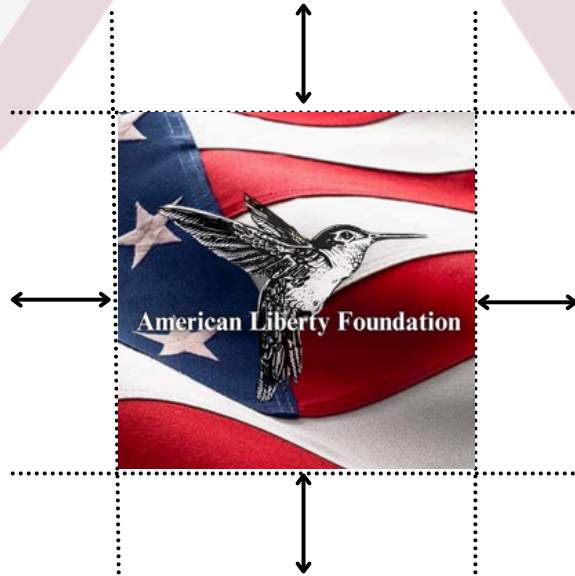
Banner logo
Minimum .5"
from edge

Minimum size of the logos must be 0.5 inches in width.

Monochromatic Logo

American Liberty Foundation

American
Liberty
Foundation

Example of the logo in greyscale

The color of the logo can not be changed except in greyscale.

Alternative Logos

American Liberty Foundation

American Liberty Foundation

Color Palette

The color palette sets a visual tone for the foundation's brand. Colors can also create a strong brand recall when it is associated with your brand.

Color palette guidelines

- The primary palette is four main colors
- Red is the main color
- The secondary color palette may be used to complement the primary palette but never to substitute.
- Consistent use is important.
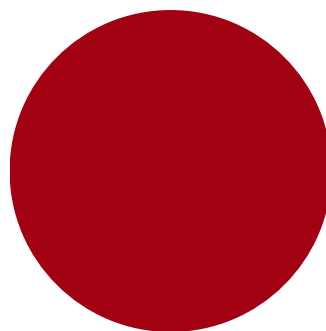
Primary Palette
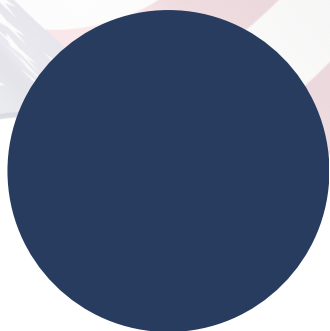
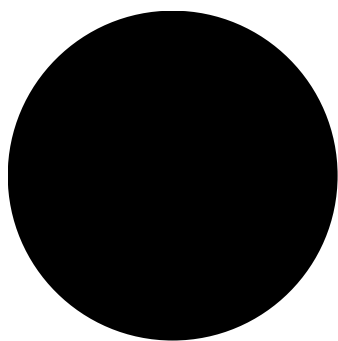Rhino
#283c5f
58,37,0,63
40, 60, 95, 1
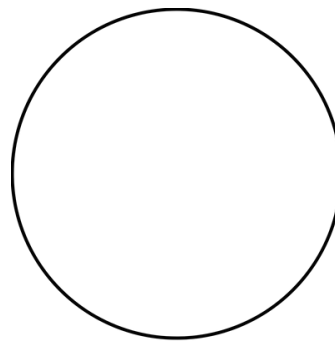
Carmine
#a10111
0, 99, 89, 37
161, 1, 17, 1

Black
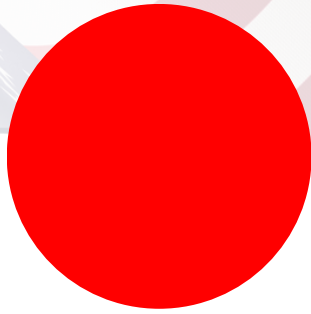#000000
0, 0, 0, 100'
0, 0, 0, 1

White
#ffffff
0, 0, 0, 0
255, 255, 255, 1
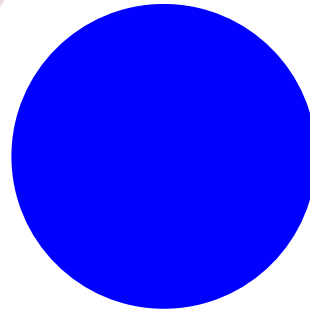
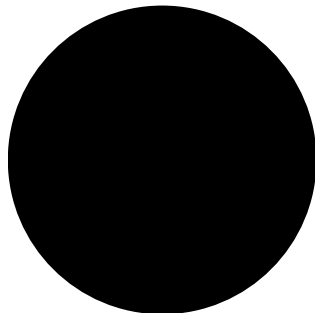# Secondary Palette

Red
#ff0000
0, 100, 100, 0
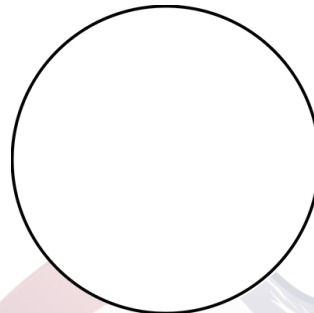255, 0, 0, 1

Blue
#0000FF
100, 100, 0, 0
0, 0, 255, 1

Black
#000000
0, 0, 0, 100'
0, 0, 0, 1

White
#ffffff
0, 0, 0, 0
255, 255, 255, 1

Typography

Typography guidelines

The signature font contributes to a brand's identity. It is considered as a visual component and should be consistent throughout.

- Times New Roman is the used font

Heading

Times New Roman | size 50 | Black

Subheading

Times New Roman | size 32 | Black

Subheading small

Times New Roman | size 21 | Black

Body

Times New Roman | size 18 | Black

signature

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Photography

Photographs are a great way to show life at the school. This can be photos of students in action, the teachers and staff, as well as activities or events. To provide consistency, all photos will be provided by the school.

Photography guidelines

- Please use the whole photo as much as possible and do not crop.
- All photos have already been through post-processing.
- Do not flip the photos.

Please add 4-6 photos Ideally a set. School or university setting (please check the grade assigned to the kit this template is a part of).