KBG Foundation STYLE GUIDE

COLORS

Please use only these approved colors when creating graphics representing the KBG Foundation. In the event that the Foundation is working within graphical guidelines from a third party, exceptions will be made based on Board approval. Designs representing the Foundation should be submitted to the Board for Approval at least 30 days prior to the media campaign or event. Contact PR@kbgfoundation.com for approval.

|				
	226r 27g 6b	5c 99m 100y 1k	#e21b06	This is the **awareness** color and primary logo color. Should be used as web text link.
	0r 0g 0b	0c 0m 0y 100k	#000000	Used in all media as border and/or type face.
	130r 130g 130b	0c 0m 0y 60k	#999999	Used in all media as border and/or type face.
	102r 102g 102b	60c 51m 51y 20k	#666766	Used only for web as type face.
	254r 196g 101b	0c 25m 70y 0k	#fec465	Accent color, used for impact, substitution for web used as link visited color: 226r 27g 6b / 5c 99m 100y 1k,.
	240r 121g 83b	1c 65m 71y 0k	#f07953	Accent color, used for impact, substitution for web used as link visited color: 226r 27g 6b / 5c 99m 100y 1k,.
	255r 178g 235b	2c 36m 0y 0k	#ffb2eb	Accent color, used for impact
	145r 179g 89b	48c 13m 84y k1	#91b359	Accent color, used for impact
	132r 38g 26b	29c 93m 100y 34k	#84261a	Accent color, used for impact, substitution for web used as link visited color: 226r 27g 6b / 5c 99m 100y 1k,.
	138r 0g 235b	64c 83m 0y 0k	#8a00eb	Accent color, used for impact
	88r 127g 174b	71c 45m 13y 0k	#587fae	Accent color, used for impact
	20r 14g 82b	100c 100m 29y 39k	#140e52	Accent color, used for impact
	27r 219g 240b	59c 0m 11y 0k	#1bdbf0	Accent color, used for impact

FONTS

Font face for communication: Cambria
  This includes letters and presentations not requiring third party branding.
Web Substitute: Tahoma
  Only for use on the website and where a CSS is used.
"Everylinkmatters" font: Handwriting – Dakota
  No substitutions on the ribbon. Substitutions allowed within a design element.
"KBG Foundation" font: Oriya MN BOLD
  No substitutions on the logo. Substitutions allowed within a design element.

GRAPHICS

The KBG Foundation Logo includes the trademarked ribbon and Everylinkmatters slogan, it may be used in several ways based on marketing need:

1. Official Logo.
2. Logo with solid white background.
3. Logo with clear background.
4. Logo without ribbon.
5. Logo truncated clear background.
6. Logo truncated white background.

No other configurations without prior consent will be used. Contact PR@kbgfoundation.com with requirements for adaptions to acquire consent.
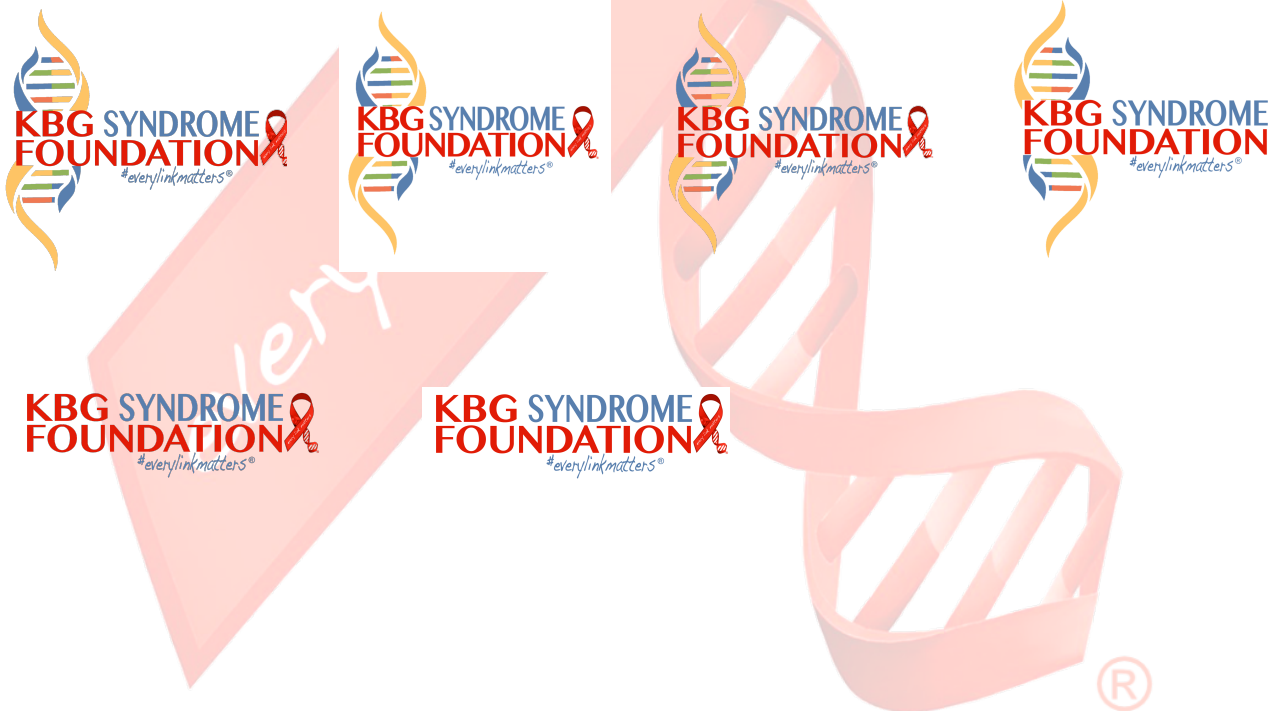
The Trademarked KBG Awareness Ribbon
When used for fundraising, the ribbon must have no alterations to either color or lettering.

Proper attribution to The KBG Foundation must be included with its use, either in writing (The KBG Foundation, #KBGfdn) or the use of the approved Foundation Logo.

The Ribbon must be resized using constrained properties to ensure proper shape and layout.

#Everylinkmatters Slogan Graphic

When using the trademarked everylinkmatters slogan as a graphic instead of text, the #everylinkmatters with trademark should be used either in black, white or red in relation to the KBG Foundation and KBG syndrome. Other colors may be used as design dictactes.

The Trademarked KBG Heart
When used for fundraising, the heart must have no alterations to either color or lettering.

Proper attribution to The KBG Foundation must be included with its use, either in writing (The KBG Foundation, #KBGfdn) or the use of the approved Foundation Logo.

The Ribbon must be resized using constrained properties to ensure proper shape and layout.

To apply for permission to use KBG materials, outside of partnership with the KBG Foundation, please fill out the attached form and email it to: contact@kbgfoundation.org

KBG Foundation Materials Request

In order to receive feedback/permission please fill out this form at least 30 days prior to intended use. Use as much detail as possible and include the KBG contact person, if you have one. Email to: contact@KBGfoundation.org .
Thank you for working with the KBG Foundation.

First Name: _____ Last Name: _____

Company/Organization: _____

Title: _____

Email: _____

Phone Number: _____ ☐ Cell ☐   Work ☐   Home

What materials are you requesting? (Provide a link, if possible.)

_____

_____

Describe the project or event requiring their use? (Provide a link, if possible.)

_____

_____

_____

Proposed changes/additions to be made to KBG materials, if any: (attach a copy of the modified file or an example, if possible)

_____

_____

Date Needed: _____   KBG Foundation Contact: _____

Would you like someone to contact you about a partnership or follow up? _____

FOR OFFICE USE ONLY	
DATE RCVD:	RCVD BY:
FWD:	

Applicant Name: _____

Organization: _____

Date Needed: _____ Reviewed by: _____

1. Is all the information required provided? ☐ Yes ☐ No
    a. List what was not provided _____
    b. Will getting this impact the timeline? ☐ Yes ☐ No
2. Was it received with the appropriate amount of time? ☐ Yes ☐ No
3. Describe what we need to create and what components we need to use:

    _____
    _____

4. Do we already have the materials and components requested? ☐ Yes ☐ No
    a. List materials or component we need to acquire: _____
    _____
    b. Are we creating materials or components? ☐ Yes ☐ No
        i. Do we have access to all the components required
           to fulfill the request? ☐ Yes ☐ No
    c. Where are the missing materials located? _____
    _____
5. Can we make the date needed? ☐ Yes ☐ No
6. List KBG team members needed to fulfill this request: _____
    _____
7. Is follow up is needed? ☐ Yes ☐ No
    a. Date for follow up: _____
8. Is request approved: ☐ Yes ☐ No
    a. Is request conditionally approved? ☐ Yes ☐ No
        i. What conditions need to be met for full approval: _____
           _____

Approved by: _____Date approved: _____

Request Completed by: _____Date completed: _____