



AUSTIN EKERER  
FOUNDATION

BRAND GUIDELINES



ABOUT	3	LOGO MISUSE	7
PRIMARY LOGO	4	COLOR PALETTE	8
LOGO VARIATIONS	5	TYPOGRAPHY	9
LOGO USAGE	6	VOICE, TONE, & KEY MESSAGES	10



## MISSION

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## VISION

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## TAGLINE

BE THE BEST YOU.

[ekelerfoundation.org](https://ekelerfoundation.org)    [@AustinEkelerFoundation](https://twitter.com/AustinEkelerFoundation)



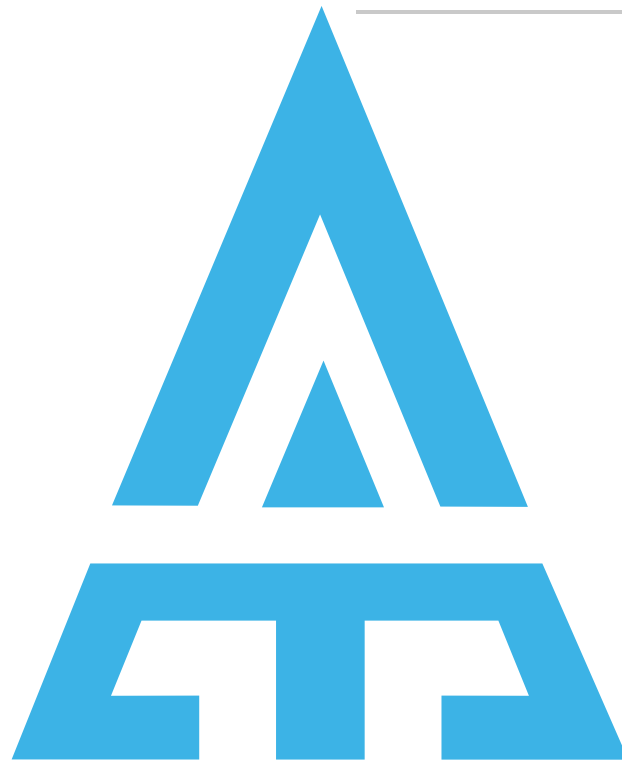
The Austin Ekeler Foundation logo was created in 2020 to establish a visual brand for the philanthropic efforts of NFL running back, Austin Ekeler.

## LOGO ELEMENTS

The “pyramid” icon element of the logo spells out **AE30** from different angles.

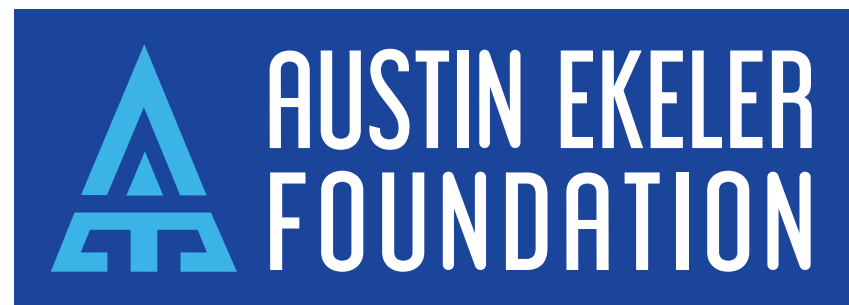
Straight on you see the **A**; when you turn your head right you see the **E** (on the bottom half); when you turn your head to the left the bottom half becomes the **3**; and finally the smallest center triangle serves as the **0**

*The “pyramind” icon element of the logo can be used on it’s own for creative purposes, but must always be accompanied by the full logo.*



**Primary: Full-Color**

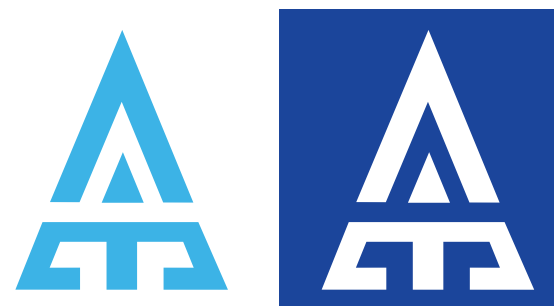
to be used in all cases unless noted otherwise.

**Alternative: Full-Color**

to be used when primary logo is placed on a dark colored background

**Primary: One-Color**

to be used when the full-color primary or alternative logo cannot be used due to printing or branding obligations

**Small-Scale**

To be used in uses less than 1 inch or 100px wide (e.g. embroidery)



## EXCLUSION ZONES

Always allow a minimum space of at least 50px or 0.5 inches around the logo.

## MINIMUM WIDTH

The primary logo minimum width is 100px or 1 in.

## MAXIMUM WIDTH

There is no maximum size defined for this logo.

## SMALL-SCALE LOGO

A small-scale logo is available for use in embroidery or extenuating circumstances where neither the primary nor secondary logos can be used. Please contact the Foundation for access and approval of the small-scale logo.





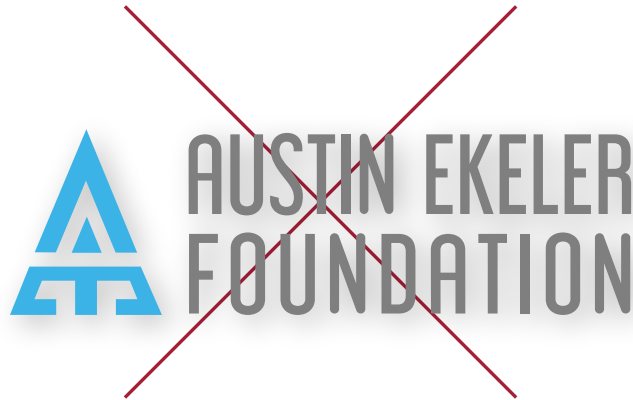
Do not rotate, tilt, or warp the logo



Do not stretch the logo out of proportion



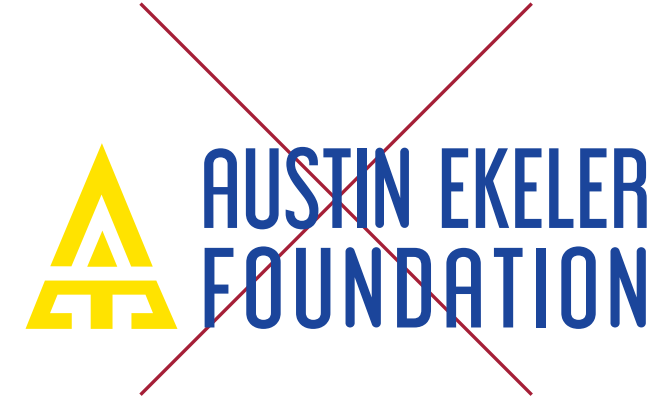
Do not use a different typeface



Do not use drop shadows or any other effects



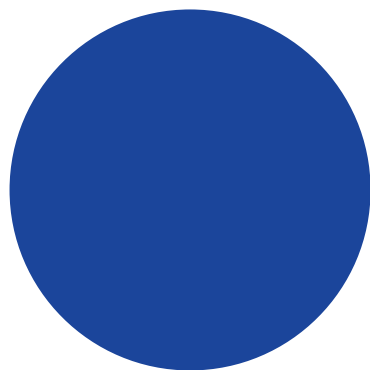
Do not outline any logo elements



Do not change or swap logo colors



## PRIMARY COLOR



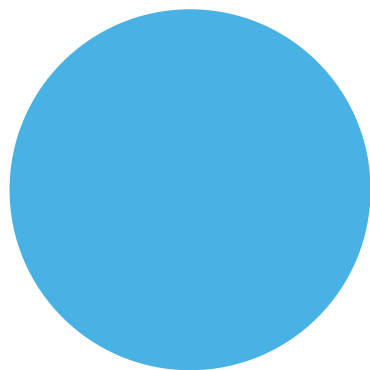
HEX #1B459B  
R27 G69 B155  
C99 M85 Y3 K0

### DEEP ROYAL BLUE

**Symbolism:** This deep royal blue hue represents the foundation's commitment to instill a sense of dignity and pride in disadvantaged youth through sports. It symbolizes the richness of experiences and opportunities that come from participating in athletic activities.

**Emotions Conveyed:** Confidence, empowerment, dignity, and depth. This color evokes feelings of strength and a sense of purpose, encouraging young individuals to take charge of their lives and embrace their potential.

## SECONDARY COLOR



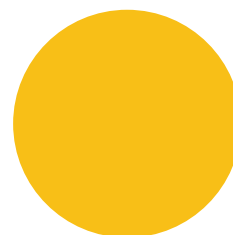
HEX #47B2E3  
R71 G178 B227  
C64 M12 Y2 K0

### SKY BLUE

**Symbolism:** Sky blue embodies the foundation's dedication to offering a wide horizon of possibilities for disadvantaged youth through sports. It represents the limitless sky, underscoring the idea that with dedication and effort, the sky's the limit.

**Emotions Conveyed:** Aspiration, freedom, growth, and optimism. This color generates a sense of hope and inspires a forward-looking mindset, motivating youth to dream big and strive for their goals.

## ACCENT COLORS

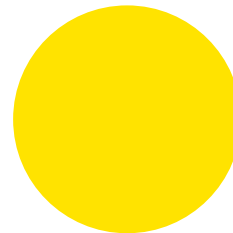


HEX #F8BF17  
R248 G191 B23  
C3 M25 Y99 K0

### BRIGHT GOLD

**Symbolism:** Bright gold represents the golden opportunities that sports offer disadvantaged youth, enabling them to shine and achieve greatness. It symbolizes the value and potential each individual holds within themselves.

**Emotions Conveyed:** Achievement, potential, success, and motivation. This color exudes a feeling of accomplishment and encourages a sense of pride in personal progress, inspiring youth to pursue excellence in sports and beyond.



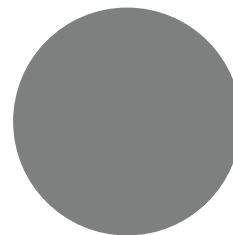
HEX #FFE300  
R255 G227 B0  
C2 M6 Y99 K0

### VIBRANT YELLOW

**Symbolism:** Vibrant yellow signifies the foundation's belief in the potential for sunshine and happiness in the lives of disadvantaged youth through their involvement in sports. It reflects the foundation's role in providing a source of positivity and encouragement.

**Emotions Conveyed:** Joy, optimism, enthusiasm, and energy. This color radiates a sense of happiness and warmth, motivating young individuals to embrace the joy of sports and the opportunities it brings.

## NEUTRAL COLOR



HEX #7E7F7F  
R126 G127 B127  
C52 M44 Y43 K8

### SLATE GRAY

**Symbolism:** Slate gray embodies the foundation's commitment to providing a strong and supportive foundation for disadvantaged youth through sports. It represents the strength and resilience that come from overcoming challenges.

**Emotions Conveyed:** Resilience, stability, strength, and determination. This color fosters a sense of reliability and steadfastness, motivating young individuals to persevere and grow through their sports experiences.



## HEADER

# AUSTINEKELERFOUNDATIONFONT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Austin Ekeler Foundation Font is a custom font available for download [here](#)

## PARAGRAPH

## Roboto

## Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*

## Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*

