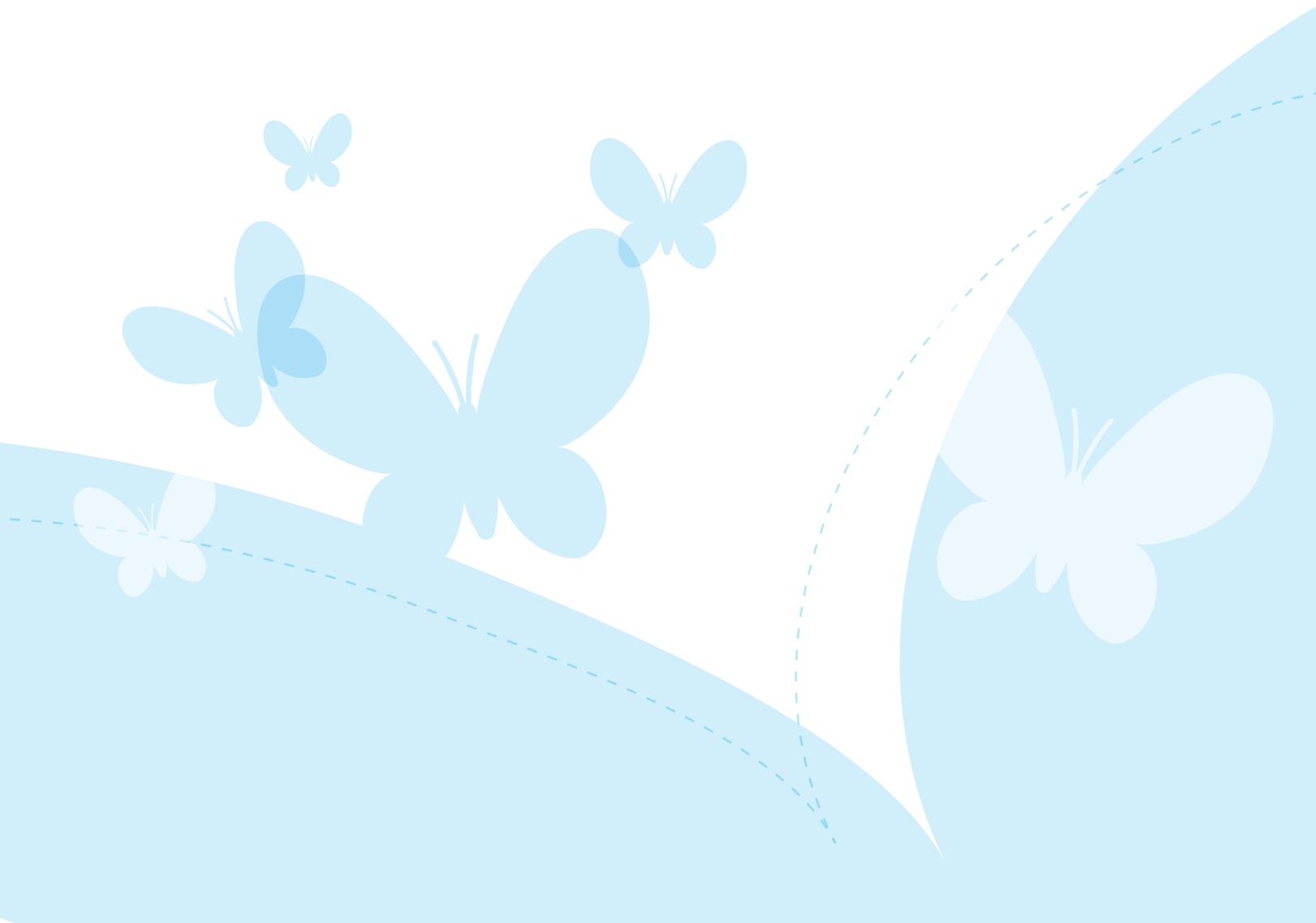




Sebastian Ferrero
F O U N D A T I O N

Brand and Identity Guidelines



Using this Brand Guide

This brand and style guide is designed to illustrate the basic requirements for appropriate usage of Sebastian Ferrero Foundation's logo and design elements in a variety of mediums. All client acquisition and retention materials, marketing materials, publications, event collateral and electronic media should reflect the Sebastian Ferrero Foundation brand. This guide serves as an aid for third parties such as designers, agencies, printers, specialty companies and others producing communication materials for Sebastian Ferrero Foundation.

About our Identity

Our Mission

The mission of the Sebastian Ferrero Foundation is to advocate and fundraise for continued advancements in facilities, patient safety and innovative programs dedicated to delivering integrated pediatric care for all children and their families.

A Shared Vision

The Sebastian Ferrero Foundation and UF Health have created a shared vision to be the leading provider of pediatric health and wellness services in the state of Florida and a national leader in pediatric research, innovation and education.

From across the state, and throughout the globe, children and their families will travel to the University of Florida campus for comfort, healing and cutting-edge treatments in a world-class, pediatric medical facility.

We envision a hospital designed and dedicated exclusively to treating children. From the lab to pharmacy, nursing to all other disciplines, every aspect will be sensitized to the distinct protocols associated with treating children. The focus will remain the same: observe and treat the whole child, in a setting focused exclusively on the unique needs of children. Help us realize our shared vision and join the Sebastian Ferrero Foundation and UF Health in our commitment to the finest and safest care for kids.

Logo Use Overview

All print, online, marketing and collateral communications should clearly be identified as originating from Sebastian Ferrero Foundation through the use of the logo, typography and colors. On brochures, post cards, direct mail, newsletters and other printed pieces, an official logo must appear on the outside of the piece, either front or back.

Color Palette

The color blue, used in the logo, was chosen as a symbol of innocence, purity, life, calm and security. The blue in the logo is darker in the center and lightens at the edges.

Visual Elements

The logo consists of a single core element: the silhouette of a small child reaching for a butterfly. The child is a symbol of Sebastian, of whom the Sebastian Ferrero Foundation was founded in memory. The image draws a direct connection to the Foundation's major cause. The small child image draws on the audience's emotions, as the child playfully grasping to touch the butterfly highlights the innocence of children. It also symbolizes the positive goals of the Foundation and how the mission is to reach for something much greater. The butterfly image creates a correlation to the brand's message of hope and transformation.

The proportion and arrangement of the symbol and word mark have been specifically determined.

- The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.
- The logo may be used without the tagline.
- The child circle symbol can be used without the wordmark. The pentagon symbol can be used in whole or part but not less than 50%.

Acceptable Logo Variations

Full Color Version



Sebastian Ferrero
FOUNDATION

Black and White Version



Sebastian Ferrero
FOUNDATION

White Version



Grayscale Version



Sebastian Ferrero
FOUNDATION

100% Black

60% Black

Acceptable Icon Usage



Minimum Size

The Sebastian Ferrero Foundation logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by the overall width of the Sebastian Ferrero Foundation logo, which should not be reproduced in a size smaller than 2" in width for the preferred logo as illustrated.



Solid Colors



Pantone Black

CMYK
C: 0
M: 0
Y: 0
K: 100

RGB
R: 35
G: 31
B: 32



60% Black

CMYK
C: 0
M: 0
Y: 0
K: 60

RGB
R: 129
G: 130
B: 133

HEX: 231f20

HEX: 818285

Circle Gradient Colors



Mixed Dark Blue

CMYK
C: 90
M: 43
Y: 5
K: 1

RGB
R: 3
G: 104
B: 158



Mixed Light Blue

CMYK
C: 89
M: 6
Y: 0
K: 0

RGB
R: 0
G: 172
B: 234

HEX: 03689e

HEX: 00acea

What Not To Do

The following examples show things you should NOT DO with the logo and brand.

Do not change the colors of the logo, which includes gradients



Do not place the logo on a busy background



Never skew or scale the logo disproportionately horizontally or vertically



Never add effects to the logo, including adding drop shadows, blur or glow effects



Never change the typeface



Never place the logo on a busy photograph



Never crop the logo



Never outline the logo



Never place the logo or symbol on an angle



Never rotate the icon where it appears upside down or sideways



Never alter the position of the circle and the text (circle always remains on the left)



Typography

Primary

The Proxima Nova typeface has been chosen for the Sebastian Ferrero Foundation for its clarity, playfulness and legibility.

Proxima Nova (2005) is a complete reworking of Proxima Sans (1994), expanding the original six fonts to 42 full-featured OpenType fonts. The result is a hybrid combining humanistic proportions with a somewhat geometric appearance.

Proxima Nova - Bold

NovaABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

0123456789

Proxima Nova - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

0123456789

Clear Space

To maintain the legibility of the logo, clear space should be left around the logo which should equal the total height of both lines of type from the logo or the radius of the icon circle; proportionally to what ever size the logo is used.

