

RED RIBBON FOUNDATION GRAPHIC STANDARDS

VERSION 1.0



The Red Ribbon Foundation, founded in 1994 by concerned doctors and citizens, is 100% committed to raising money for AIDS education, research and care.

The Red Ribbon Foundation logo must always be reproduced exactly as specified in this graphics standards outline. The visual relationship between the ribbon and “Red Ribbon Foundation” must be maintained exactly as they appear in the approved artwork and must not be altered or recreated in any way.

CORPORATE IDENTITY

This logo is for stationary system.



PMS 1805
C = 0 M= 100 Y= 85 K = 30
R =155 G= 0 B= 27
Hex# 9B001B



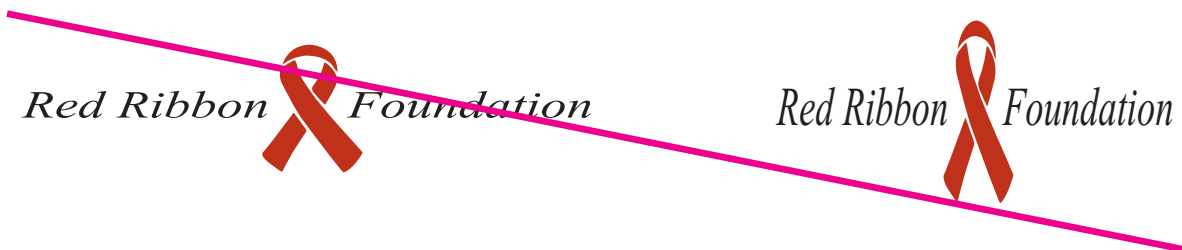
Process Black
C = 0 M= 10 Y= 0 K = 100
R =0 G= 0 B= 0
Hex# 000000



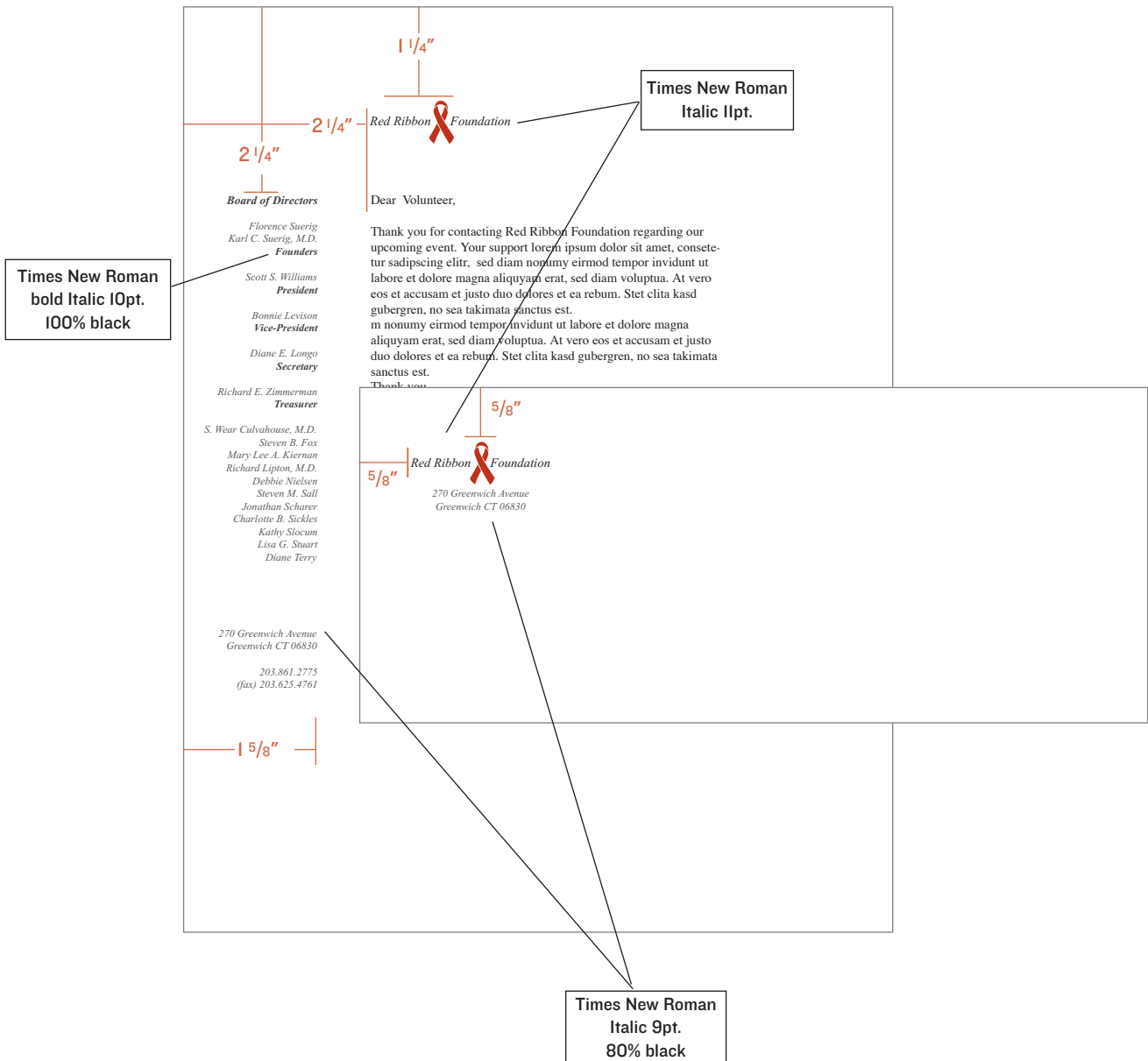
Process Black 80%
C = 0 M= 10 Y= 0 K = 80
R =117 G= 119 B= 122
Hex# 75777A



Do not change scale of width or height of logo in any way. Do not scale one part of the logo and not the other. The entire logo must be scaled proportionately.



STATIONARY SYSTEM



PROMOTIONAL LOGO

This logo is can be used in invitation, signs, and T-shirts.

COLORS



PMS 1805
C = 0 M= 100 Y= 85 K = 30
R =155 G= 0 B= 27
Hex# 9B001B



Process Black
C = 0 M= 10 Y= 0 K = 100
R =0 G= 0 B= 0
Hex# 000000

LOGO : Logo can be used on both white and red background.



Black outline
Stroke 1pt.

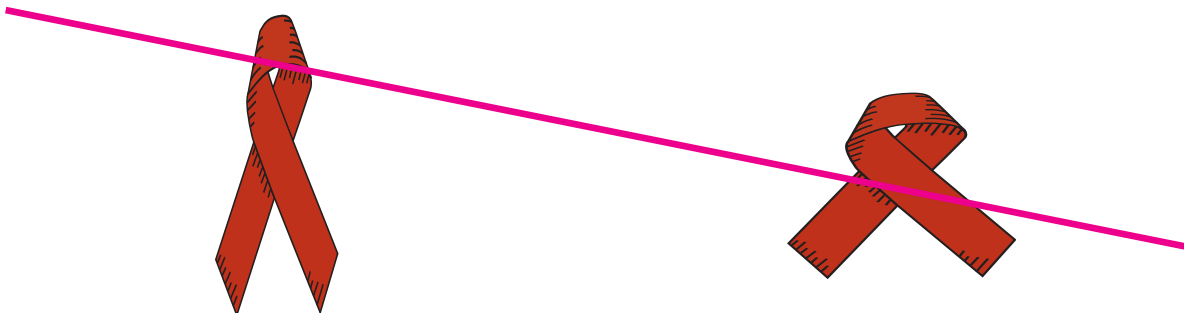
LOGOTYPE : Black logotype for red background.

**RED RIBBON
FOUNDATION**

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The Type face is
Bell Gothic Black
with 0.75pt. outline.

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TYPOGRAPHY

The type faces for Red Ribbon Foundation are Knockout-HTF31-Junior Middle Weight and Knockout-HTF69-full Lite Weight. To purchase fonts, please visit: philsfonts.com or call 1. 800. 424. 2977. (United States & Canada) or 1. 301. 260. 2280 (International).

HEADLINE: KNOCKOUT HTF 69

The type style is +20 tracking, all caps, and font size is usually twice of subheadline.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$12345678910

SUBHEADLINE: KNOCKOUT HTF 31

The type style is +30 tracking, all caps, and can be used in both black and Pantone 1805.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz \$12345678910

Body copy : Knockout-HTF 31

The type style is zero tracking, upper and lower case, centered or left justified, and no larger than 10 point.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz \$12345678910