

# Rhode Island Foundation

Brand Guidelines  
for grant recipients

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# Brand Identity

Rhode Island  
Foundation

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Primary Logo

Our logo is available in  
two color options:

Signature Navy or White

**Rhode Island  
Foundation**

## Clear Space

Clear space ensures that our logo is prominently displayed and not overshadowed by other design elements or text.

Maintaining adequate clear space around our logo and key graphics preserves their impact, legibility, and overall effectiveness, reinforcing our brand identity and ensuring consistency.



Ensure the clear space around the logo matches the size of the R in the logo.

Please do not add additional words to accompany the logo.

## Incorrect Logo Usage

Here are things you should avoid doing to the logo to maintain its integrity.

**Rhode Island Foundation**

**01**  
Do not stretch or distort the logo in any way.

**Rhode Island Foundation**

**02**  
Do not set the logo in any unapproved colors.

**Rhode Island Foundation**

**03**  
Do not mask photos within the word mark.

**Rhode Island Foundation**

**04**  
Do not rotate or flip the logo in any way.

**Rhode Island Foundation**

**05**  
Do not alter the logo's proportions or elements.

**Rhode Island Foundation**

**06**  
Do not replace or modify the logo's fonts.

**Rhode Island Foundation**

**07**  
Do not type out the logo using the brand font.



**08**  
Do not place the logo on busy or low-contrast backgrounds.

## Co-Branding

When co-branding, it's important to maintain the integrity of both logos while ensuring visual harmony. Always use the appropriate clear space, size, and placement for each logo. Ensure both logos are balanced in scale and follow their respective brand guidelines to maintain consistency and clarity.

Rhode Island  
Foundation

RHODE  
ISLAND  
COMMERCE

Rhode Island **RRRRR** RHODE  
Foundation ISLAND  
COMMERCE

Use a 1-2pt vertical line the height of the logo and make sure there is a distance of two "R's" on either side of the line.

# Color Palette

# Rhode Island Foundation

Steadfast  
Navy

#0A3959  
RGB: 10 57 89  
CMYK: 100 77 41 32  
PANTONE: 534 C  
PANTONE: 281/282 U\*

\*  
The goal for uncoated printing is to always get as close to 534C as possible. Work with your printer.

75%

50%

25%

10%

Legacy  
Red

#F05345  
RGB: 240 83 69  
CMYK: 0 83 76 0  
PANTONE: Warm Red C  
(Same PMS for Uncoated)

75%

50%

25%

10%

Future  
Blue

#65CCE8  
RGB: 101 204 232  
CMYK: 53 0 7 0  
PANTONE: Blue 0821 C  
(Same PMS for Uncoated)

75%

50%

25%

10%

Clarity  
White

#FFFFFF  
RGB: 255 255 255  
CMYK: 0 0 0 0

Grey\*

#EDED  
RGB: 237 237 237  
CMYK: 6 4 4 0  
PANTONE: Cool Gray 1 C  
(Same PMS for Uncoated)

\*  
This color should only be used in cases when assets are in need of higher background contrast.