

El Futuro



Brand Guidelines

THE BRAND MANUAL FOR EL FUTURO

Prepared in 2018 by





**Construyendo
Futuros Mejores
para Familias**

Inspiration, Position, Voice

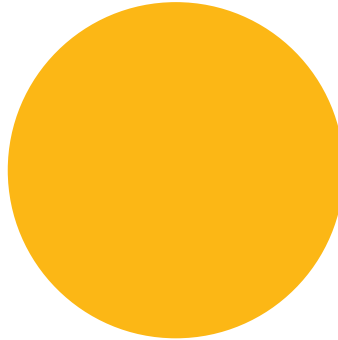
El Futuro brings together a wide array of cultural influences and values, reflecting those influences in the identity of El Futuro's brand. To accomplish this, the identity draws heavily from Latinx architecture, murals, pottery, & urban art.

Additionally, El Futuro's voice is comprised a combination of two distinct personalities: First, an approachable voice to be used when addressing prospective clients, and second, an expert voice for establishing El Futuro's as a thought leader with policy makers and potential donors.



Colors

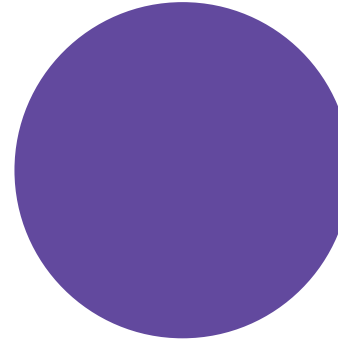
Drawing inspiration from Latinx color palettes, El Futuro's color scheme is a multi-faceted departure from a typical identity hierarchy (Primary, Accent, Base). Using an array of vibrant colors, the El Futuro identity communicates life, hope, happiness, and energy, and does so in a culturally contextualized way.



SELECTIVE YELLOW

#FFB800
C0 M31 Y100 K0

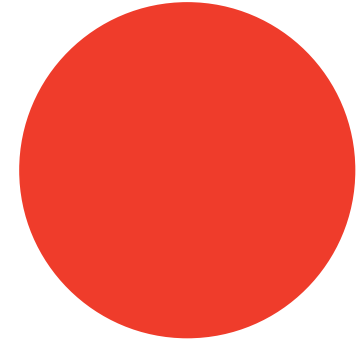
HAPPINESS
JOY
OPTIMISM



PLUMP PURPLE

#6249a3
C73 M84 Y0 K0

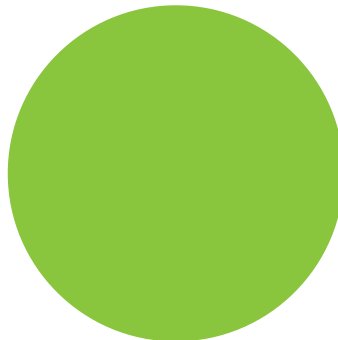
VIRTUE
ROYAL
SPIRITUAL



CG Red

#F13E2C
C0 M91 Y93 K0

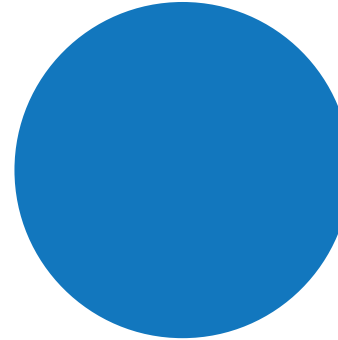
ENERGY
EXCITEMENT
PASSION



YELLOW-GREEN

#8BC731
C51 M0 Y100 K0

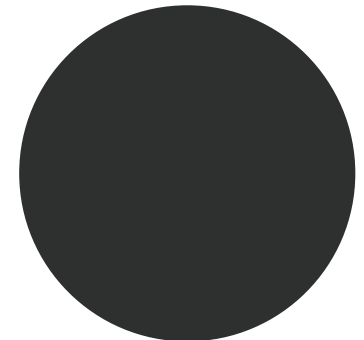
NEW LIFE
GROWTH
NATURE



OCEAN BOAT BLUE

#0078C6
C85 M48 Y0 K 0

TRUST
FREEDOM
SAFETY



JET

#303030
C70 M64 Y63 K61

NEUTRAL
PRACTICAL
FORMAL

Typography

As a counterpoint for the vibrant color palettes, the El Futuro identity selected a modern sans-serif type hierarchy with simple and clean lines. By anchoring the typography into a single, multi-purpose font family, the identity reins in the vibrancy of the colors and presents that energy with a professional and expert voice, one that is necessary to engage with policy makers and potential donors.

Headings

Brother 1816 Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % & * ?

Body Text

Brother 1816 Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

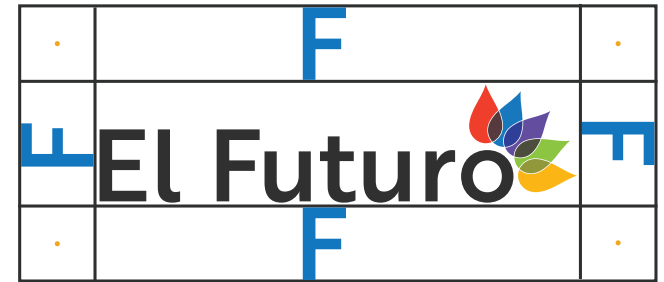
! @ # \$ % & * ?

Official Logo

This is the full color official logo that should be used whenever possible. The logo can be sized up and down as needed, but the ratio of dimensions should remain the same in order to keep the consistency and legibility of the individual letters.



The smallest the logo should be represented is 1.5" wide.



To ensure legibility, always keep a minimum clear space around the logo. This space isolates the wordmark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.



Black and White Logo

El Futuro 

El Futuro 

Logo Mark



This version of the logo can be used in place of the full official wordmark; however, it should never be used on its own without any reference to the El Futuro name attached.



Logo Family

The El Futuro logo proudly incorporates elements of both its Latinx influences and it's professional/expert voice. Moreover, the mark maintains brand inheritance by staying with a plant concept, using a lasting symbol of hope and happiness: the sunflower.

The El Futuro logo can be used at all different sizes. Although the full horizontal logo can be scaled for all use cases, there are often times where different aspect ratio constraints make it easier to use a different identity mark. In those instances, there are other mark options available for use.



Pattern

A brand is also more than just logos, colors, and typography. In many cases supporting assets are needed to help broaden the reach, expanse, and promise of the original creative identity. To do this, the El Futuro brand also encompasses a pattern inspired by the mark, using multi-colored overlapping shapes to communicate the vibrancy and hope of the overarching El Futuro brand position.



Unacceptable Usage

There are some rules necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, distorting, or generally changing the logo in any way other than the acceptable uses that have already been described. Here are a few examples of some ways the logo should not be used.

- A. Don't rotate the logo
- B. Don't squash or stretch
- C. Don't place other elements in the logo clear space
- D. Don't resize separate elements of the logo
- E. Don't rearrange or create compositions that were not already provided
- F. Don't use logo variations right next to the primary logo in the same design
- G. Don't change the color of the logo
- H. Don't add drop shadows or other text styles
- I. Don't contain the logo in a box

A.



B.



C.



D.



E.



F.



G.



H.



I.



Execution





El Futuro



×

PATHOS

ETHOS