

Primary Logo

The primary Ford Family Foundation logo is constructed of two main parts. The wordmark uses the font Montserrat, stacked and left justified, and is presented in a combination of the Foundation's two primary colors. The graphic icon sits at the left of the logo and is the same height as the wordmark.

The primary logo should be used as the main branding mark for the Foundation whenever possible. If a different orientation or layout is needed, please refer to the secondary logo options or other branding elements.



GRAPHIC ICON



WORDMARK

Secondary Logos

The Ford Family Foundation's set of secondary logos are to be selected only when the primary logo is unusable, whether due to formatting, orientation, or other usage limitation. These logos use the same font, color scheme, and logo icon in their construction.

There are three secondary logos approved for use: a second horizontal logo that has a shorter vertical height, a center oriented vertical logo, and an icon dominant center oriented vertical logo.

All of the secondary logo options are approved as alternative branding marks when needed, and can be substituted for the primary logo when necessary.



Color Iterations

The Ford Family Foundation logo family should be used in the primary color scheme whenever possible. If the logo cannot be presented in the main color scheme due to conflicting background color, readability, etc., the logos may be presented in one of four alternative solid color iterations: the Foundation's dark green, the Foundation's light green, black, or white.

No other color iteration may be used for the primary logo or any of the secondary logos. This is to ensure brand recognition and affinity across all branded assets.

Should there be a need to present the Foundation's logo in an alternative color, for example in connection to an event or collaboration, prior approval from the Foundation must be received.



Logo Spacing & Sizing

In order to keep the Ford Family Foundation branding assets clear and legible, the Foundation's logos need to be given adequate space around the mark and kept at a reasonable size.

The Foundation's logos need to be given a buffer from other design elements, logos, etc. that is equal to the larger 'F' in the wordmark. This will ensure the logo has enough breathing room to be easily identified.

The Foundation's logos must be kept at a reasonable size. For the horizontally oriented logos, the width must not be smaller than 1.25". For the vertically oriented logos, the height must not be shorter than 1". This is to ensure all elements within the logo are legible.



MIN. 1.25" WIDE



MIN.
1" TALL