

the POWELL
FOUNDATION

BRAND GUIDELINES

DECEMBER 2022

BRAND IDENTITY

WORDMARKS, MONOGRAM, & LOCK-UPS

the POWELL
FOUNDATION

STACKED WORDMARK | COLOR

Primary Logo

the POWELL
FOUNDATION

STACKED WORDMARK | BLACK

Primary Logo

the POWELL
FOUNDATION

STACKED WORDMARK | REVERSE

Primary Logo

the POWELL FOUNDATION

HORIZONTAL WORDMARK | COLOR

the POWELL FOUNDATION

HORIZONTAL WORDMARK | BLACK

the POWELL FOUNDATION

HORIZONTAL WORDMARK | REVERSE



LOCK-UP WITH MONOGRAM | 2-COLOR



LOCK-UP WITH MONOGRAM | 1-COLOR



LOCK-UP WITH MONOGRAM | BLACK



LOCK-UP WITH MONOGRAM | REVERSE



Unboxed



Boxed

MONOGRAM | FOUNDATION BLUE



Unboxed



Boxed

MONOGRAM | PINE GREEN



Unboxed



Boxed

MONOGRAM | BLACK



Unboxed



Boxed

MONOGRAM | REVERSE

IDENTITY MARK USAGE

Do's & DON'TS

MINIMUM CLEAR SPACE

Clear space is the area around the identity mark. To preserve the legibility of the identity, no other brand marks or graphic elements should be present within this area. The minimum clear space is determined by the size of the mark and scales proportionally with it.

WORDMARKS MINIMUM CLEAR SPACE

The minimum clear space for the versions of the identity that include a wordmark is based on the height of the N in Foundation.

MONOGRAMS MINIMUM CLEAR SPACE

The minimum clear space for the monograms is based on the width of the top bar of the letter F.



Stacked Wordmark Clear Space



Horizontal Wordmark Clear Space



Lock-Up Clear Space



Monogram Clear Space



Boxed Monogram Clear Space

MINIMUM SIZE

The minimum size is the smallest size at which the logo can be used. To maintain the legibility of the logo it should never be used smaller than this size. The minimum sizes are expressed based on the minimum height.

STACKED WORDMARK

PRINT 0.25 Inches | 1p6 Picas | 0.635 cm

DIGITAL 36 Pixels

HORIZONTAL WORDMARK

PRINT 0.125 Inches | 0p9 Picas | 0.3175 cm

DIGITAL 18 Pixels

MONOGRAM LOCK-UP

PRINT 0.278 Inches | 1p8 Picas | 0.7065 cm

DIGITAL 45 Pixels

MONOGRAM

PRINT 0.278 Inches | 1p8 Picas | 0.7065 cm

DIGITAL 45 Pixels

The logo consists of the word "the" in a small, lowercase, serif font, positioned above the word "FOUNDATION" in a larger, uppercase, serif font.

Stacked Wordmark Minimum Size

The logo consists of the word "the" in a small, lowercase, serif font, followed by the word "FOUNDATION" in a larger, uppercase, serif font.

Horizontal Wordmark Minimum Size

The logo features a square monogram containing the letters "PF" in a stylized, serif font, followed by the word "the" in a small, lowercase, serif font, and the word "FOUNDATION" in a larger, uppercase, serif font.

Monogram Lock-Up Minimum Size

A square monogram containing the letters "PF" in a stylized, serif font.

Monogram Minimum Size

A square monogram containing the letters "PF" in a stylized, serif font, enclosed within a square border.

Boxed Monogram Minimum Size

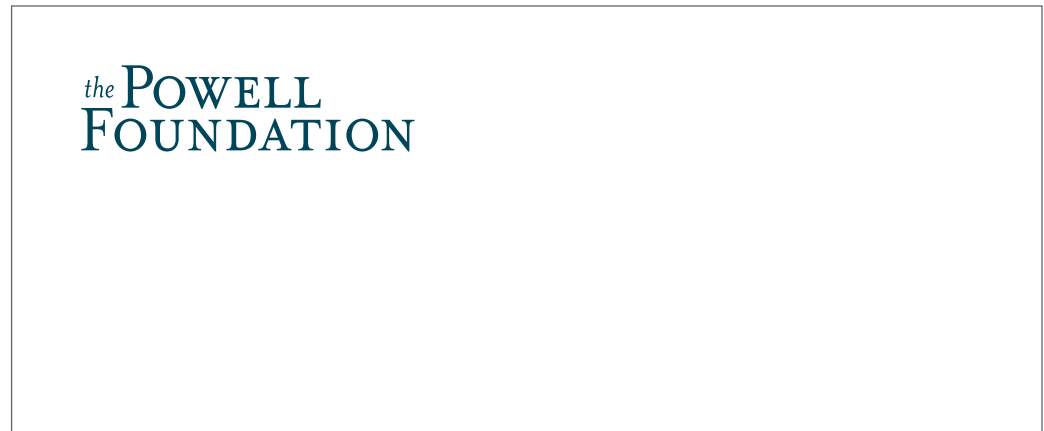
IDENTITY PLACEMENT

Generally the identity mark should be positioned towards upper or lower left-hand side corners of the space where it is being applied, unless a more formal appearance is appropriate in which case it should be visually centered within the application.

VISUAL CENTER

The stacked version of the wordmark is visually heavier on the left-hand side because of the difference in length between the words, to compensate for this the mark should be shifted slightly right so it is visually centered rather than having mathematically even margins.

The visual center of the stacked wordmark can be quickly located based on the stem of the D in foundation.



Wordmark Placement Towards Upper Left-hand Corner

*Mathematical
Margins*

*Visual
Margins*

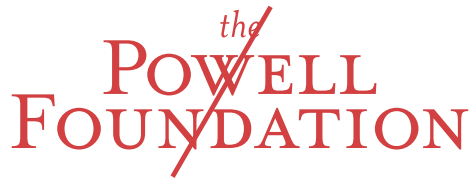
Bounding Box Center



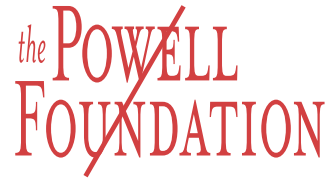
Visually Centered Stacked Wordmark

LOGO MISUSE

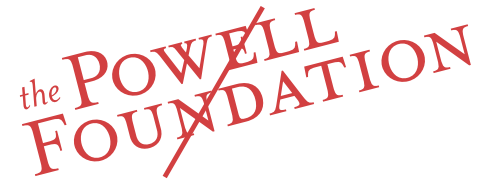
To preserve the visual identity of the brand across a variety of brand applications, the marks should never be altered in way.



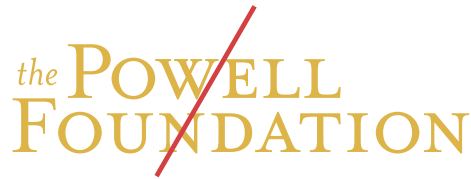
Don't Rearrange Parts of the Logo



Don't Alter the Dimensions of the Logo



Don't Alter the Orientation of the Logo



*Don't Change the Colors of the Logo
(Even to other Brand Colors)*



Don't Apply Effects the Logo



Don't Place the Logo Within a Holding Shape



Don't Add Additional Elements to the Logo



Don't Add a Stroke or Outline to the Logo



Don't Alter the Typeface of the Logo

BRAND COLORS

THE BRAND PALETTE



FOUNDATION BLUE

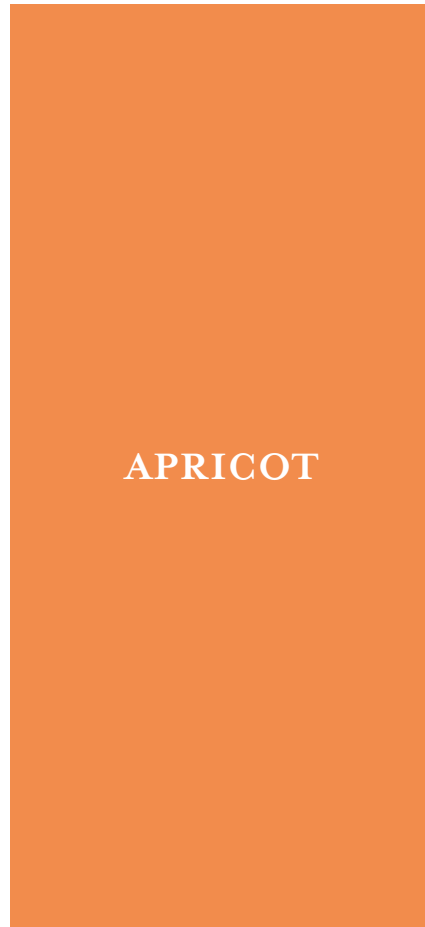
PRIMARY BRAND COLOR



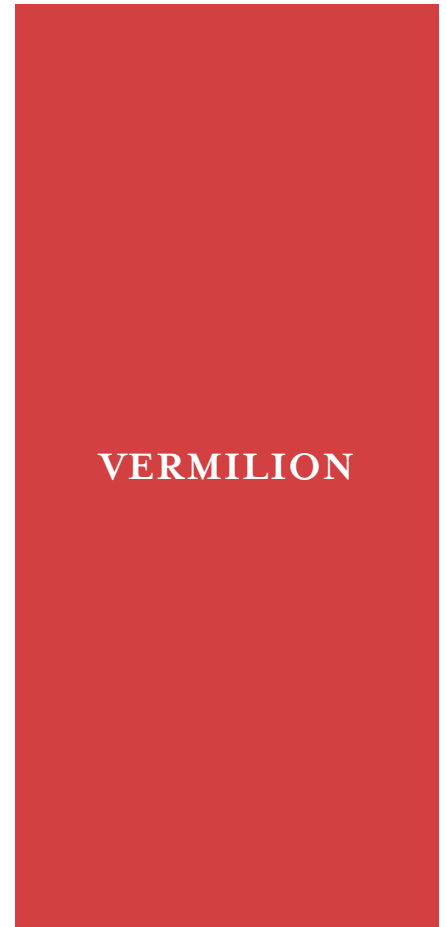
PINE GREEN



GOLDEN YELLOW



APRICOT



VERMILION

SECONDARY BRAND COLORS

Buttons, High Contrast Accent Colors



MIDDLE GRAY

SOFT GRAY

PALE GRAY

SUPPORTING BRAND COLORS

Backgrounds/ Neutral Tints

COLOR INFORMATION

FOUNDATION BLUE

PANTONE 3025

CMYK 100 / 57 / 41 / 60

RGB 0 / 69 / 89

HEX #004559

PINE GREEN

PANTONE 2400

CMYK 88 / 28 / 62 / 10

RGB 0 / 128 / 113

HEX #008071

GOLDEN YELLOW

PANTONE 142

CMYK 14 / 28 / 84 / 0

RGB 221 / 180 / 72

HEX #ddb448

APRICOT

PANTONE 164

CMYK 2 / 54 / 77 / 0

RGB 240 / 141 / 77

HEX #f08d4d

VERMILION

PANTONE 1787

CMYK 11 / 89 / 77 / 4

RGB 208 / 64 / 65

HEX #d04041

MIDDLE GRAY

PANTONE 430

CMYK 62 / 51 / 46 / 17

RGB 100 / 106 / 112

HEX #646170

SOFT GRAY

PANTONE 428

CMYK 31 / 23 / 22 / 0

RGB 179 / 182 / 185

HEX #b3b6b9

PALE GRAY

PANTONE 5315

CMYK 2 / 1 / 1 / 0

RGB 247 / 248 / 248

HEX #f7f8f8

COLOR APPLICATIONS

Using the colors in appropriate amounts & combinations across all branded materials will preserve the visual identity of the brand.

FOUNDATION BLUE

This is the primary color and most branded materials should be primarily using the Foundation Blue, with the other colors as a supporting element.

PINE GREEN

The Pine Green is the primary accent and should be used in combination with the Foundation Blue to add additional visual interest.

GOLDEN YELLOW, APRICOT, & VERMILION

These colors should be used in combination with the Foundation Blue and Pine Green in small amounts to add additional visual appeal or as a way to draw attention to particular points of interest.

MIDDLE GRAY, SOFT GRAY, & PALE GRAY

These supporting colors should be used either as background fills or as colors for elements used alongside the Foundation Blue as a neutral complimenting color.

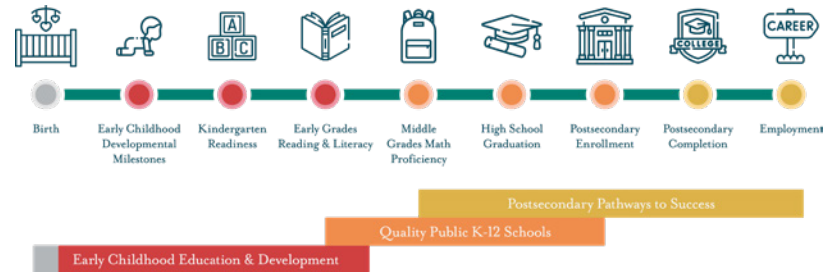
SECONDARY COLOR BAR

The Secondary Brand Colors can be used as a graphic element, using equal amounts of each of these four colors in a thin bar adjacent to a large area of the Foundation Blue. This can be used as a separating graphic element to add visual interest.

Education is our primary area of focus. The Powell Foundation seeks to ensure that children and youth, especially those furthest from opportunity, receive an excellent cradle-to-career education that prepares them for meaningful employment and lifelong success.



Pine Green used in Combination with Foundation Blue



Secondary Colors used as Points of Emphasis



Secondary Colors as Horizontal Bar Graphic Element

TYPOGRAPHY

BRAND TYPEFACES

BRAND TYPOGRAPHY

The Powell Foundation brand identity uses two typeface designs, Mrs. Eaves For headings and Garamond Premier Pro for Body Copy and Captions.

HEADINGS

MRS. EAVES BOLD

ABCDEFGHIJKLMN OPQRSTUVWXYZ & 0123456789

SUB-HEADINGS

MRS. EAVES SMALL CAPS

AABBCcDdEeFFGGHhIiJjKkLLMmNn

OoPpQqRrSsTtUuVv & 0123456789

BODY TEXT

Garamond Premier Pro - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVv & 0123456789

CAPTIONS & ANNOTATIONS

Garamond Premier Pro - Italic Caption

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVv & 0123456789

TYPOGRAPHIC STYLE

Typographic style refers to how these typefaces are used within brand materials, The Powell Foundation typographic style is based on the combination and contrast of Mrs. Eaves used in all uppercase or small caps and Garamond Premier Pro Regular used in sentence or title case, and the occasional use of Garamond Premier Pro Italic Caption used as captions and annotations. In addition to the change in typefaces, the differences between these elements can be emphasized by changes in font size.

HEADINGS

All content text headings should be in Mrs. Eaves Bold and set in all uppercase lettering, and should be the largest font size within the application.

SUBHEADINGS

Subheadings should be set in Mrs. Eaves Small Caps, using either sentence or title case, and should not be in a larger font size than the headings.

BODY TEXT

All body text should be set in Garamond Premier Pro Regular and use sentence case, and should not be in a larger font size than the subheadings.

CAPTIONS & ANNOTATIONS

All captions & Annotations should be set in Garamond Premier Pro Italic Caption, and should not be in a larger font size than the body copy.

THE POWELL FOUNDATION EXAMPLE HEADING

EXAMPLE SUBHEADING

Body text ustia dio. Puda. Lut dent quostota del inullup idellit, is rem ad que vollestem quaernat etus, omni aliaspedia sit, nem conemporis eicil ent volor aut elest, volorpo riasseque plaborestium aborum rem ipis solupta turerum earias non prae cus ent.

Agnis min nis verrore dolorumqui doluptatur? As experessi non est, quiae. Nam.

EXAMPLE SUBHEADING

Agnis min nis verrore dolorumqui doluptatur? As experessi non est, quiae. Nam.

Example caption, lut dent quostota del inullup idellit, is rem ad que vollestem quaernat etus, omni aliaspedia sit, nem conemporis eicil ent volor aut elest, volorpo riasseque plaborestium aborum.

Example Typographic Styling

IMAGERY

PHOTOGRAPHY & ICONOGRAPHY

PHOTOGRAPHIC STYLE

The Powell Foundation photographic style is people-centered, the primary focus of all photography used in branded materials should be on people living well as a reflection of our values. Photography can be candid or composed, and should always be well lit and convey the positive impacts made by the foundation.



PHOTO TREATMENT

In addition to standard photography, photos can be stylized either to function as a background element or treated with an engraving style.

COLOR OVERLAY

Photos can be overlaid with the Foundation Blue or Pine Green to be used as subtly detailed background filling elements.

ENGRAVING STYLIZATION

Photos can be masked and stylized with a diagonal line treatment similar to engraving to give special emphasis to a particular image.



Color Overlay with Foundation Blue



Color Overlay with Pine Green



Engraving Stylization of The Powell Foundation Founders.

ICONOGRAPHY

Iconography can be used to accompany text making it faster to navigate and quicker to comprehend. The brand iconography style uses mono-weight lines to create simple yet detailed icons that serve as clear representations of the text they are paired alongside.



Example Brand Iconography.

VALUES



Steward with Integrity



Center People



Think Big



Continuously Improve



Work Together, Learn Together



Lead with Purpose

EDUCATION



Early Childhood Education



K-12 Schools



Post-Secondary Pathways to Success



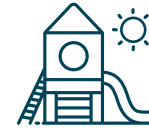
Cradle-to-Career



Children



Early Childhood Seats



Early Childhood Programs



Kindergarten Readiness



Narrowing Disparate Outcomes



Proficiency in Reading



Proficiency in Mathematics



High School Graduates



Diploma



Employed



Median Income

SUPPORTIVE COMMUNITIES



The Arts



Arts Education



Public Access to the Arts



Improved Arts Vibrancy



Conservation



Conservation Education



Greenspaces



Park



Environment Quality



Human Services



Poverty



Chronic Homelessness



Food Insecurity



Adverse Childhood Experiences




Poverty

APPLIED BRANDING

BRANDED MATERIALS EXAMPLES





Supporting public education, the arts, conservation, and human services
in Harris, Travis, and Walker Counties since 1967.

OUR VISION

Harris, Travis, and Walker Counties are thriving communities where all
residents have a high quality of life.

[LEARN MORE](#)



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OUR MISSION & HISTORY

The Powell Foundation is a private family foundation dedicated to catalyzing progress in public education through bold and collaborative grantmaking and initiatives and promoting conditions necessary for children and youth to thrive through its investments in the arts, conservation, and human services.

These priorities have guided the Powell Foundation since its inception in 1967 by founders Ben H. Powell, Jr. and Kitty King Powell.

Above all, Ben and Kitty emphasized the importance of education in their own lives and in the lives of their children and grandchildren. In honoring Ben and Kitty's legacy, the Foundation made an important decision to prioritize grantmaking in support of public schools. To date, the Powell Foundation has distributed more than \$82 million of grants in an effort to create a strong public education system across Houston, Austin, Huntsville, and the state of Texas. Today, the Board of Directors, comprised of the Powell family members and independent advisors, continues to champion the philanthropic heritage and intent of the founders.



Founders Kitty King Powell and Ben H. Powell, Jr.



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EDUCATION

EARLY CHILDHOOD DEVELOPMENT & EDUCATION

The Powell Foundation seeks to ensure that all children benefit from high-quality early environments and services that foster their healthy development, foundational skill-building, school readiness, and lifelong success.

Our Early Childhood investments are focused in the following areas

HIGH-QUALITY
PROVIDERS &
EDUCATORS

SUPPORTIVE
CAREGIVERS

HIGH-CAPACITY
SECTOR

We invest in organizations who champion efforts to:

- Develop, sustain, and scale the availability of high-quality early childhood programs for infants, toddlers, and young children.

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the POWELL
FOUNDATION

2001 KIRBY DR., STE. 1011
HOUSTON, TX 77019
713-523-7557
POWELLFOUNDATION.ORG

Address Line 1
Address Line 2
Date

Dear,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ornare malesuada purus quis vulpate. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Aliquam dignissim malesuada volutpat. Etiam magna leo, aliquet non dui quis, consequat condimentum nisl. Maecenas suscipit enim quis augue cursus porta. Morbi at augue ac risus aliquet tincidunt. Sed sit amet mi tellus. Aliquam vel ullamcorper odio, sed molestie mauris. Nam et vulpate risus. Phasellus vel purus tortor.

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Sincerely,



2001 KIRBY DR., STE. 1011, HOUSTON, TX 77019 | 713-523-7557 | POWELLFOUNDATION.ORG

the POWELL FOUNDATION

Address Line 1
Address Line 2
Date

Dear,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ornare malesuada purus quis vulpate. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Aliquam dignissim malesuada volutpat. Etiam magna leo, aliquet non dui quis, consequat condimentum nisl. Maecenas suscipit enim quis augue cursus porta. Morbi at augue ac risus aliquet tincidunt. Sed sit amet mi tellus. Aliquam vel ullamcorper odio, sed molestie mauris. Nam et vulpate risus. Phasellus vel purus tortor.

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2001 Kirby Dr., Ste. 1011, Houston, TX 77019 | 713-523-7557 | POWELLFOUNDATION.ORG

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Sincerely,



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