THE American Chestnut FOUNDATION

2024

Brand Guidelines & Toolkit

Our visual guidelines.

Just as it's important to stay on message and sound like a cohesive brand, it's essential we put our best foot forward visually—and do so consistently. Here's a guide to staying on brand through visual materials.

Logo Overview

Our logo is the foundation of our identity. TACF's logo should always have its own "safe zone" to keep it away from other graphics or copy. This "safe zone" is equal to the width of the "A" in American.

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Identity Treatments

The following are some examples of what cannot be done with the TACF logo.

The logo should never be applied over imagery or patterns that are not included in this brand toolkit.

The logo should only be displayed in the primary brand colors outlined in this brand toolkit or in solid black or solid white.

Do not stretch or otherwise skew the proportions on the logo.

Do not rotate or position the logo on a diagonal.

Do not display the logo in any color that is not included in this brand toolkit. The logo should only be used with the primary brand colors.
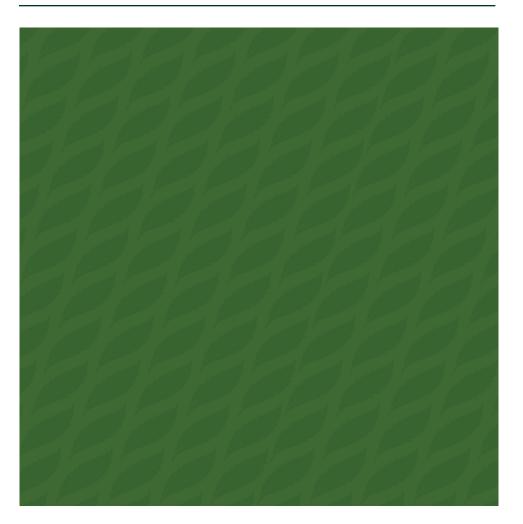

Never add gradients or dropshadows to the logo.

Additional Design Elements

The following design element may be used to support the brand and add visual interest.

Color Palette

TACF's logo color palette is composed of primary colors and accent colors. Please use the following codes when applying color to any TACF branded materials.

ALABASTER

CMYK: 9, 3, 13, 0
RGB: 231, 236, 222
HEX: #E7ECDE

FERN GREEN

CMYK: 68, 27, 87, 10
RGB: 92, 137, 76
HEX: #5C894C

AMERICAN CHESTNUT GREEN

CMYK: 76, 36, 100, 27
RGB: 63, 106, 50
HEX: #3F6A32

NIGHT GREEN

CMYK: 90,58,64,60
RGB: 18, 49, 49
HEX: #013232

AMBER

CMYK: 2,28,96,0
RGB: 248, 187, 36
HEX: #F8BB24

TAWNY

CMYK: 19, 73, 100, 7
RGB: 193, 95, 40
HEX: #C15F28

CHESTNUT

CMYK: 31, 77, 75, 26
RGB: 142, 71, 59
HEX: #8E473B

FULVOUS

CMYK: 9, 59, 99, 0
RGB: 225, 128, 39
HEX: #E18027

COLUMBIA BLUE

CMYK: 23, 7, 11, 0
RGB: 193, 214, 219
HEX: #C1D6DB