

# BRAND GUIDELINES

---

**BRAND**

THE DELL LOY HANSEN FAMILY FOUNDATION

---

**DATED ON**

JUNE 14 2019

---

**CREATED BY**

TREADAWAY CO. DESIGN

[studio@treadaway.co](mailto:studio@treadaway.co)

[www.treadaway.co](http://www.treadaway.co)

## **Brand Positioning**

The DLHFF positioning is comprised of a vision (why), mission (what), and values (how) statements . The strength of this brand positioning is when used as a beacon and pillar to create messages accross all platforms – consistently reflecting the same core values and story of the foundation.

## **VISION STATEMENT**

To improve and enrich Utah communities by creating a platform of opportunity.

## **MISSION STATEMENT**

We provide augmentative support to Utah individuals with a compelling need; through our family giving we mitigate educational needs, amplify Utah's arts and culture, improve the wellness of citizens, affirm the dignity of individuals, and conserve and preserve our environment.

## **VALUES STATEMENTS**

Individuals helping individuals.

Identifying unmet needs.

Providing opportunity.

Minimizing obstacles.

## **Naming System**

This naming system should be followed as closely as possible to ensure brand name recognition in conversation and on paper. Due to the long nature of the name, there are many variations depending on usage.

### **WRITTEN OUT IN A SENTENCE (1ST REFERENCE)**

“The Dell Loy Hansen Family Foundation”

### **WRITTEN OUT IN A SENTENCE (2ND REFERENCE)**

“Hansen Family Foundation”

### **IN ABBREVIATION**

“DLHF Foundation”

### **IN SPEAKING, EMPHASIS ON:**

“The Dell Loy Hansen Family Foundation”

### **IN PRIMARY LOGO (1ST USE)**

“The Dell Loy Hansen Family Foundation”

### **IN SUPPORTING LOGOS (2ND USE)**

“Dell Loy Hansen Family Foundation”

## LIGHT JUNIPER

Hex #cde1de

## LIGHT ANCHOR

Hex #ebf6f3

## LIGHT DOVE

Hex #f6f6f6

## JUNIPER

Conservation & Preservation

CMYK 89 37 67 23

RGB 2 106 91

HEX #026a5b

Pantone P 129-8 C

## ANCHOR

Wellness

CMYK 25 0 18 0

RGB 190 227 215

HEX #bee3d7

Pantone P 127-9 C

## DOVE

Dignity of Individuals

CMYK 10 7 8 0

RGB 226 226 226

HEX #e2e2e2

Pantone P 179-2 C

## DAFFODIL

Community

CMYK 1 11 52 0

RGB 254 223 143

HEX #fedf8f

Pantone P 7-5 C

## CARROT

Education

CMYK 5 48 100 0

RGB 236 148 34

HEX #ec9422

Pantone P 20-8 C

## RUBY

Arts and Culture

CMYK 24 100 98 18

RGB 164 30 35

HEX #a41e23

Pantone P 53-16 C

## LIGHT DAFFODIL

Hex #fff8e9

## LIGHT CARROT

Hex #fae8d2

## LIGHT RUBY

Hex #ead9d3



**© 2019 TREADAWAY CO. DESIGN**

While the client owns the right to the logo identity elements, the client does not own the copyright to this brand guidelines document. The information contained in this documents is privileged, and only for the intended recipient and may not be modified, published, or redistributed without the prior written consent of Treadaway Co. and The Dell Loy Hansen Family Foundation.