

BRAND GUIDELINES

BRAND

THE DELL LOY HANSEN FAMILY FOUNDATION

DATED ON

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CREATED BY

TREADAWAY CO. DESIGN

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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

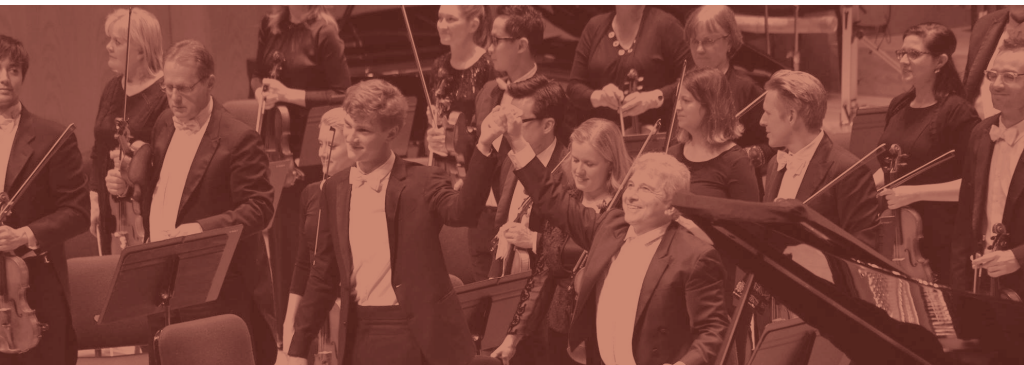
Hex #fff8e9

LIGHT CARROT

Hex #fae8d2

LIGHT RUBY

Hex #ead9d3



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