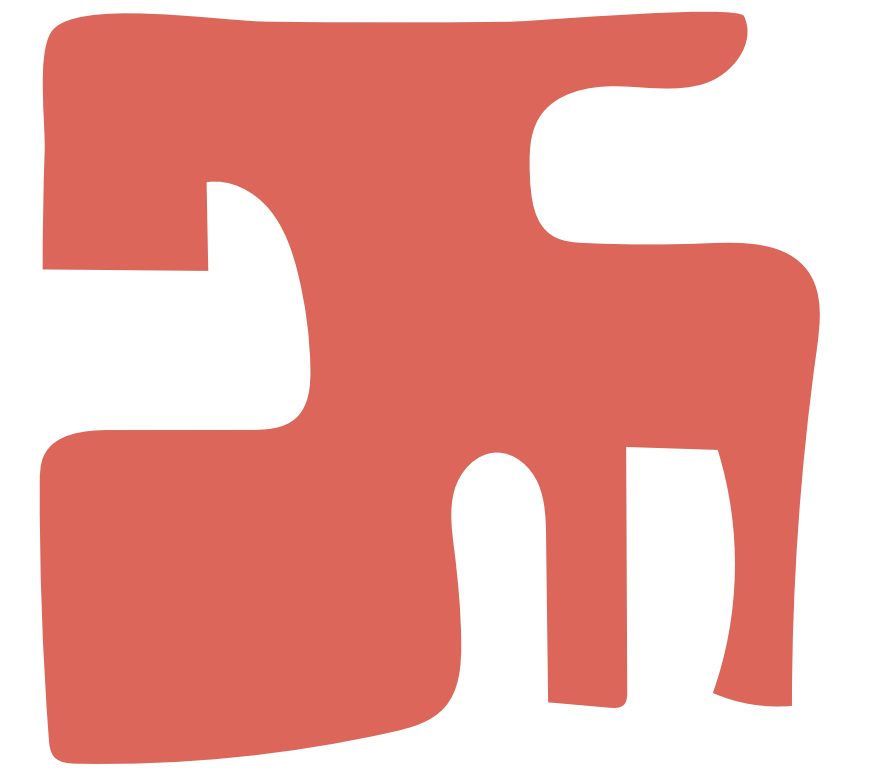
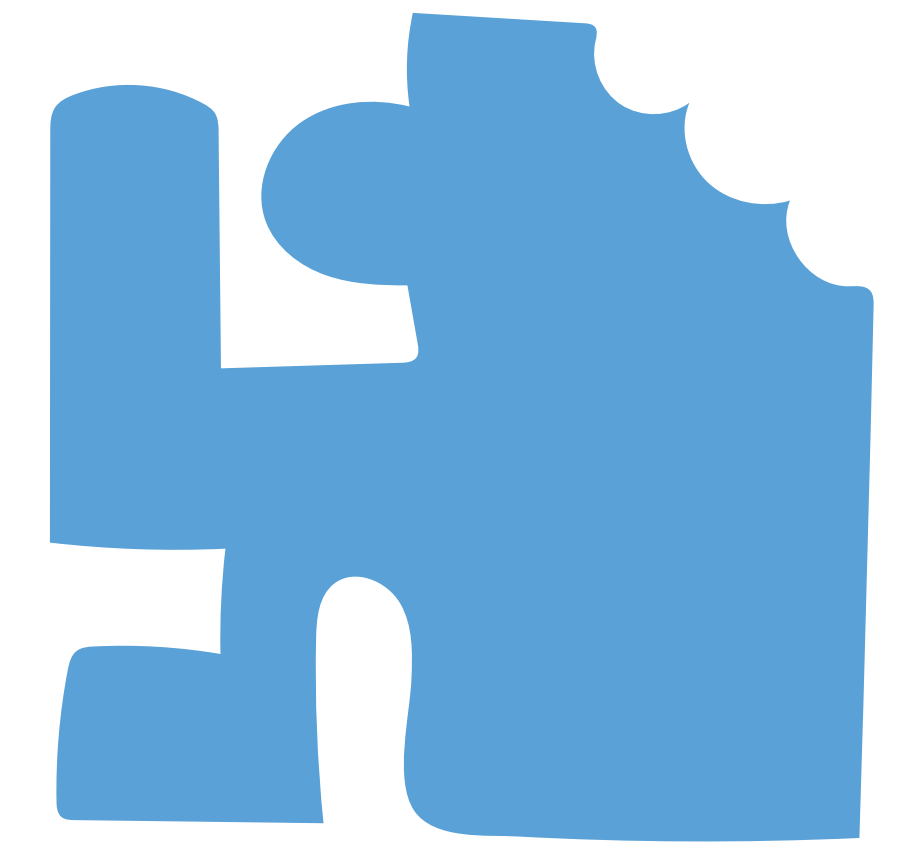


FBO*
FOUNDATIONS
FOR A BETTER
OREGON



Brand
Guidelines

OVERVIEW**BRAND SUMMARY**

FBO's brand identity is inspired by the strength and ingenuity of Oregon's communities; the energy of authentic collaboration; and the vibrant ecosystems and landscapes that underpin our diversity and our interdependence as Oregonians. These ideas are manifested in bold shapes, natural curves, modular space, and organic colors.

If you have any questions or would like to use a version of the logo in color, please contact the FBO team at info@betteroregon.org

VISUAL IDENTITY

LOCK-UP



FBO
FOUNDATIONS
FOR A BETTER
OREGON

Simple. Bold. Balanced.
This lock-up combines the
shape and space of the logo
with the strength and shape
of the wordmark. Perfectly
aligned from edge to edge.

VISUAL IDENTITY

LOCK-UP B (HORIZONTAL)



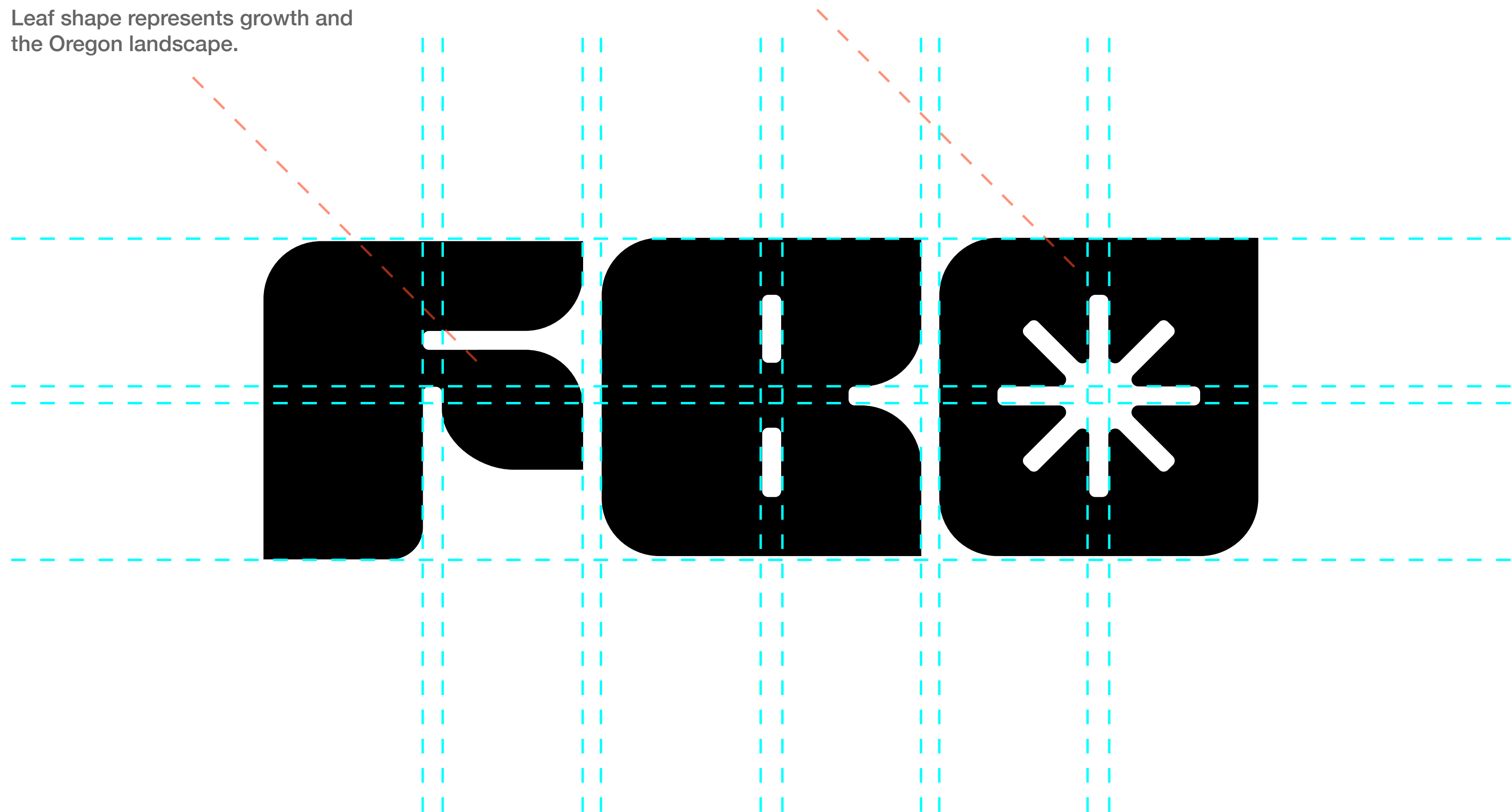
Simple. Bold. Balanced.
This lock-up combines the
shape and space of the logo
with the strength and shape
of the wordmark. Horizon-
tally stacked side by side.

VISUAL IDENTITY

LOGO ANATOMY

Leaf shape represents growth and the Oregon landscape.

Lines represent connection and energy from collaboration.



Through our design process we've created a balanced and calculated logo design which takes into consideration design principles, composition, and inspiration from our strategic research process with stakeholders.

VISUAL IDENTITY

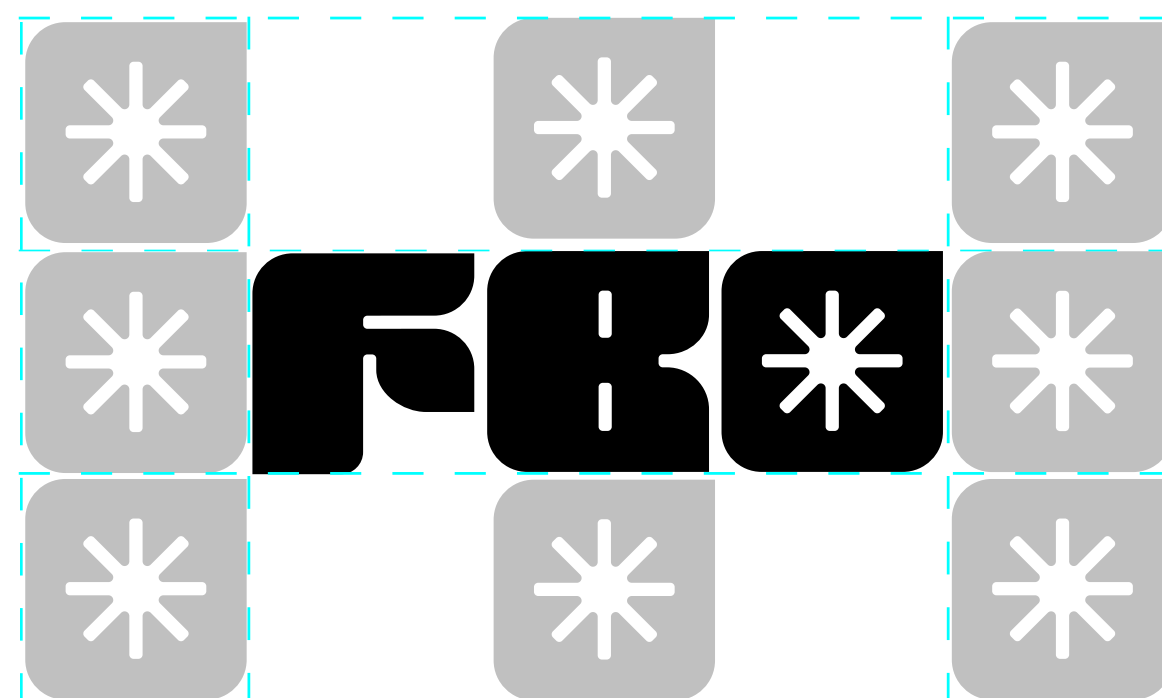
CLEAR SPACE



Clear space is defined as the width and height of the "O" on all sides of the design element, whether using the logo, wordmark, and lock-up. This maintains the clear space of the logo and wordmark no matter what sizing is considered.

VISUAL IDENTITY

CLEAR SPACE



Clear space is defined as the width and height of the "0" on all sides of the design element, whether using the logo, wordmark, and lock-up. This maintains the clear space of the logo and wordmark no matter what sizing is considered.

VISUAL IDENTITY

MINIMUM SIZE

Digital

Print



The minimum size is the smallest dimensions for both print and digital executions to ensure legibility and design integrity.

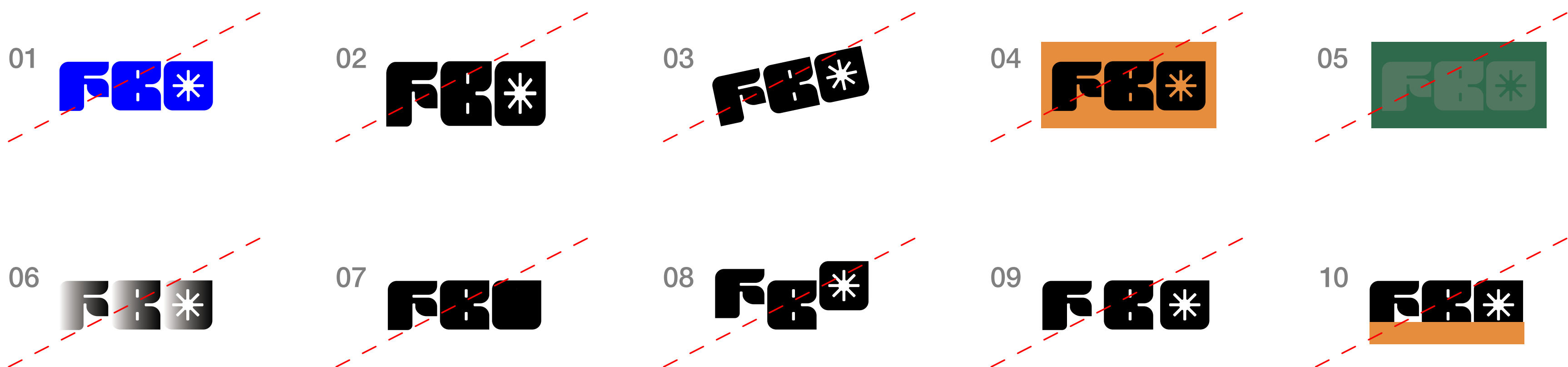
VISUAL IDENTITY

INCORRECT USAGE

It is important for the brand success and retention to create a consistent and strong appearance across all communications and brand touchpoints. In order to maintain the integrity of the brand identity, here are examples of what not to do:

- 01 Do not use an off-brand color
- 02 Do not stretch the logo
- 03 Do not tilt the logo
- 04 Do not add a box around the logo
- 05 Do not use a low contrast background
- 06 Do not add gradient fills on the logo
- 07 Do not fill the logo
- 08 Do not alter the alignment of the letters
- 09 Do not change the spacing
- 10 Do not place anything over the logo

*All the same rules apply to the wordmark and lock-up.



For any questions
please contact

INFO@BETTEROREGON.ORG

Designed and created by House of Gül

WWW.HOUSEOFGUL.COM

House of *Gül*