

National Foster Care Month Style Reference Guide

Inside the Toolkit are several graphics and marketing materials prepared for the national campaign. We encourage you to incorporate the National Foster Care Month logo into your own collateral pieces where possible to help present a unified “face of foster care” to the public during the campaign’s promotional window. In addition, most campaign materials allow for customization including space for your organization’s logo, web site URL, phone number or other contact information.

Here is a style reference guide to make it easier for your designers to match the “look” of the national campaign:

| Element | Style Guide | Notes/Recommendations |
|---------------------|---|--|
| Logo: | Please do not alter color palette | Always include the “change a lifetime” tagline. |
| Logo Typefaces: | Avenir Heavy (“Foster Care”) Avenir Medium Oblique (“change a lifetime”) | |
| Pantone Colors: | Blue: PMS 7460 Gray: PMS 7532 | |
| CMYK colors: | Blue: C: 100, M: 0, Y: 0, K: 5 Gray: C: 0, M: 17, Y: 50, K: 65 Light Blue Border: C: 25, M: 0, Y: 0, K: 1 | |
| RGB colors (blue): | R = 0 G = 152 B = 188 | Recommended for use in Word Documents to mirror the logo’s PMS blue color. |
| Body Text Typeface: | Arial (11 pt over 16) | May reduce to 10 pt over 14 if necessary. |
| Headers: | Avenir Medium (15 pt) | Preference is PMS 7460 (blue) or RGB blue. May substitute with Arial Bold. |
| Subheads: | Arial (12 pt) | Preference is PMS 7460 (blue), RGB blue or black. |
| Footer Typefaces: | Filosofia (“May is National Foster Care Month”) Avenir Medium (“www.fostercaremonth.org”) | May substitute with Times Roman Italic or Palatino Italic. May substitute with Arial. |