

Best Buddies logo Brand Guidelines

These guidelines strengthen our brand identity and consistency across the organization. The Best Buddies logo incorporates donated Keith Haring artwork and the original artwork's integrity is to be preserved by following these specified guidelines in its every use.

Our Main Logo

Full Color
White/light backgrounds



Full Color Reversed
Black/dark backgrounds











Alternate Logos

For legibility purposes, the use of the logo in gray scale is NOT ALLOWED. For BW/one color logos, use the outline versions provided.



Color Palette

Our color palette is derived from Keith Haring's original artwork. Each color represents one of BB's key mission pillars. FRIENDSHIP is yellow, JOBS is teal and LEADERSHIP DEVELOPMENT is orange. BB Purple serves as the primary color in our designs and BB Violet can be used as a complimentary color. Black, Cool Gray 5 and White are alternative colors that can be used with or without the other colors in our palette.

BB Purple	BB Violet	FRIENDSHIP Yellow	JOBS Teal	LEADERSHIP Orange	DESIGNER Black	Cool Gray 5	White
							
Pantone 266 CVC PRINT USE C79 M90 Y0 K0 WEB USE R90 G63 B152 #5A3F98	Pantone 2645 CVC PRINT USE C43 M38 Y0 K0 WEB USE R147 G150 B202 #9396CA	Pantone 116 CVC PRINT USE C0 M15 Y94 K0 WEB USE R255 G212 B32 #FFD420	Pantone 333 CVC PRINT USE C43 M0 Y27 K0 WEB USE R143 G209 B196 #8FD1C4	Pantone 172 CVC PRINT USE C0 M66 Y88 K0 WEB USE R243 G119 B53 #F37735	Pantone BLACK CVC PRINT USE C70 M50 Y30 K100 WEB USE R0 G0 B0 #000000	Pantone COOL GRAY 5 CVC PRINT USE C3 M0 Y0 K25 WEB USE R190 G197 B201 #BEC5C9	Pantone N/A PRINT USE C0 M0 Y0 K0 WEB USE R255 G255 B255 #FFFFFF

Additional Guidelines

The Best Buddies text treatment within the logo is part of Keith Haring's original design, and is not to be used anywhere outside of the logo.



Gray scales, stretching, changing colors, altering, distorting or any other reinterpretation of the Best Buddies logo is NOT ALLOWED.



Logo Elements



- BEST BUDDIES TEXT**
The Best Buddies (BB) text is part of our logo, and MAY NOT BE USED SEPARATELY or in another language besides English.
- STATE/COUNTRY TEXT**
The state/country name text is part of the logo and CANNOT be altered or be used separately. All approved state/international logos must originate from the Best Buddies Global Headquarters office.

Safe Area



For visual impact, please allow a clear area around the logo. This area is know as "exclusion zone" and is defined by the height of the last "S" within our Best Buddies logo.

Minimum Size



To ensure legibility, the minimum width of our logo, should never be less than .5 inches (print) or 36 pixels (screen).

BB Primary Typeface
Helvetica Neue
Light, Regular, **Bold**

BB Substitute Typeface
Arial
Regular, **Bold**

Aa
aaa

Aa
aa