



THE AZMAT A. ASSUR
FOUNDATION

Brand Guidelines

MARCH 2024

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Logo

- Primary mark and Monogram
- Logo colorways
- White spaces of the logo
- Incorrect usage of the logo

Logo

Add text about the logo

PRIMARY MARK



MONOGRAM



Logo

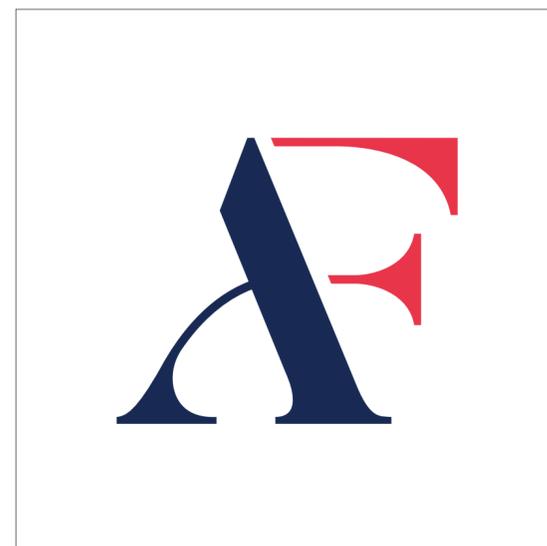
We have two official color schemes for our logo and monogram. Please make sure to use these colors correctly. Place the logo in areas without distracting images to keep it clear

and readable. Always consider the background contrast to ensure the logo stands out.

LOGO COLORWAYS



MONOGRAM COLORWAYS



Logo

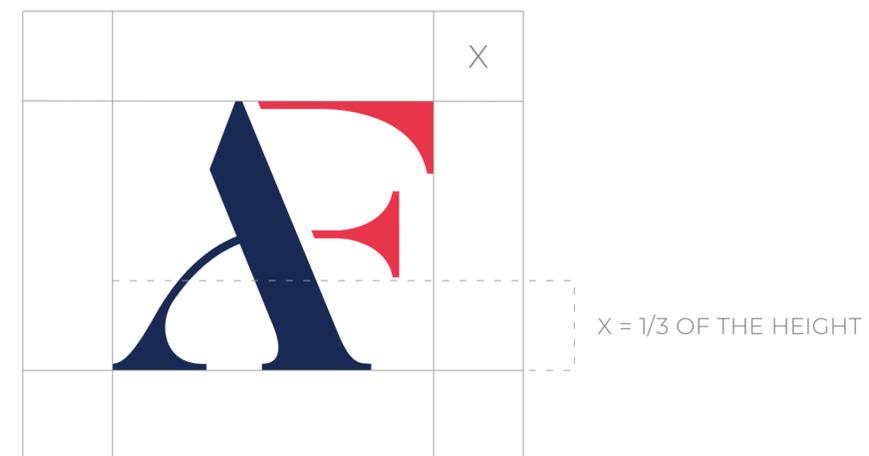
It's important to keep a clear area around the logo and monogram to make sure they are easy to see and read. This is crucial when other logos or elements are also present.

Use the 'X' height as a guideline for keeping the right amount of space around them. Make sure nothing invades this clear space to maintain the logo's visibility.

CLEAR SPACE OF PRIMARY MARK



CLEAR SPACE OF MONOGRAM



Logo

Using the logo consistently and correctly is key to our brand's image and how people perceive us. Be careful not to misrepresent the logo.

INCORRECT USAGE



DO NOT Distort on any direction hight or wide



DO NOT Rotate



DO NOT Change the color or outline the logo



DO NOT Apply shadows or effect



DO NOT Rearrange or recise the logo elements



DO NOT Use typeface to recreate the logo

Colors

- Brand colors
- Recommended color pairings for graphics
- Recommended color pairings for text

Colors

When choosing colors from your brand's palette, it's crucial to create harmonious combinations. Avoid using accent colors as the primary ones or vice versa to maintain visual balance. Additionally, steer clear of color pairings that lack

sufficient contrast, as this can hinder legibility and the overall effectiveness of your design. Aim for color combinations that enhance readability and align with your brand's identity, ensuring a cohesive and appealing visual presentation.

RECOMMENDED COLOR PAIRINGS FOR GRAPHICS



Colors

Our brand colors are crucial for maintaining a consistent and memorable look. Stick to these colors and avoid using ones not mentioned in our guidelines. This approach helps

in making our brand easily recognizable and strong. Further details on color combinations are provided in the subsequent pages.

BRAND COLORS

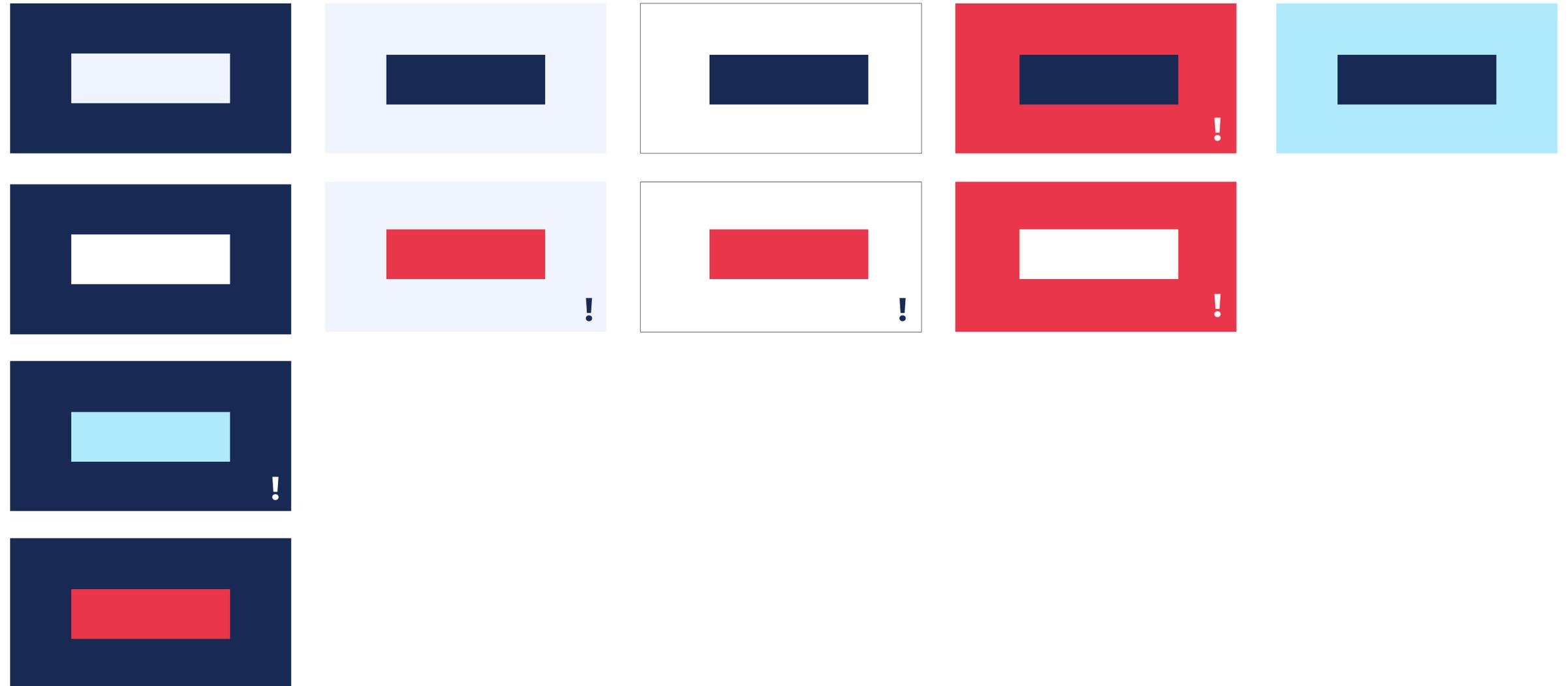
<p>PRIMARY DARK</p> <p>NEX: #182A54;</p> <p>RGB: 24, 42, 84;</p> <p>CMYK: 71, 50, 0, 67;</p> <p>PANTONE COATED:</p>	<p>PRIMARY LIGHT</p> <p>NEX: #eff4ff;</p> <p>RGB: 239, 244, 255;</p> <p>CMYK: 6, 4, 0, 0;</p> <p>PANTONE COATED:</p>	<p>WHITE</p> <p>NEX: #E9364A;</p> <p>RGB: 233, 54, 74;</p> <p>CMYK: 0, 77, 68, 9;</p> <p>PANTONE COATED:</p>	<p>ACCENT</p> <p>NEX: #E9364A;</p> <p>RGB: 233, 54, 74;</p> <p>CMYK: 0, 77, 68, 9;</p> <p>PANTONE COATED:</p>	<p>ACCENT</p> <p>NEX: #AEEAFC;</p> <p>RGB: 174, 234, 252;</p> <p>CMYK: 31, 7, 0, 1;</p> <p>PANTONE COATED:</p>
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Colors

The choice of colors for text is also significant, particularly if the colors are too similar. Only use the recommended color pairs for text.

Important! Avoid using combinations marked with an exclamation point for small text sizes.

RECOMMENDED COLOR PAIRINGS FOR TEXT



Fonts and Typography

- Typefaces
- Text type style

Typography

Termina is our font for headings. Montserrat is used for the main text and captions. Using these fonts and adhering to our combination guidelines will ensure our brand's appearance is consistent and recognizable.

TERMINA TYPEFACE

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Aa
Light

Aa
Regular

Aa
Medium

Aa
Bold

MONTSERRAT TYPEFACE

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Aa
Thin

Aa
Light

Aa
Regular

Aa
Medium

Typography

Title/Headline: Temina
Style: Mixed (Light+Medium)
Line Height: 110%
Kerning: Optical
Case: Sentence Case

Body text: Montserrat
Style: Regular
Line Height: 130%
Kerning: Normal
Case: Normal

Captions: Montserrat
Style: SemiBold
Line Height: 100%
Kerning: Optical
Case: Uppercase

TEXT TYPE STYLE

Text headline,
Temina Mixed
(Light, medium)

Inspiring **Future**
Generations

Body text,
Montserrat Regular

We are a privately funded foundation with the sole purpose of growing the youth of Puerto Rico through grants, scholarships, and financial gifts.

Captions,
Montserrat SemiBold

THE AZMAT A. ASSUR FOUNDATION

Graphics

- Illustrations
- Social media template

Graphics

Assur Foundation uses light, line-based illustrations reminiscent of student doodles in the margins of a notebook. Created illustrations should be light and minimalist,

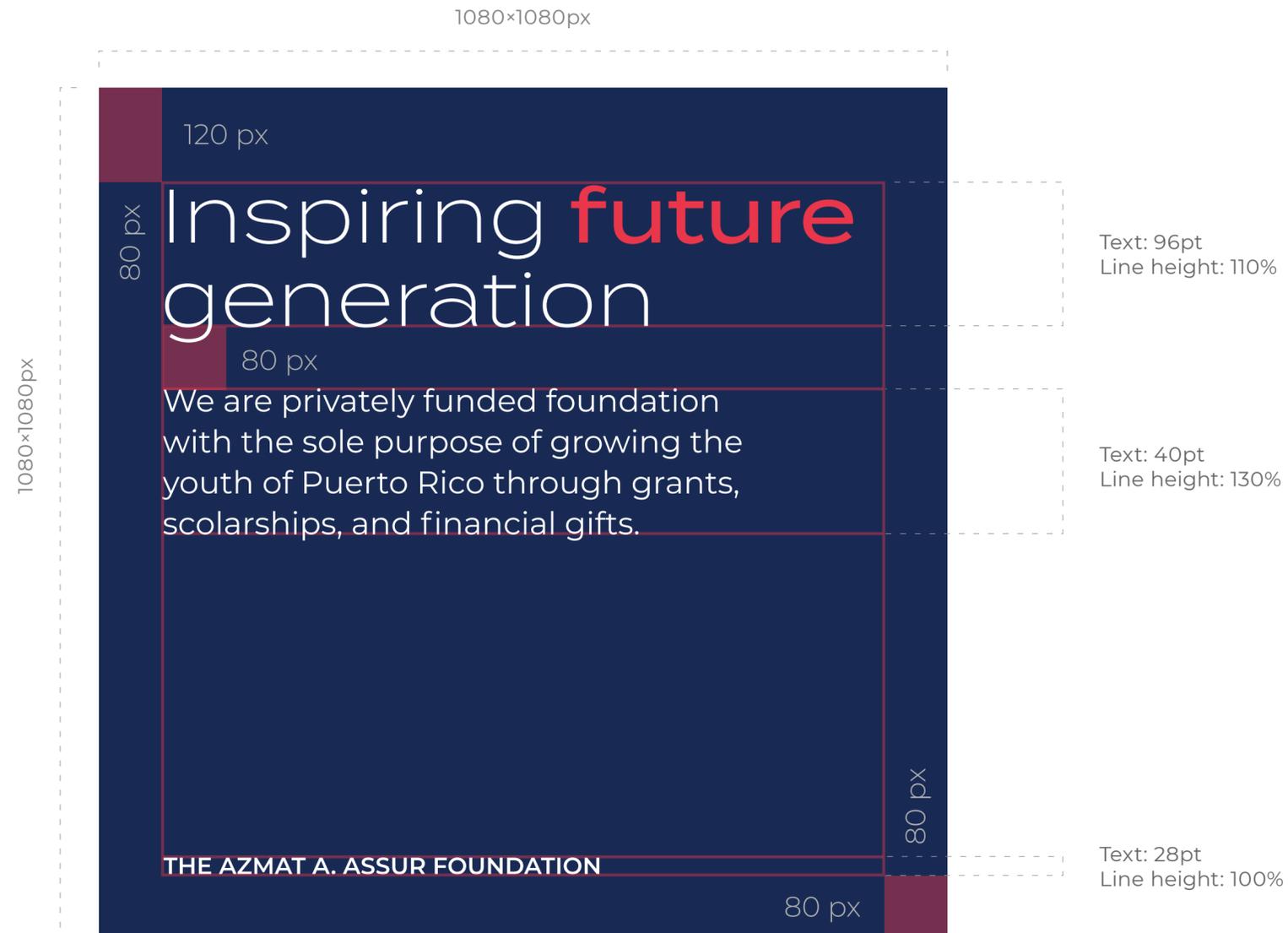
avoiding overly detailed styles. The main themes suitable for these illustrations include students, student life, and education.

ILLUSTRATIONS



Graphics

SOCIAL MEDIA TEMPLATE





THE AZMAT A. ASSUR
— FOUNDATION —

MARCH 2024