



Brand Style Guide

v.2.0 - 01.04.2016

Overview

This document is designed to maintain the integrity of Sidney R. Baer, Jr.'s legacy and ensure the strength of The Sidney R. Baer Jr. Foundation brand.

Contained within are guidelines meticulously crafted to enable accurate and consistent communication about The Sidney R. Baer Foundation in a public-facing context. Deviating from this governing document is strongly discouraged, however, as The Sidney R. Baer Foundation continues to evolve and serve future generations, adding additional rules and regulations is encouraged.

Table of Contents

Value Proposition and Key Messaging	1
Colors	2
Typography	3
Imagery	4
The Logo	5
Logo Governance and Clear Space.....	6-7
Contact Information	8

By honoring the vibrant legacy of a man who independently surmounted the challenges of living with Schizophrenia, The Sidney R. Baer, Jr. Foundation perpetuates the accomplishments of deserving organizations working to stimulate education, research, and direct care in the mental health field.

Key Messaging

- **History and future carry equal weight for The Sidney R. Baer, Jr. Foundation. It is because of Sidney R. Baer, Jr.'s legacy that future progress can be made in the field of mental health**
 - *Whenever possible, use examples from Sidney R. Baer, Jr.'s history to demonstrate the value of current initiatives.*
- **Humanity is key for The Sidney R. Baer, Jr. Foundation.**
 - *Grant recipients will have an impact on the lives of individuals.*
 - *Sidney R. Baer, Jr. is an individual whose life has made the instances of impact possible.*
- **When addressing the topic of mental illness, The Sidney R. Baer, Jr. Foundation uses language that focuses on opportunities (rather than challenges).**
 - *There are times when mental illness can be incredibly isolating and present massive challenges and this should not be ignored.*
 - *However, The Sidney R. Baer, Jr. Foundation celebrates the people and organizations who overcome the stigma of mental illness by providing a support that Sidney R. Baer, Jr. himself never directly received.*
- **The voice and tone of the brand embodies the voice and tone of Sidney R. Baer, Jr.**
 - *Traditional, Emotional, Friendly, Masculine, Vibrant, Organic, Relaxed*
- **When addressing the topic of grant recipients, The Sidney R. Baer, Jr. Foundation is attempting to create an impression of exclusiveness.**
 - *Language should focus intensely on the accomplishments of recipient organizations and individuals.*
 - *The exclusivity of these organizations is borne out of a desire to do good. Only those that truly emulate the generous spirit of Sidney R. Baer, Jr. the man, can receive a grant.*

Colors

The Sidney R. Baer, Jr. Foundation brand identity color scheme centers around Baer Blue. It should only be used in primary branding applications (The Baer Logo) to distinguish it from all other available shades and tints as well as the available support colors Baer Light Blue, Baer Green and Baer Purple.

All colored text or collateral should use the support colors, shades and tints. Color should be used sparingly with white being dominant.

“Black” should be displayed at 85% tint (print applications) or #262626 (on screen).



Baer Blue (Primary)

PANTONE SOLID COATED 2766 C

#141B4D

RGB(20, 27, 77)



Baer Blue (Secondary)

PANTONE SOLID UNCOATED DARK BLUE U

#444794

RGB(68, 71, 148)



Baer Green

PANTONE SOLID COATED 7724 C

#00946D

RGB(0, 148, 109)



Baer Purple

PANTONE SOLID COATED 2627 C

#3E1051

RGB(62, 16, 81)

DISPLAY TYPEFACE IS
GOTHAM BOOK CAPITALIZED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

The Sidney R. Baer, Jr. Foundation typography was chosen to be timeless, modern and most importantly, versatile. All supporting fonts are “web-first” and freely available.

The Display font Gotham is a geometric sans-serif digital typeface designed by American type designer Tobias Frere-Jones in 2000. Gotham’s letterforms are inspired by a form of architectural signage that achieved popularity in the mid-twentieth century, and are especially popular throughout New York City. Gotham has a relatively broad design with a reasonably high x-height and wide apertures.

Montserrat Bold (Headings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Montserrat Regular (Subheadings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

PT Sans Italic (Callouts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

PT Sans (Body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Imagery

All imagery for The Sidney R. Baer, Jr. Foundation should feel positive and bright. Refrain from using dull or muted colors.

All photography with people should have more than one person in the frame.





SIDNEY R. BAER, JR.
FOUNDATION



SIDNEY R. BAER, JR.
FOUNDATION

Main Logo – Stacked

The Logo

Sidney R. Baer, Jr.'s signature was chosen as the landmark and should only be displayed in black, white, or Baer Blue.



SIDNEY R. BAER, JR.
FOUNDATION



SIDNEY R. BAER, JR.
FOUNDATION

Alternate Logo – Horizontal

Logo Governance

Use only approved versions of the logo and
brandmark.



SIDNEY R. BAER, JR.
FOUNDATION

Don't add pattern or color overlays.



SIDNEY R. BAER, JR.
FOUNDATION

Don't add effects – drop shadows, strokes, etc.



SIDNEY R. BAER, JR.
FOUNDATION

Don't stretch, skew or rotate the logo.



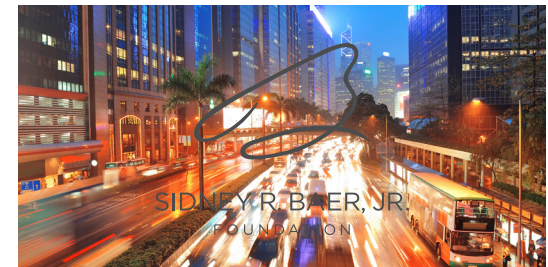
Sidney R. Baer, Jr.
Foundation

Don't change fonts.



SIDNEY R. BAER, JR.
FOUNDATION

Don't stretch or skew the logo.



Don't place over busy backgrounds.



Logo Clear Space

Leave room to breathe around the logo. The clear space should be $\frac{1}{2}$ the width away from a square bounding box surrounding the primary logo (when it's not in its blue branded box). The horizontal version of the logo should have horizontal padding equal to the height of the logo and vertical padding equal to half of that.

