

Harold Grinspoon Foundation

LOGO SPECIFICATIONS



safe area for logo is proportionate height of HG from logo

BRAND COLORS

PMS 285

PMS 430

FONTS

Aa **Excursions Restaurant:** headlines/accents

Aa **Gill Sans Family:** body text

BLACK AND WHITE INTERPRETATION

BLACK

60% BLACK



SECONDARY PALETTE

PMS 718

PMS 179

PMS 7458

PMS 623

PMS 497

PMS 1675

PMS 7527

PMS 577

