



ABFE

A Philanthropic Partnership for Black Communities

Style Guidelines

This style guide
defines the proper usage of the ABFE logo.

The logo configuration does not vary and should be treated as a single unit.

Typefaces

The typefaces of the logo are:
Delta Jaeger Medium &
Delta Jaeger Light



A B F E

A Philanthropic Partnership for Black Communities

Delta Jaeger Medium
(uppercase)

Delta Jaeger Light
(lower case)

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890**

Delta Jaeger Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890

Delta Jaeger Light

Colors

Light Blue Gradient:

Dark | Light

C	67	24
M	24	0
Y	0	5
K	0	0

Yellow Gradient:

Dark | Light

C	3	2
M	21	0
Y	89	36
K	0	0



Dark Blue Gradient:

Dark | Light

C	91	65
M	82	27
Y	0	0
K	0	0

Orange Gradient:

Dark | Light

C	0	0
M	54	35
Y	100	85
K	0	0

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Tagline Blue:

C	89
M	56
Y	0
K	0

ABFE:

C	0
M	54
Y	100
K	0

Light Blue Gradient:

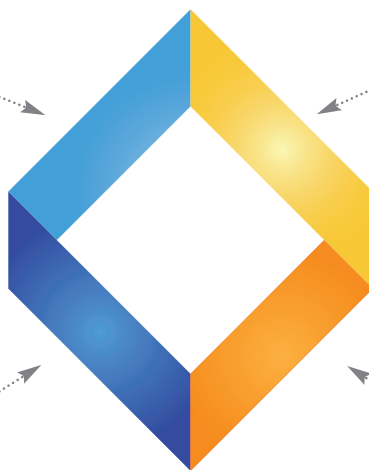
Dark | Light

R	0	179
G	168	255
B	255	255

Yellow Gradient:

Dark | Light

R	248	255
G	199	255
B	55	179



Dark Blue Gradient:

Dark | Light

R	25	45
G	50	164
B	199	255

Orange Gradient:

Dark | Light

R	232	250
G	125	175
B	30	64

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Tagline Blue:

R	0
G	108
B	183

ABFE:

R	232
G	125
B	30

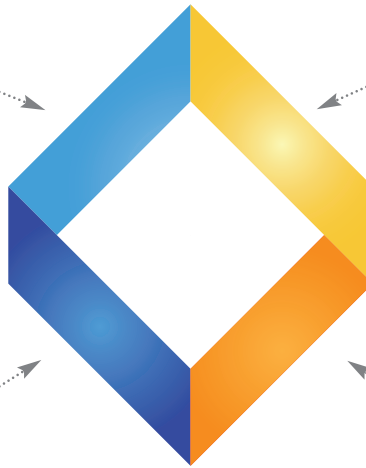
pantone solid coated

Light Blue Gradient:
Dark | Light

542C 100% 60%

Yellow Gradient:
Dark | Light

123C 100% 60%



Dark Blue Gradient:
Dark | Light

2736C 100% 60%

Orange Gradient:
Dark | Light

orange 021C 100% 60%

ABFE

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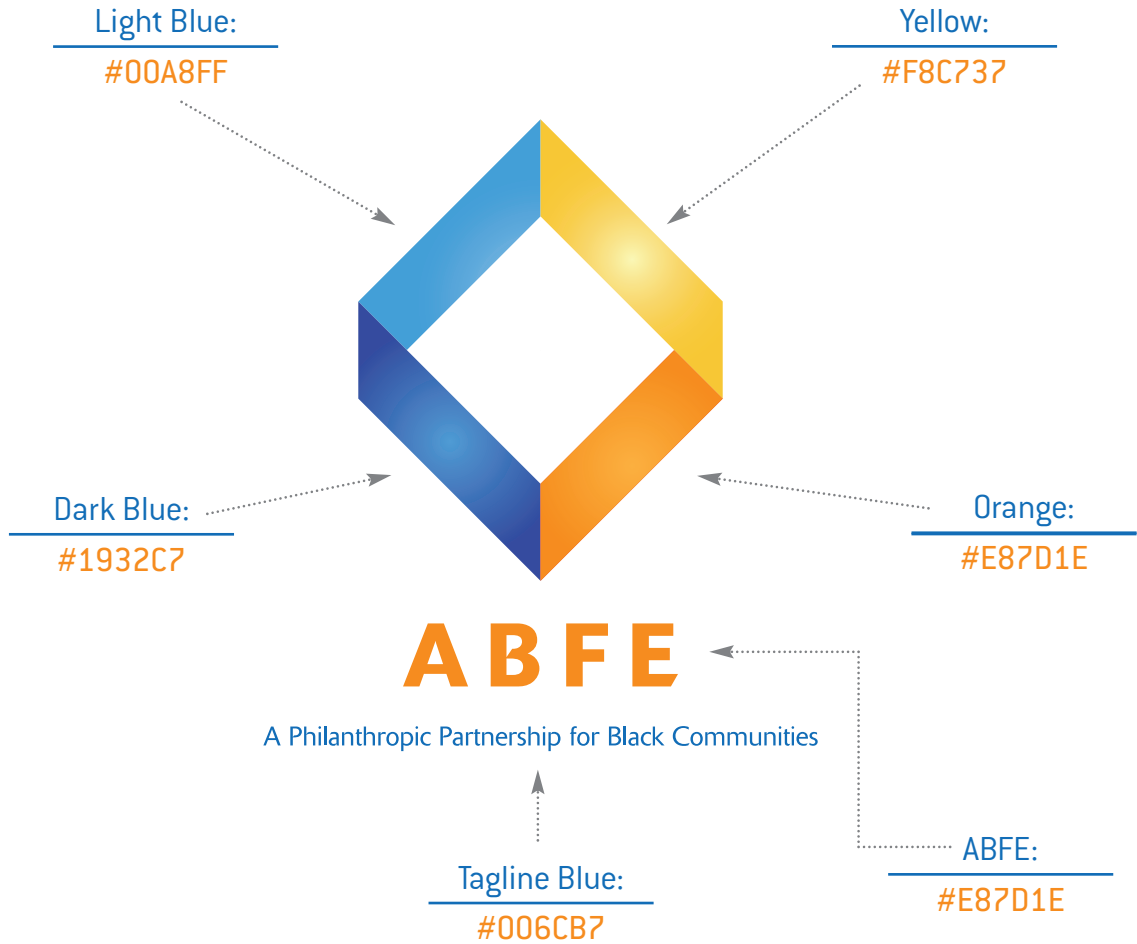
Tagline Blue:

660C 100%

ABFE:

orange 021C 100%

web colors



Logo Design by:



Special
GATHERING

— and —

 **GRAPHICESSENTIALS**