

# LOGO AND NAME USAGE GUIDELINES

The Page Education Foundation logo, wordmark, and symbol are important expressions of our brand identity. They have each been carefully designed and constructed to represent the three aspects of the Page Education Foundation Core Essence: Hero, Education, Service, and should never be altered, modified, or redrawn. Because these elements are such recognizable and highly visible brand assets, it is vital that they are always applied consistently.

This is the Page Education Foundation logo. It is our primary graphic device and should be the first choice when choosing a graphic element to represent the Page Education Foundation brand.

## LOGO ANATOMY

The Page Education Foundation logo represents:



STARBURST (HERO)



COLUMN  
(EDUCATION)



LETTER P (PAGE)



RIBBON (SERVICE)

## BRAND COLORS



89c / 100m / 0y / 0k

HEX #492F92



50c / 0m / 100y / 0k

HEX #8DC63F

TRADE GOTHIC EXTENDED  
TRADE GOTHIC REGULAR

## LOGO ITERATIONS



PAGE EDUCATION  
FOUNDATION



PAGE EDUCATION  
FOUNDATION



PAGE EDUCATION  
FOUNDATION  
CREATING HEROES THROUGH  
EDUCATION AND SERVICE



PAGE EDUCATION  
FOUNDATION

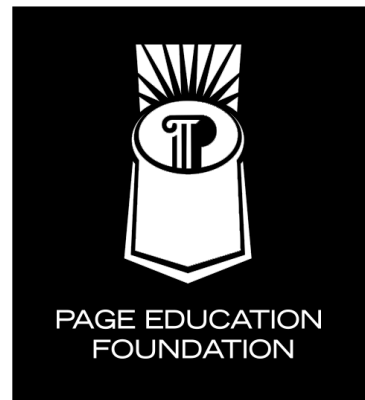
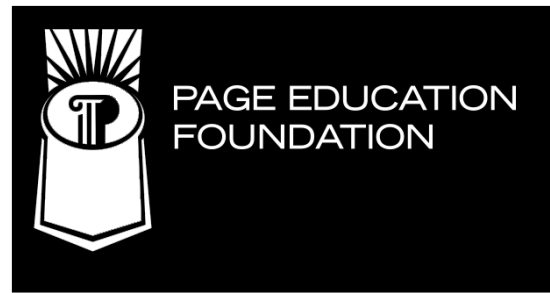


PAGE EDUCATION FOUNDATION  
CREATING HEROES THROUGH EDUCATION AND SERVICE

## BLACK AND WHITE

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The logo may be used as all black on white or all white on black.



## .25 CLEARSACE

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The minimum spacing requirement is 0.25 inches and should always be used when placing the primary or sub-brand logos into a printed design. In printed materials, the logo should be at least 0.25 inches in height. For specialty advertising purposes, such as branding on a pen, consult Public Affairs and Marketing for optimum art and sizing.

You can determine how much clear space should be provided around the signature by using the top and bottom of the ribbon. This is also called the “staging” area. This area is indicated by the bounding box.



## INCORRECT USAGE OF THE LOGO

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- Do not reverse the logo.
- Do not apply colors.
- Do not rotate any single part of the logo.
- Do not stretch or alter the proportions of the logo.
- Do not change the arrangement of the logo.
- Do not apply gradients, shadows, or other effects.

## CORRECT NAME USAGE & TERMINOLOGY

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The Page Education Foundation's name and acceptable terminology in print should appear as listed below. Diane Page's name should always precede Alan's name in print if discussing the two cofounders.

- Page Education Foundation
- The Page Education Foundation Founded by Diane and Alan Page – Legal name. Note Diane's name always precedes Alan's name.
- PEF – Acceptable abbreviation
- Page Scholar(s) – Recipients of the Page Grant
- Page Scholar Alums – Former Page Scholars
- Page Grant – Official name of our financial support program/scholarship
- Service to Children – Official name of volunteer program. Note there is no hyphen between words.
- Diane and Alan Page
- Diane Sims Page and Alan Page
- Alan Page
- Justice Alan Page
- Justice Page
- Alan C. Page
- Diane Sims Page
- Diane Page
- Cofounder or cofounder
- Students of color, youth of color, BIPOC (Black, Indigenous, people of color), underrepresented, professionals of color

## INCORRECT NAME USAGE & TERMINOLOGY

- Page Foundation
- Alan Page Foundation
- The Alan Page Foundation
- Alan and Diane Page Foundation
- The Page Education Foundation Founded by Alan and Diane Page
- The Justice Alan Page Foundation
- Alan Page Scholars
- Page Scholarship(s)