

The Logo

The Real Life Foundation logo is the visual representation of Real Life Foundation. The proper use of this style guide will ensure that this symbol and its elements are used correctly and consistently, resulting in rapid and universal recognition of Real Life Foundation's identity, mission, and work.

Standards for properly using the logo are described in this style guide. Please strictly adhere to the guidelines specified in this document.



CORPORATE LOGO

When using the Real Life Foundation logo for print, electronic, or video applications, it must be used *as is*, with no alterations to the font type, unless specifically permitted in this style guide.



The minimum size of the logo is 3 cm in width, as shown above.

OBTAINING THE LOGO

Logos may be obtained by contacting the Real Life Foundation Office at (632) 817-1212.

ON COLORED BACKGROUND

On White Background

- The logo remains the same on these backgrounds.



On Black Background

- The icon, vertical line and the words "Real" and "Foundation" becomes white on these backgrounds. The word "Life" is green.



On Other Colors

- Use solid white on dull-colored backgrounds. Use solid black on bright-colored backgrounds and on occasions when the logo needs to be printed in black and white.



UNACCEPTABLE USES OF THE LOGO

The following examples are incorrect representations of the Real Life Foundation identity and should never be used.



With text or graphics overlapping any portion of the logo



With nonstandard typefaces



With nonstandard colors



With a distorted perspective



With a drop shadow or other effects or filters



With "Real Life" and "Foundation" split around the icon

USING THE "BILLY" ICON

The "Billy" icon can readily be used to visually represent the Real LIFE brand provided that its distinctiveness and integrity is preserved within the designs.

