Ratcliffe Legacy Foundation

Introduction

The Ratcliffe Legacy Foundation opens doors to stability, dignity, and self-sufficiency. We tackle housing insecurity and wealth inequality, uplift immigrant families, invest in youth, and fund overlooked research. Our brand should feel...

|				
Empowering	Passionate	Bold	Respectful	Friendly
Confident	Innovative	Transparent	Unconventional	Collaborative
Honest	Communal	Empathetic	Familial	Human

Brand Concept

The Ratcliffe Foundation brand combines a natural, humanistic symbol with friendly, regal typography. The symbol portrays an acorn— the seed from which immense growth can happen. Within the symbol, concentric shapes represent the reverberating, expansive impact the foundation has with its partners. These curved lines also subtly imply an abstract fingerprint, alluding to the idea that the Ratcliffe family is leaving a mark on the world. Subtler still, the bottom section of the acorn represents the Ratcliffe family crest.

Acorn   Ripples   Fingerprint   Family Crest
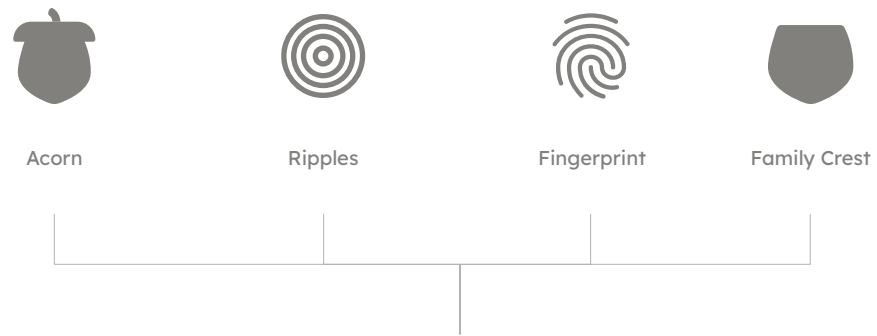
Ratcliffe Legacy Foundation

Logo

Foundation Logo

The logo is comprised of two parts: the Brandmark and the Wordmark. Good use of the logo will strengthen the brand, ensuring integrity and identity are maintained.

Brandmark

Wordmark

Ratcliffe Legacy Foundation

Logo

Horizontal Logo

Ratcliffe Legacy Foundation

Ratcliffe Legacy Foundation

Two Lines of Text

Three Lines of Text

Vertical Logo

Two Lines of Text, Left Alignment

Three Lines of Text, Left Alignment

Two Lines of Text, Center Alignment

Three Lines of Text, Center Alignment

Wordmark

Ratcliffe Legacy
Foundation

Two Lines of Text, Left Alignment

Ratcliffe
Legacy
Foundation

Three Lines of Text, Left Alignment

Ratcliffe Legacy
Foundation

Two Lines of Text, Center Alignment

Ratcliffe
Legacy
Foundation

Three Lines of Text, Center Alignment

Initials

RLF

Horizontal

R
L
F

Vertical

R
 L
 **F**

Stairstep

Brandmark

LOGO

Color Variations

Select the appropriate logo based on the background color of your medium. Use the guidelines below to help you pick.

1. **Light Backgrounds:** When the logo is shown on light-colored, solid backgrounds, use the default version of the logo.
2. **Dark Backgrounds:** When the logo is shown on dark-colored, solid backgrounds, use the white version of the logo.
3. **On Image Backgrounds:** When the logo is shown over images or busy backgrounds, use the white version of the logo.
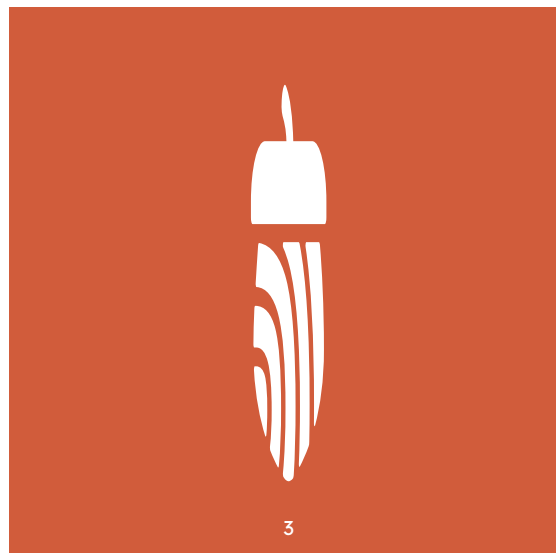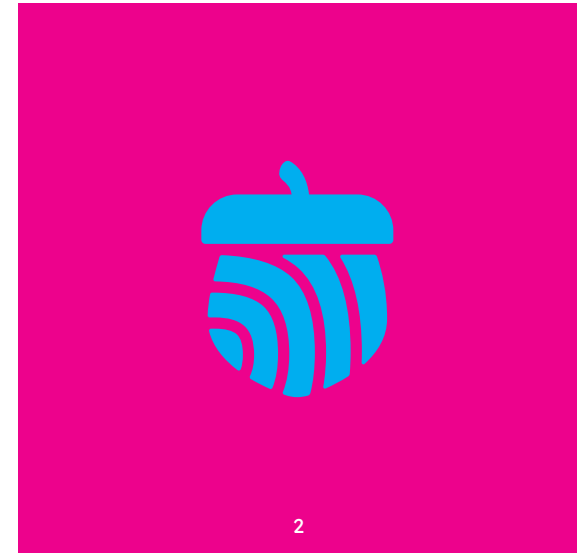

1

2

3
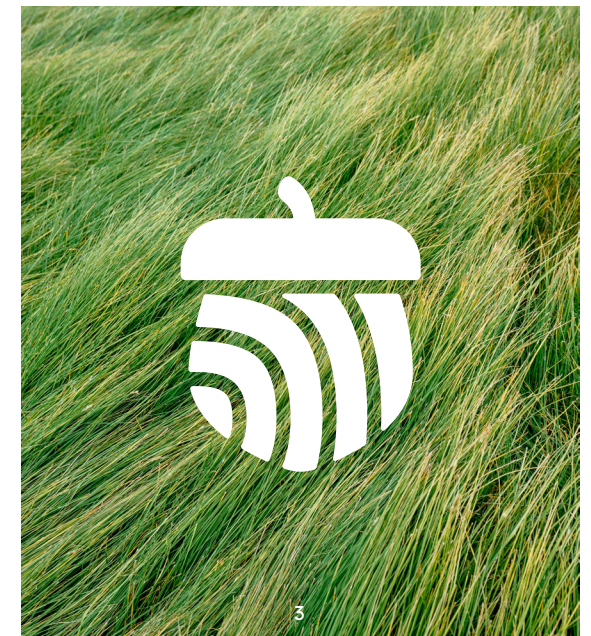
Logo Constraints

Good use of the logo will strengthen the brand, ensuring integrity and identity are maintained.

1. **Don't** rotate the mark.
2. **Don't** use colors outside the brand palette.
3. **Don't** stretch the mark.
4. **Don't** reorient the mark.

Graphics

Badges

Oak Leaves Variation

Hands Variation

Tagline Variation

Ripple

The Ripple is a visual motifs that implies outward growth and expanding networks of impact. The Ripple can appear in any of the brand colors, but it should always be used as a complementary background element rather than a focal point. The Ripple can appear in any size or orientation, but it should always be cropped off the edge of the collateral.

Compassion Equity Opportunity

Our misson is to empower people and advance the common good.

RatcliffeLegacy.org

Ripple Monogram

The Ripple Monogram is a version of the logo that combines the Initials mark with the Ripple Graphic. The Ripple Monogram should only be used in the corners of various collateral. Multiple color options have been created with support for top-left, top-right, bottom-left, and bottom-right orientations.

RLF

2026
Annual Repor

DECEMBER 29, 2026

Empowering
people.
Advancing the
common good.

RatcliffeLegacy.org

RLF

Typography

Fonts

The Ratcliffe Legacy Foundation brand utilizes two fonts which convey its friendly, grassroots, and confident characteristics. Jubilat has generous curves and playful motifs that make it feel friendly and approachable while maintaining an institutional quality. Lexend is a geometric sans-serif with circular forms that pairs nicely with Jubilat's circular counters and terminals. Most importantly, these fonts maintain a high degree of legibility across a wide range of scales.

Jubilat · Lexend

Text Hierarchy

Style	Font	Weight	Case	Letter Spacing
Title	Jubilat	Medium	Title	0
Headline 1	Jubilat	Medium	Title	0
Headline 2	Jubilat	Medium	Title	0
Headline 3	Jubilat	Medium	Title	0
Subheading 1	Jubilat	SemiBold	Title	0
Subheading 2	Lexend	SemiBold	Title	0
Subheading 3	Lexend	SemiBold	Title	0
Body 1	Jubilat	Regular	Sentence	0
Body 2	Jubilat	Regular	Sentence	1%
Caption	Lexend	Regular	Sentence	0
OVERLINE	Lexend	SemiBold	All Caps	5%

Type Application

Lexend ————————————• **WHAT WE DO**

Jubilat ————————————• # Empowering people to change their stories.

Jubilat ————————————• Ratcliffe Legacy Foundation opens doors to stability, dignity, and self-sufficiency. We tackle housing insecurity and wealth inequality, uplift immigrant families, invest in youth, and fund overlooked research. By convening partners and championing equity, we empower people to change their stories.

Lexend ————————————• **RatcliffeLegacy.org**

Fallback Fonts

Brand Fonts

These are the primary fonts that should be used whenever possible. The foundation should prioritize circulating the brand fonts to all team members so that collateral has a consistent aesthetic.

Jubilat
Lexend

Google Web Fonts

The custom fonts specified for the foundation may not be available within all design or word processing tools. Use the specified Google Web Fonts when the tool you're using doesn't have access to the Brand Fonts.

Hepta Slab
Lexend

System Fonts

A system font or web-safe font is one that's already assumed to be available on the vast majority of users' devices with no need for a web font to be downloaded. Utilize the specified System Fonts only when the Brand Fonts and Google Web Fonts are not available.

Georgia
Arial

(4)

Color

Color Inspiration

The foundation brand uses green, red, and blue tones to tie in with the Ratcliffe family and to align with their values.

1. **Green** signifies growth and represents the seeds we plant in the ground that grow into new possibilities.
2. **Red** signifies passion and represents the red cliffs visited by the Ratcliffe family's Scotch-Irish ancestors.
3. **Blue** represents the blue eyes of the Ratcliffe family members.

Green

Red

Blue
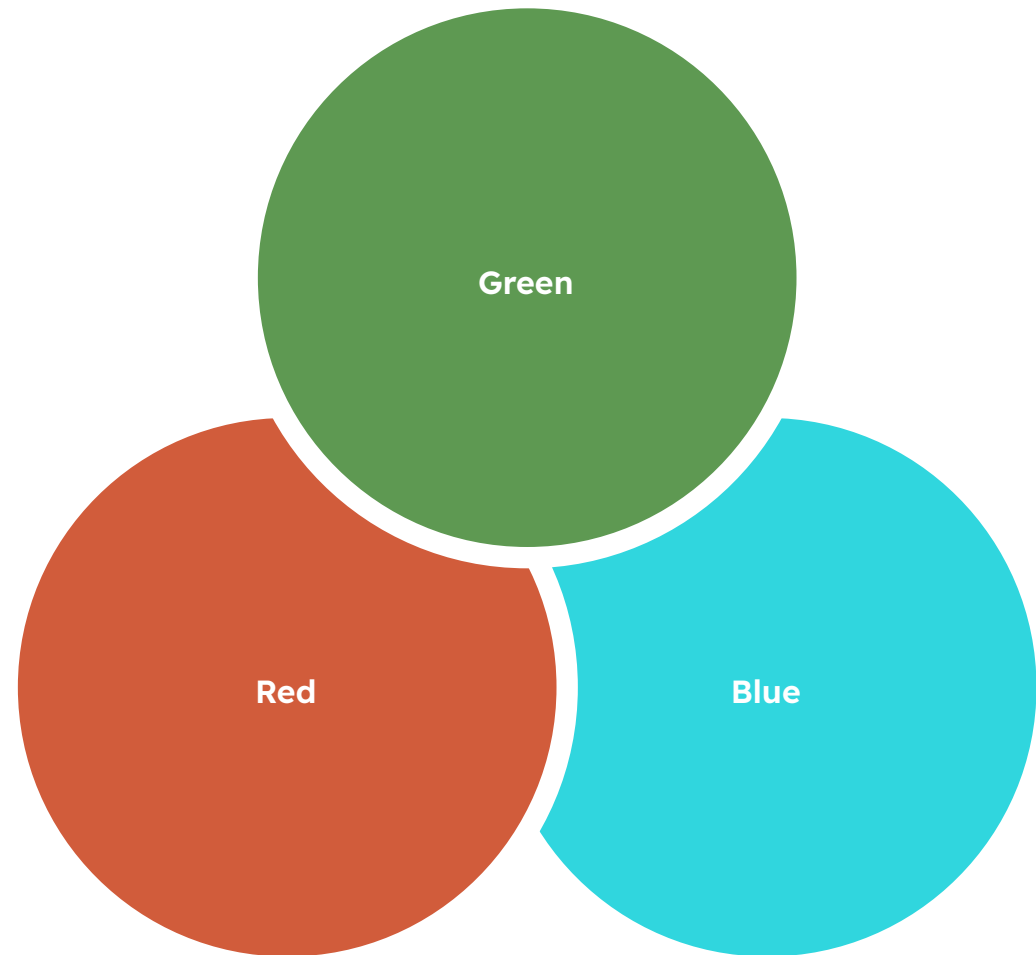
Primary Brand Colors

The logo is comprised of the two primary
brand colors: Green 700 and Gray 800.

**Ratcliffe Legacy
Foundation**

**Green
700**

HEX 4D7A40

**Gray
800**

HEX 333330

Full Brand Palette

Green 50	Green 100	Green 200	Green 300	Green 400	Green 500	Green 600	Green 700	Green 800	Green 900	Green 950
HEX F0F5ED	HEX E3F0E0	HEX C9DEC2	HEX ADCFA6	HEX 91BF87	HEX 78B069	HEX 5E9952	HEX 4D7A40	HEX 334F2B	HEX 1A2914	HEX 0D140A

Red 50	Red 100	Red 200	Red 300	Red 400	Red 500	Red 600	Red 700	Red 800	Red 900	Red 950
HEX FAEDEB	HEX F5E0D9	HEX EDC2B5	HEX E39E8C	HEX DB8066	HEX D15C3B	HEX AD4529	HEX 853621	HEX 572414	HEX 2E120A	HEX 140A08

Blue 50	Blue 100	Blue 200	Blue 300	Blue 400	Blue 500	Blue 600	Blue 700	Blue 800	Blue 900	Blue 950
HEX EDFAFC	HEX D6F7FA	HEX B5F0F2	HEX 8CE8ED	HEX 5CDEE5	HEX 30D6DE	HEX 1CB0BA	HEX 17878C	HEX 0D595C	HEX 0A2E30	HEX 051417

Yellow 50	Yellow 100	Yellow 200	Yellow 300	Yellow 400	Yellow 500	Yellow 600	Yellow 700	Yellow 800	Yellow 900	Yellow 950
HEX FCFAED	HEX FCF5DE	HEX F7E8B0	HEX F2D67D	HEX F0C94D	HEX EBBA21	HEX BF9612	HEX 91730D	HEX 614D0A	HEX 2E2405	HEX 171205

Gray 50	Gray 100	Gray 200	Gray 300	Gray 400	Gray 500	Gray 600	Gray 700	Gray 800	Gray 900	Gray 950
HEX F2F2F2	HEX E5E5E5	HEX CCCCCC	HEX B5B2B0	HEX 9C9996	HEX 82807D	HEX 696663	HEX 4F4D4A	HEX 333330	HEX 1A1A1A	HEX 0D0D0D

White	Black
HEX FFFFFF	HEX 000000

Collateral

Business Cards

Ryan C. Ratcliffe
President
Founding Board Member

(979) 676 – 6100
Ryan@RatcliffeLegacy.org

Empowering People. Advancing the common good.

Shirts

Totes