



# Ratcliffe Legacy Foundation

**Brand Guidelines**

# 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**

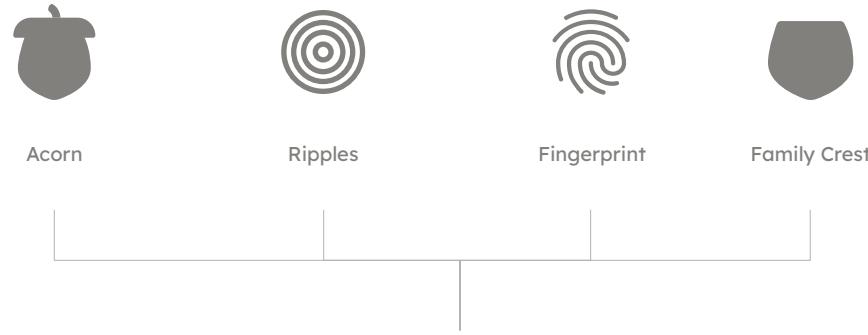
**Empathetic**

**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.



# Ratcliffe Legacy Foundation

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# Logo

**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



LOGO

## Horizontal Logo



Ratcliffe Legacy  
Foundation

Two Lines of Text



Ratcliffe  
Legacy  
Foundation

Three Lines of Text

## Vertical Logo



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

## 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

LOGO

## Brandmark

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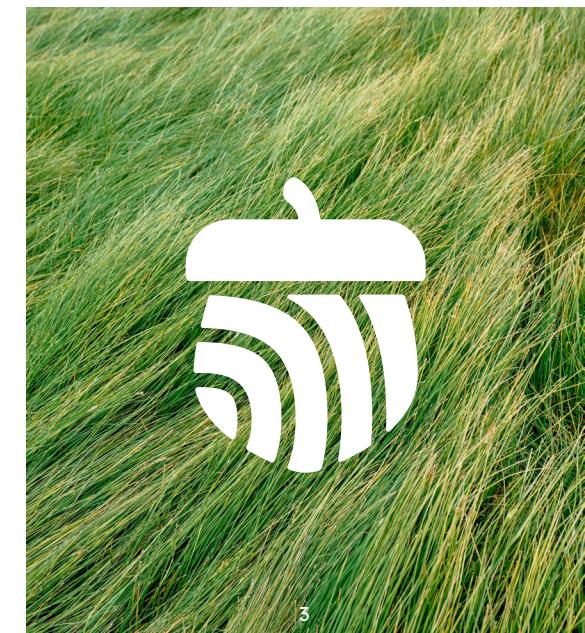


## LOGO

# Color Variations

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

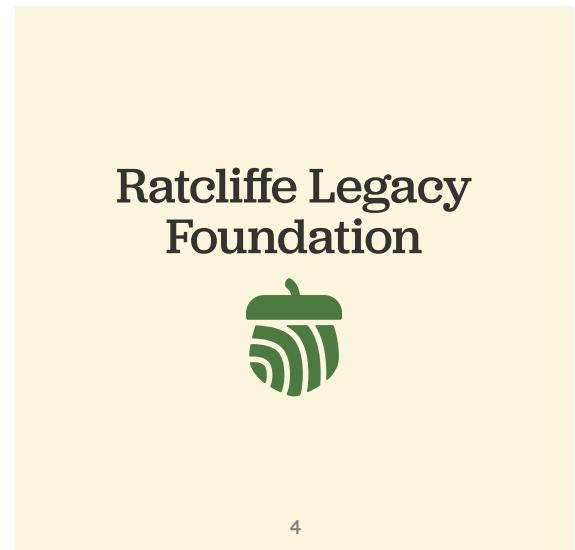
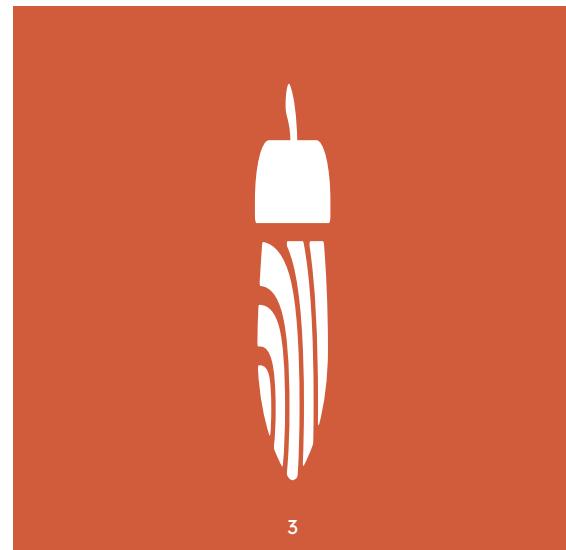
1. **Light Backgrounds:** When the logo is shown on light-colored, solid backgrounds, use the default version of the logo.
2. **Dark Backgrounds:** When the logo is shown on dark-colored, solid backgrounds, use the white version of the logo.
3. **On Image Backgrounds:** When the logo is shown over images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



## 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 mission is  
helping people  
help each other.

[RatcliffeLegacy.org](http://RatcliffeLegacy.org)

GRAPHICS

## 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.



# 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**

## TYPOGRAPHY

# 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
<b>OVERLINE</b>	Lexend	SemiBold	All Caps	5%

## TYPGRAPHY

### Type Application

Lexend

WHAT WE DO

# Helping People Help Each Other

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 story.

Jubilat

Lexend

[RatcliffeLegacy.org](http://RatcliffeLegacy.org)

## Fallback Fonts

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### 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.

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### 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.

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### 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.

Jubilat  
Lexend

Hepta Slab  
Lexend

Georgia  
Arial

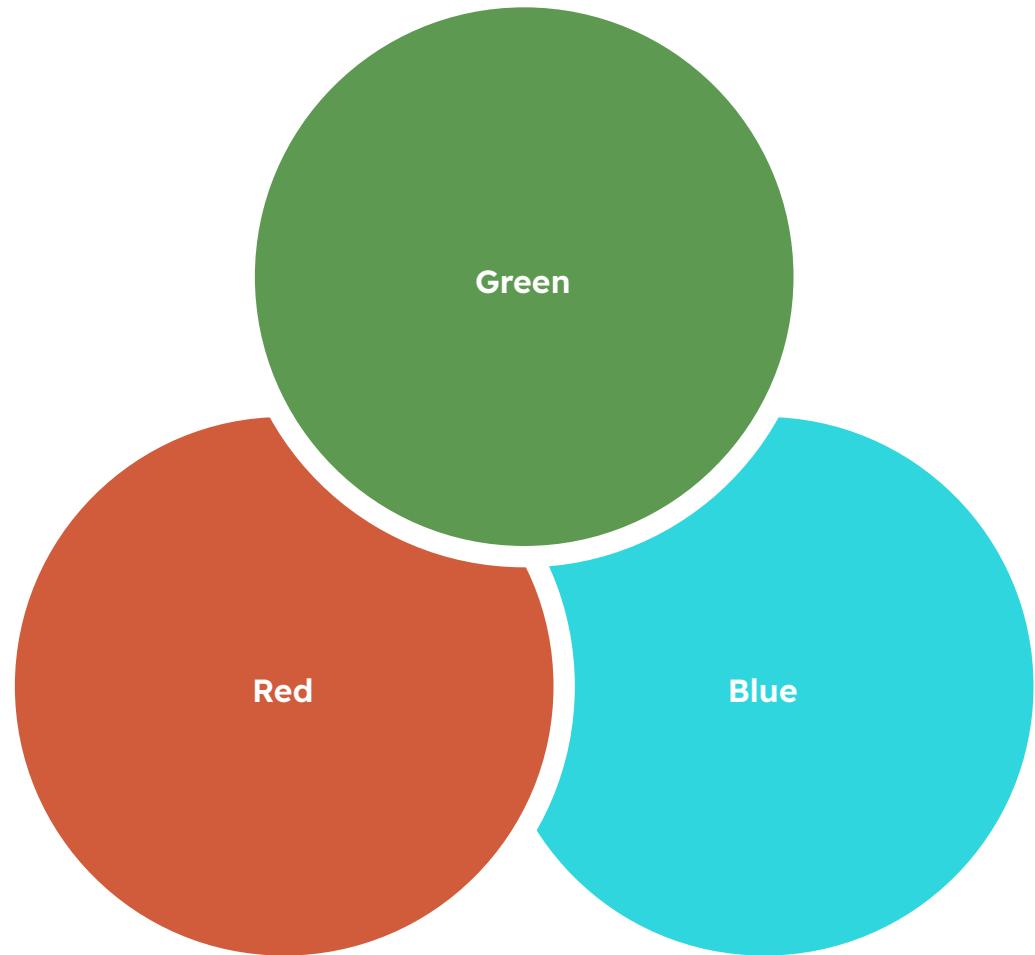
# Color

## 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.



COLOR

## Primary Brand Colors

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



**Green  
700**  
HEX 4D7A40

# Ratcliffe Legacy Foundation



**Gray  
800**  
HEX 333330

## COLOR

# Full Brand Palette

<b>Green</b> <b>50</b> HEX F0F5ED	<b>Green</b> <b>100</b> HEX E3F0EO	<b>Green</b> <b>200</b> HEX C9DEC2	<b>Green</b> <b>300</b> HEX ADCFA6	<b>Green</b> <b>400</b> HEX 91BF87	<b>Green</b> <b>500</b> HEX 78B069	<b>Green</b> <b>600</b> HEX 5E9952	<b>Green</b> <b>700</b> HEX 4D7A40	<b>Green</b> <b>800</b> HEX 334F2B	<b>Green</b> <b>900</b> HEX 1A2914	<b>Green</b> <b>950</b> HEX 0D140A
<b>Red</b> <b>50</b> HEX FAEDEB	<b>Red</b> <b>100</b> HEX F5E0D9	<b>Red</b> <b>200</b> HEX EDC2B5	<b>Red</b> <b>300</b> HEX E39E8C	<b>Red</b> <b>400</b> HEX DB8066	<b>Red</b> <b>500</b> HEX D15C3B	<b>Red</b> <b>600</b> HEX AD4529	<b>Red</b> <b>700</b> HEX 853621	<b>Red</b> <b>800</b> HEX 572414	<b>Red</b> <b>900</b> HEX 2E120A	<b>Red</b> <b>950</b> HEX 140A08
<b>Blue</b> <b>50</b> HEX EDFAFB	<b>Blue</b> <b>100</b> HEX D6F7FA	<b>Blue</b> <b>200</b> HEX B5F0F2	<b>Blue</b> <b>300</b> HEX 8CE8ED	<b>Blue</b> <b>400</b> HEX 5CDEE5	<b>Blue</b> <b>500</b> HEX 30D6DE	<b>Blue</b> <b>600</b> HEX 1CB0BA	<b>Blue</b> <b>700</b> HEX 17878C	<b>Blue</b> <b>800</b> HEX 0D595C	<b>Blue</b> <b>900</b> HEX 0A2E30	<b>Blue</b> <b>950</b> HEX 051417
<b>Yellow</b> <b>50</b> HEX FCFAED	<b>Yellow</b> <b>100</b> HEX FCF5DE	<b>Yellow</b> <b>200</b> HEX F7E8B0	<b>Yellow</b> <b>300</b> HEX F2D67D	<b>Yellow</b> <b>400</b> HEX F0C94D	<b>Yellow</b> <b>500</b> HEX EBBA21	<b>Yellow</b> <b>600</b> HEX BF9612	<b>Yellow</b> <b>700</b> HEX 91730D	<b>Yellow</b> <b>800</b> HEX 614D0A	<b>Yellow</b> <b>900</b> HEX 2E2405	<b>Yellow</b> <b>950</b> HEX 171205
<b>Gray</b> <b>50</b> HEX F2F2F2	<b>Gray</b> <b>100</b> HEX E5E5E5	<b>Gray</b> <b>200</b> HEX CCCCCC	<b>Gray</b> <b>300</b> HEX B5B2B0	<b>Gray</b> <b>400</b> HEX 9C9996	<b>Gray</b> <b>500</b> HEX 82807D	<b>Gray</b> <b>600</b> HEX 696663	<b>Gray</b> <b>700</b> HEX 4F4D4A	<b>Gray</b> <b>800</b> HEX 333330	<b>Gray</b> <b>900</b> HEX 1A1A1A	<b>Gray</b> <b>950</b> HEX 0D0D0D
<b>White</b> HEX FFFFFF	<b>Black</b> HEX 000000									

# Collateral

## Business Cards



**Ryan C. Ratcliffe**

President  
[ryan@ratcliffelegacy.org](mailto:ryan@ratcliffelegacy.org)  
(979) 676 – 6100

COLLATERAL

## Shirts



## Totes

