

LOGOS

The Bend Sustainability Fund logo is horizontal and has a standard version for use on light backgrounds and a reversed version for use on dark backgrounds. Do not stretch, overcrowd, excessively space, or manipulate the logo. Logos that are approved for use can be [found in this shared folder](#). See complete brand guidelines for usage rules.

Standard:



Reversed (on dark background for visibility):



FONTS

These are the approved fonts to use on all Visit Bend print marketing and operational collateral, including materials for the Bend Sustainability Fund. They should also be used for all digital advertisements, video credits, and signage. Do not stretch, overcrowd, excessively space, or manipulate fonts. See Rule No. 1, below.

MONTSERRAT REGULAR, **SEMI-BOLD**, **BOLD**, & **BLACK**

Use for titles and headers, typically all caps. It may also be used as an accent font that is not the main copy block.

EB Garamond Regular & *Italic*

Use for copy blocks and regular text.

COLORS

These are the approved colors to use on all Visit Bend marketing, sales, and operational collateral, including the website. Midnight Blue is the primary color, the other three are accent colors.



MIDNIGHT BLUE

Hex: 213037
R:33 / G:48 / B:55
C:83 / M:66 / Y:57 / K:57



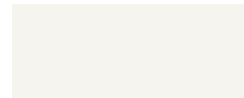
CASCADE SKY

Hex: 0099B3
R:0 / G:153 / B:179
C:80 / M:22 / Y:24 / K:0



PONDEROSA

Hex: 4B6031
R:75 / G:96 / B:49
C:22 / M:0 / Y:49 / K:62



SUMMER SNOW

Hex: F5F3ED
R:245 / G:243 / B:237
C:3 / M:2 / Y:5 / K:0



HIGH DESERT GOLD

Hex: BF9600
R:191 / G:150 / B:0
C:26 / M:38 / Y:100 / K:3

RULE No. 1

Any placement of the BSF logo should be approved by the Visit Bend marketing department. If you are not confident you can follow the visual or communication guidelines, ask a member of the marketing team to help with your design.