

# BEND SUSTAINABILITY FUND (BSF) VISUAL GUIDELINES

## LOGOS

BSF logo should be used on all BSF-related collateral and should be given to all grantees for use on funded project collateral. Logos can be found on the server: BSF/BSF LOGO.

PRIMARY



REVERSE



## FONTS

These are the approved fonts to use on all BSF marketing, sales, and operational collateral, including digital advertisements, video credits, and signage. Do not stretch, overcrowd, excessively space, or manipulate fonts. See Rule No. 1.

PRIMARY – These are on the server in Marketing -> Branding -> Fonts. Fonts should be installed on your computer. (If you use Adobe Creative Cloud, install Acumin Variable Concept.)

**HEADERS: ACUMIN VARIABLE CONCEPT WIDE BLACK**

**SUB-HEADERS: ACUMIN VARIABLE CONCEPT CONDENSED SEMI-BOLD**

Copy: Acumin Variable Concept Regular

ALTERNATIVE GOOGLE FONTS – These can be downloaded from [fonts.google.com](https://fonts.google.com)

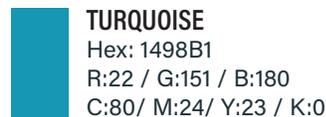
**HEADERS: WORK SANS EXTRA BOLD**

**SUB-HEADERS: ROBOTO CONDENSED MEDIUM**

Copy: Roboto Regular

## COLORS

These are the approved colors to use on all BSF marketing, sales, and operational collateral.



## RULE NO. 1

Items that face the public (brochures, marketing collateral, signage, swag, notices, etc.) should not leave the office, or be displayed in the Visitor Center, without approval of the 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.