



STAIRWAY FOUNDATION INC.  
*a learning and resource center for children's rights*

## BRAND GUIDELINES

### **The Stairway Project**

Brgy. Aninuan Puerto Galera Oriental  
Mindoro 5203  
Philippines

email: [info@stairwayfoundation.org](mailto:info@stairwayfoundation.org)  
mobile + 63 917 843 1922

<http://www.stairwayfoundation.org>



## Typeface

Stairway Foundation's primary typeface is Georgia and Aparajita for the organization's name and Alexa for the tagline. It should be used every time it is available

Georgia

Aparajita

Alexa

## Color Palette



Pantone DS 73-1 C

HEX  
#E41D25

RGB  
228 / 29 / 37

CMYK  
2 / 100 / 100 / 1



Pantone DS 9-4 C

HEX  
#F3C929

RGB  
243 / 201 / 41

CMYK  
5 / 19 / 94 / 0



HEX  
#000000

RGB  
0 / 0 / 0

CMYK  
0 / 0 / 0 / 100

HEX  
#FFFFFF

RGB  
255 / 255 / 255

CMYK  
0 / 0 / 0 / 0

## Incorrect Usage

The logotype cannot be altered or redrawn in any other way.



DON'T use colors inconsistent  
with brand standards



DON'T replace typeface  
or change character case



DON'T distort, stretch or add  
effects to the logo in any way



DON'T rotate logo

## Clear Zone

The minimum required clear space around the logo must be equal to the x-height of the lower case letters in the logo



## Color Guide

### Full color

The full color - positive logotype is the preferred version and should be used wherever possible

### Monochrome

Whenever there is a limited number of colors available for reproduction, or the quality of color is questionable, choose the monochrome version.

### Minimum Size

To preserve legibility, the logotype should never be printed smaller than 1" in height and should never appear at less than 72px in digital formats.

## Typography

### Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789\* / 0123456789

### Aparajita

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789\* / 0123456789

### Alexa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789\* / 0123456789

## Full Color



## Monochrome



## No Slogan



## Color Palette



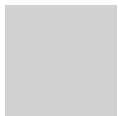
Pantone DS 61-1 C

HEX  
#D73521RGB  
215 / 53 / 33CMYK  
10 / 93 / 100 / 1

Pantone DS 24-6 C

HEX  
#DDBF9ARGB  
221 / 191 / 154CMYK  
13 / 24 / 41 / 0

Pantone DS 30-4 C

HEX  
#CFA36ERGB  
207 / 163 / 110CMYK  
19 / 36 / 64 / 1

Pantone DS 68-8 C

HEX  
#D2D2D2RGB  
210 / 210 / 210CMYK  
17 / 13 / 13 / 0

Pantone DS 325-3 C

HEX  
#6A6A6ARGB  
106 / 106 / 106CMYK  
59 / 50 / 50 / 18

## Typography

Stairway Foundation's primary webfont is Ubuntu Bold for Headings and Ubuntu for all other texts. It should be used every time it is available

### Ubuntu

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789\* / 0123456789

### Ubuntu

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
0123456789\* / 0123456789

## PROGRAMS

Residential Program

Community Assistance

Youth for Change Camps

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## Web Elements

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