HEIFER®
INTERNATIONAL

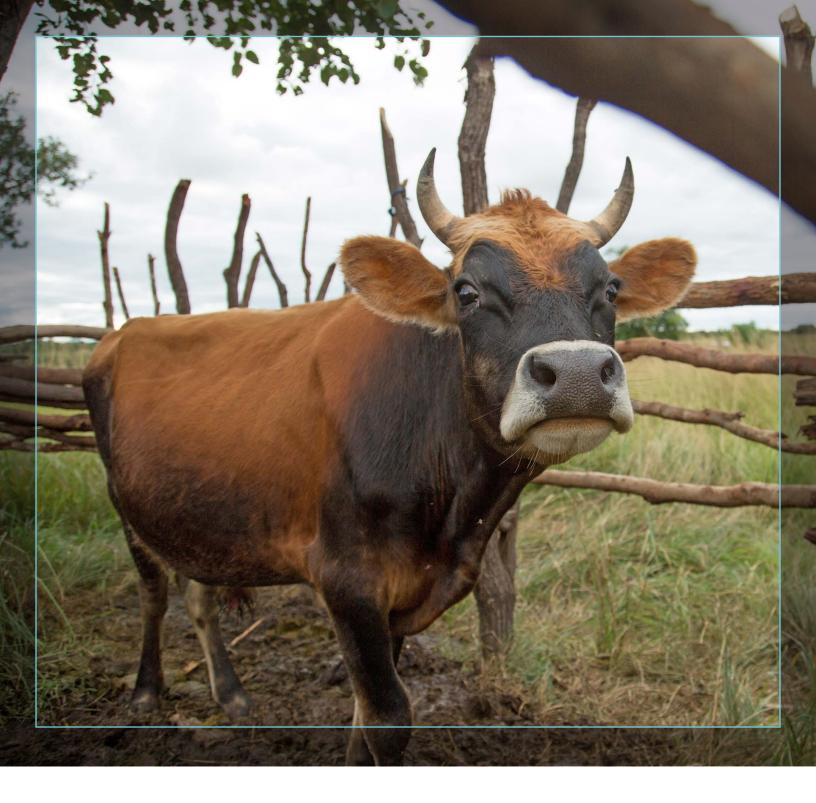# BRAND
GUIDELINES
2020

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PURPOSE

This guide has been created to help protect, nurture and grow the Heifer International brand value. It is a set of guidelines intended for anyone who is helping to express the Heifer global brand. All Heifer-branded entities have agreed to abide by the brand guidelines as part of their agreement with Heifer International.

We are all ambassadors of Heifer's brand. It is important to remain consistent in all visual aspects of our brand. We appreciate your efforts to follow these standards and to maintain a consistent visual identity, and we look forward to working with you to present a cohesive voice for Heifer International.

NOTE

If you have questions or comments about this standards guide, please **Ask a Brand Expert** on *The Corral*, Heifer's intranet.

LOGO AND
USAGE

Heifer International works with a wide network — partners, volunteers, donors and a global employee base — to create a world without hunger and poverty.

The logo features the cow, as livestock is central to our work. The jumping cow shows forward thinking and movement. Heifer is an organization of action, and the symbol is representative of that. The simplicity of the logo expresses the sincerity of our mission, to create a world free of hunger and poverty through the power of livestock and community.

This set of guidelines shows you how to use Heifer's logo and apply it within communications and marketing. Access logos through *The Corral*, Heifer's intranet.

LOGO AND USAGE

The following section outlines the framework and proper usage of the Heifer International logo for all entities within the organization. The consistent use of our logo and trademarks in communications ensures the strength, stability and recognition of the Heifer International brand worldwide.

When used correctly and appropriately, the elements of our brand convey a sense of the organization's quality and increase public awareness of our mission and achievements. Access logos for download through *The Corral,* Heifer's intranet.

SMALLEST LOGO SIZE ALLOWED

The smallest size allowed is 0.875" for the vertical format and 1.5" for the horizontal format. Anything smaller than these sizes will affect the visual integrity of the logo and make the logotype difficult to read.

0.875"

1.5"

EXTENDED LOGOS AND USAGE

All Heifer-branded entities are authorized to use extensions of the global logo. These are called extended logos and include a signature line for customized identification to accommodate each entity's name. The extended version of the trademarked logo is to be used as the visual identity of a Heifer-branded entity.

The arrangement order of the logo elements and its proportions may not be altered.

Please note that all Heifer-branded entities may use the extended logos at their own discretion, in accordance with the policies and practices outlined by their agreements with Heifer International.

The Heifer International global logo may not be used without permission from Heifer. Access logos for download through *The Corral*. If you have any questions, please Ask a Brand Expert on *The Corral*.

SAMPLE COUNTRY PROGRAM LOGOS

SAMPLE AFFILIATE LOGO

EXTENDED LOGOS USAGE OUTSIDE THE UNITED STATES

Country program offices should use the extended version of the logo with the country name in the lower signature line.

The primary version of the Heifer International logo is English. Outside of the United States, some authorized translations of the logo may be used. For clarification on authorized logo translations, please Ask a Brand Expert on *The Corral*.

In some regions of the world, there may be a necessary business case for presenting the Heifer name in a local, non-English language. In these cases, it may be appropriate for the signature line to express the name in the local language. To discuss a translated logo, please Ask a Brand Expert on *The Corral.*

PROPER LOGO USAGE

LOGO FORMATS AND REQUIREMENTS

The symbol and the logotype "Heifer International" should not be separated. For information, please <u>Ask a Brand Expert</u> on *The Corral.*

0.25" clear space

Symbol

Logotyped

CLEAR SPACE REQUIREMENTS

To maintain the logo's visual integrity, the area surrounding the entire logo should be clear of other elements by maintaining minimum space requirements. Please maintain 0.25" of clear space around the logo at all times.

PREFERRED FORMAT

The vertical format is the preferred presentation of our logo.

ALTERNATIVE FORMAT

Only use the horizontal logo if space is an issue.

UNACCEPTABLE LOGO USAGE

The logo should not be modified, altered or corrupted in any manner. Do not use a screen grab of a Heifer logo from an internet image search; download all logos from *The Corral*. Do not alter the logo in any of the following ways.

Outline the logo

Redraw the logo

Use a multicolor logo

Compress the logo

Stretch the logo

Remove parts of the logo

Use tagline in place of country program name

Rotate or change orientation of the logo

Place logo on top of a busy background or pattern

Use any previous Heifer marks or logo other than the current trademarked version

Add effects like shadows, dimensions or gradients to the logo

Violate the logo clear space with graphic elements, type or paper edges

Change or alter color of the logo

Add elements to the logo

Use all lowercase letters or improper font

PROPER LOGO COLOR

When possible, use the Grand Blue color logo on a white background or on a light color background. When printing in black and white, the all-black logo should be used to avoid printing in grayscale. If the background is dark or color, use the white logo.

Grand Blue

Black

White

Please note that other colors from the color palette should not be used to reproduce the logo. Some examples are shown below.

IDENTIFIERS

Heifer International has one logo. When a program has a graphic element that is used to represent it, this is referred to as a program identifier.

Identifiers are presented in a logo lockup. This reinforces that these are Heifer International programs and may not be translated to other languages. The identifiers should be used in either black or white.

PROGRAM IDENTIFIERS

HEIFER®
INTERNATIONAL
Friends of Heifer®

HEIFER®
INTERNATIONAL
Partners in Hope

HEIFER®
INTERNATIONAL
Heifer Village

HEIFER®
INTERNATIONAL
Heifer Urban Farm

Heifer hosts several events each year. While most events held at Heifer Village and Urban Farm have their own special designs, three events have their own identifiers. These events are Feast in the Field, Urban Farm Fest and Goat Yoga.

These special event identifiers do not need to be in a logo lockup with Heifer's main logo. These identifiers can be used independently or together as long as the Heifer logo is on the marketing collateral. For the 2020 events, the event identifiers will remain the same lime green branding as 2019.

FEAST
in the
FIELD

Urban Farm
FEST

GOAT
YOGA

HEIFER MARKS AND TRADEMARKS

Heifer International has a number of trademarked words and phrases. It is necessary to use the trademark symbol on first reference of each of these terms to denote our ownership and to prevent others from using the same phrases. Below is a list of common trademarked terms.

- Animal Crackers®

- EADD®

- East Africa Dairy Development®

- Gift Ark®

- Fill in the Ark®

- Friends of Heifer®

- Heifer Global Network®

- Heifer International®

- Heifer Village®

- "Not a Cup...But a Cow"®

- Passing on the Gift®

- Read to Feed®

- The Most Important Gift Catalog in the World®

EXAMPLE

> To help you collect funds and communicate about your success with Read to Feed®, you can create your own fundraising page. You can customize it with pictures, share stories about your class and set your goals. You'll find tools to help you communicate via email and social media to recruit team members to help your students raise funds for your Read to Feed campaign. It only takes a few minutes to get started.

HEIFER/OJSC
PROJET DE
COOPERATIVE DE
PÊCHE DE
LA SAVANE
DES CAYES
FINANCE PAR: HEIFER-HAITI
EXECUTE PAR: OJSC

FONT AND
TYPOGRAPHY

FONT GUIDELINES

Typography is an integral part of our visual identity. To ensure that our brand grows to reach its full potential, it is essential that all communications have a consistent look and appearance, including font choice and usage. Fonts have a personality and should be used according to the mood you wish to convey. The fonts chosen contribute to helping Heifer feel more sophisticated and established.

Serif fonts, characterized by decorative accents on the end strokes of each character, communicate our shared humanity. Sans serif fonts show the practical and tactical nature of our work.

Fonts chosen were based on universal usability and compatibility with both Macintosh and Windows operating systems.

TIP: **When creating a presentation that will be displayed on a different computer from your own, use Arial or Georgia because these fonts are standard on all computers.**

Heifer has two serif fonts — **Museo Slab** and **Georgia**. These fonts help convey a sense of history and experience. Museo Slab is a purchased font that is highly legible and conveys strength and boldness yet is warm and friendly. Georgia is a universal font and should be used when Museo Slab is not available or appropriate.

Heifer has two san serif fonts — **Montserrat** and **Arial**. Montserrat is a modern geometric typeface that scales up or down well while maintaining its legibility. It feels clean, and its generous letter-spacing has a refined and inspirational quality. Arial is a universal font and should be used when Montserrat is not available or appropriate.

NOTE

The Heifer International logo contains customized typography and is not a font. The lettering is used exclusively in our logo to preserve the distinct visual identity and prominence in design.

TIP: The Montserrat font family runs larger than other fonts, so you may want to try a smaller font size when using Montserrat.

When using text, headlines should be large, easy to read and hard to miss. Bold typefaces are strategically placed to convey emphasis. When choosing which font to use, think through these factors:

- **READABILITY OF THE PIECE**
  If the piece is text heavy, a serif font may help your audience read your piece better and faster. Serif fonts are popular in books, magazines and newspapers.

- **USAGE**
  A san serif font works well in pieces with shorter text or pieces that have a more liberal design approach.

- **AUDIENCE**
  San serif fonts may be better for younger children, young readers or people with certain visual impairments because of their simplified letterform.

- **COLOR AND OTHER TYPE TREATMENTS**
  Subtle serif strokes can be hard to print on busy backgrounds. Choose either a font with sturdy serifs or use a sans serif font.

NOTE

The website uses Libre Baskerville as its serif typeface, primarily in headers, captions and statistics.

Please see the Digital Style Guide on *The Corral* for additional information.

SERIF FONTS

Museo Slab Family consists of 12 fonts ranging from thin, italic and extra bold. Below are examples of two common serif fonts from that family that are recommended for usage.

Museo Slab 300

Pellentesque in libero quis mi pharetra accumsan in ac lacus. Quisque ullamcorper imperdiet lorem, a interdum massa mattvis elementum. Morbi ac massa lectus. Curabitur aliquam, arcu vitae adipiscing vestibulum, velit dui mollis sem, vitae sagittis lacus dolor at mi.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & *

Museo Slab 700

Pellentesque in libero quis mi pharetra accumsan in ac lacus. Quisque ullamcorper imperdiet lorem, a interdum massa mattvis elementum. Morbi ac massa lectus. Curabitur aliquam, arcu vitae adipiscing vestibulum, velit dui mollis sem, vitae sagittis lacus dolor at mi.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & *

Georgia Normal

Pellentesque in libero quis mi pharetra accumsan in ac lacus. Quisque ullamcorper imperdiet lorem, a interdum massa mattvis elementum. Morbi ac massa lectus. Curabitur aliquam, arcu vitae adipiscing vestibulum, velit dui mollis sem, vitae sagittis lacus dolor at mi.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & *

Georgia Bold

Pellentesque in libero quis mi pharetra accumsan in ac lacus. Quisque ullamcorper imperdiet lorem, a interdum massa mattvis elementum. Morbi ac massa lectus. Curabitur aliquam, arcu vitae adipiscing vestibulum, velit dui mollis sem, vitae sagittis lacus dolor at mi.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & *

SAN SERIF FONTS

Montserrat consists of 36 fonts including thin, regular and bold versions. Below are examples of two common fonts that are recommended for usage.

Montserrat Regular

Pellentesque in libero quis mi pharetra accumsan in ac lacus. Quisque ullamcorper imperdiet lorem, a interdum massa mattvis elementum. Morbi ac massa lectus. Curabitur aliquam, arcu vitae adipiscing vestibulum, velit dui mollis sem, vitae sagittis lacus dolor at mi.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & *

Montserrat Bold

Pellentesque in libero quis mi pharetra accumsan in ac lacus. Quisque ullamcorper imperdiet lorem, a interdum massa mattvis elementum. Morbi ac massa lectus. Curabitur aliquam, arcu vitae adipiscing vestibulum, velit dui mollis sem, vitae sagittis lacus dolor at mi.

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & ***

Arial Regular

Pellentesque in libero quis mi pharetra accumsan in ac lacus. Quisque ullamcorper imperdiet lorem, a interdum massa mattvis elementum. Morbi ac massa lectus. Curabitur aliquam, arcu vitae adipiscing vestibulum, velit dui mollis sem, vitae sagittis lacus dolor at mi.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & *

Arial Bold

Pellentesque in libero quis mi pharetra accumsan in ac lacus. Quisque ullamcorper imperdiet lorem, a interdum massa mattvis elementum. Morbi ac massa lectus. Curabitur aliquam, arcu vitae adipiscing vestibulum, velit dui mollis sem, vitae sagittis lacus dolor at mi.

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & ***

TYPOGRAPHY SPECIFICS

RATIO OF TYPE SIZE TO LEADING

The following are examples of type size to leading (the space between lines of type) ratios. All typography should be easy to read.

EXAMPLE 1

HEADLINE:
Montserrat Bold, 16 pt, leading 18 pt

SUBHEAD:
Museo Slab 700, 12 pt, leading 15 pt

BODY COPY:
Museo Slab 300, 10 pt, leading 13 pt

EXAMPLE HEADLINE HERE

Example subhead here

Example of body copy is here. It is recommended to make body copy no smaller than 9 pt and use at least +3 leading ratio to the size of the body copy. For example: This body copy is 10 pt and the leading (the space between lines of type) is set at 13 pt.

EXAMPLE 2

HEADLINE:
Arial Bold, 16 pt, leading 18 pt

SUBHEAD:
Georgia Bold, 12 pt, leading 15 pt

BODY COPY:
Georgia Normal, 10 pt, leading 13 pt

EXAMPLE HEADLINE HERE

Example subhead here

Example of body copy is here. It is recommended to make body copy no smaller than 9 pt and use at least +3 leading ratio to the size of the body copy. For example: This body copy is 10 pt and the leading (the space between lines of type) is set at 13 pt.

SENTENCE JUSTIFICATION

Type should be left justified and ragged right. This means text is formatted to be evenly aligned (flush) on the left side and unevenly aligned (ragged) on the right.

EXAMPLE 1

Example of left justified and ragged right type. As you can see the left of the type is flush and lines up perfectly. The right margin of this paragraph does not line up and some text lines will be longer or shorter than others.

HYPHENATION

Hyphenation is the process that divides words at the end of a line when needed. While type is formatted ragged right, hyphenation should not be used. Turning off hyphenation will make text easier to read.

GOOD BODY COPY TREATMENT

Heifer's mission is to end hunger and poverty while caring for the Earth. For more than 75 years, Heifer International has provided livestock and environmentally sound agricultural training to improve the lives of those who struggle daily for reliable sources of food and income. Heifer currently works in 21 countries, including the United States, to help families and communities become more self-reliant.

BAD BODY COPY TREATMENT

Heifer's mission is to end hunger and poverty while caring for the Earth. For more than 75 years, Heifer International has provided livestock and environmentally sound agricultural training to improve the lives of those who struggle daily for reliable sources of food and income. Heifer currently works in 21 countries, including the United States, to help families and communities become more self-reliant.

THE COLOR
PALETTE

THE COLOR PALETTE

Our approach to color helps reinforce the clarity and sophistication of Heifer's brand. This more mature palette includes rich, earthy tones.

Our design approach will see more white space. We're using color on smaller elements like thin lines and buttons to keep the design colorful and active. The strategic use of color blocks will direct attention and frames will create focus.
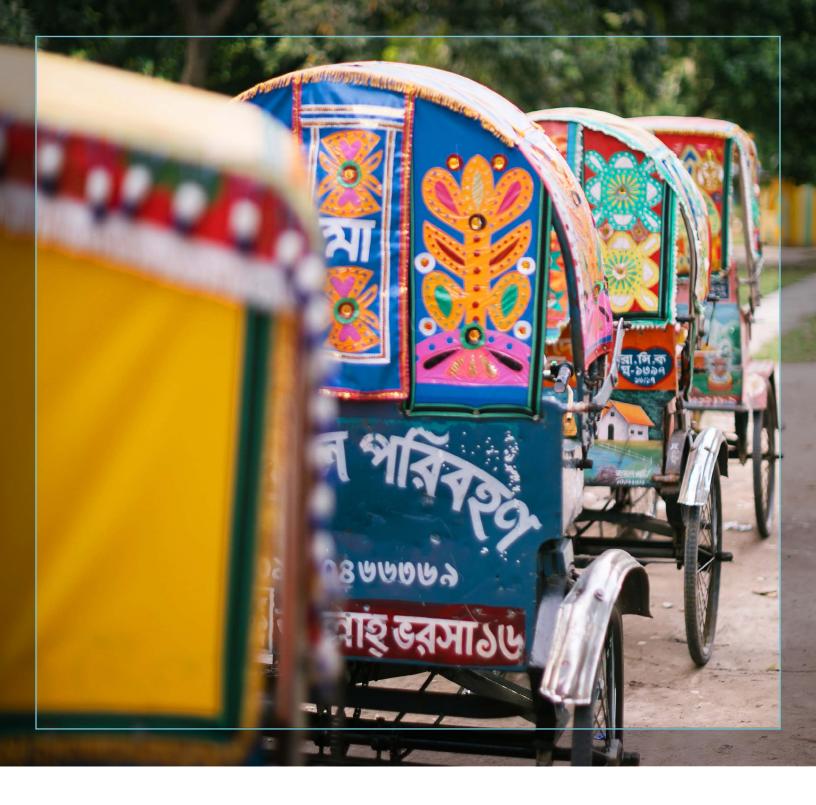
The primary colors serve as foundation colors, while the secondary colors are best used as accent colors. Heifer's photography will also naturally extend our color palette.

Please use the RGB or hex values to create digital pieces, such as PowerPoint presentations and images. Use CMYK and Pantone values for printed materials.

NOTE

Hex color values can be found in the Digital Style Guide on *The Corral*.

PRIMARY

PMS 7694	PMS 4625
C=100 M=77 Y=34 K=21 R=0 G=65 B=107	C=44 M=73 Y=80 K=59 R=80 G=44 B=30

SECONDARY

PMS 167	PMS 7736	PMS 630	PMS 135
C=18 M=79 Y=100 K=7 R=193 G=83 B=27	C=76 M=45 Y=73 K=38 R=55 G=85 B=66	C=52 M=5 Y=14 K=0 R=115 G=195 B=213	C=0 M=24 Y=76 K=0 R=255 G=197 B=87

TERTIARY

PMS 2391	PMS Warm Red	PMS Cool Gray 10	PMS Cool Gray 5
C=85 M=21 Y=11 K=13 R=0 G=129 B=166	C=0 M=87 Y=80 K=0 R=255 G=68 B=56	C=62 M=53 Y=48 K=19 R=99 G=101 B=105	C=31 M=25 Y=26 K=0 R=177 G=177 B=177

VISUAL
IDENTITY

PHOTOGRAPHY

Photography gives us the power to connect people from all walks of life through the language of visual understanding. Heifer will use four types of photography depending on the audience and motivation.

- Landscape photos will feel vast and hero-like.

- Portrait shots will help portray the grit of our project participants and add a bit of texture to their background. The participant is the focus of these photos.

- Mid-range photos of animals, farms and operations, with or without a project participant, will portray action and movement.

- Posed shots include a project participant, with or without an animal, used in many Heifer campaigns. These photos typically show a project participant or child smiling for the camera. These images may be close up or mid-range shots.

Heifer's Multimedia Guidelines outline the ethical code for visual communications, the importance of being mindful of your environment, proper photographer conduct, capturing your shot and photo documentation, along with photo submission requirements and our authorization and release form.

All Heifer photographers and videographers traveling with or on behalf of Heifer International should be familiar with our multimedia guidelines for the field. Abiding by these guidelines will help ensure that project participants are treated with respect and that their dignity is maintained throughout the production process. It will also help produce images and videos that are consistent with the Heifer brand and appropriate for promotional purposes. Signed authorization and release forms should be provided to Legal Services.

> **NOTE**
>
> Heifer's Multimedia Guidelines, including metadata requirements and an authorization form, can be found on *The Corral*.

EDITORIAL STYLE GUIDE

Consistent representation of Heifer in our brand is more than just words, colors or fonts. We share our work with a broad spectrum of audiences. To be successful, we must think about the audience first and cater our messaging to best meet the need of that specific audience.

The Heifer Editorial Style Guide contains style guidelines specific to Heifer, answers common style questions and has some exceptions to The AP Stylebook.

When you think about your use of the Heifer Editorial Style Guide, your own work and the audiences you target (internal or external), you should be consistent while seeking to inspire, educate or interest those various audiences. Style should be as consistent as possible despite differing audience types.

NOTE
The Heifer Editorial Style Guide can be found on **_The Corral_**.

DESIGN ELEMENTS

We use the following design elements to strategically show people unlocking their power and help visually tell their story. Which design elements you use will vary based on your audience, but all finished pieces should look clean and sophisticated.

- Framing devices strategically around the photo or showing people breaking their frame

- Color blocks to create a sense of depth and call out something specific

- Thin lines that help lead the reader's eye to where they should go next

- Sharp corners and hard edges — we do not use rounded photos or edges on text boxes

- Icons created with thin lines and sharp angles, so they feel more refined. Color should be used to keep them feeling warm and catch the eye. You can find pre-approved icons in the Brand Portal on the Corral.

- White space — while we typically want to fill a space with as much information as possible, don't be scared of white space and the clean look it offers

SAMPLE DESIGN

SAMPLE DESIGN

LETTERHEAD

Heifer letterhead is one of our most visible communication tools. We use it every day to communicate with a variety of audiences. It is also one of the simplest ways for us to build our visual identity.

The logo should appear on the upper left corner. The physical address with phone number and website should appear in the footer. The recommended paper stock is Neenah Royal Sundance Ultra White, Writing stock 24#. Access templates through *The Corral*.

Heifer also offers a second page letterhead for the employees to use. This does not have a logo printed in the upper left corner and should not be used without a letterhead with the Heifer logo as the first sheet.

Letterhead can be found in the workrooms at headquarters.

BUSINESS CARDS

Business cards are a representation of the brand and our business. Employees in the United States can order business cards by completing the *order form* in Laserfiche Document Library and returning it to Finance.

For international staff, you can use the business card template found on The Corral. Heifer prefers 24# Neenah Royal Sundance Ultra White paper. If that paper is not available, please *Ask a Brand Expert* on *The Corral*.

Access templates through *The Corral*.

ENVELOPES

For collateral such as notecards, greeting cards and invitations, the logo can either be used on the front of the envelope, locked up with the physical mailing address, OR on the front of the envelope with the physical mailing address on the back.

For formal mailings like tax letters, both the logo and physical address should appear locked up on the front of the envelope. Access templates through *The Corral*.

MARKETING MATERIALS

While materials will be targeted toward different audiences, all materials should have a consistent look and feel. Correct use of Heifer colors, fonts and logos within printed marketing materials is essential for strong brand identity. Access templates and logo formats on *The Corral*. If you would like help creating your collateral, please submit a request to our *Creative Services* team.

SIGNAGE

Project signage should be uniform in look and feel, and consistency is key. The logo should be prominent in the upper left, followed by funders, major partners and other pertinent information. For help creating your project sign, please submit a request to our *Creative Services* team.

WEARABLES

Heifer International is often one of many organizations present at events in the countries where we implement projects. Branded shirts can raise awareness of our work. For consistency, the Heifer logo and/or country logo should be placed on the shirt in one of three locations — the front left chest, the sleeve (centered, facing away from the body) or on the back (top center). For more information or to request design help for wearable items, please *Ask a Brand Expert* on *The Corral*.

PRESENTATIONS

Consistency is vital for brand recognition. The Heifer 101 extensive PowerPoint was designed with ALL employees in mind. Use the more than 80 slides to create presentations, tailoring it to your topic, and more importantly, your specific audience. This deck includes pre-made slides for a traditional Heifer 101 presentation, as well as additional slides that dive deeper into our work, including template slides and icons. Customizable PowerPoint templates are available on *The Corral*.

PRESS RELEASES AND MEDIA ALERTS

Press releases may be used for announcements and events. When formatting a press release, place the logo in the upper left corner of the page with the appropriate media contact information in the upper right corner. Reference the Heifer Editorial Style Guide when writing content for the organization. The guide, along with other helpful tools, can be found on *The Corral*.

Media advisories are often used for last-minute publicity. Media advisories follow a different format from press releases with the logo centered and media contact at the bottom of the page. Access templates through *The Corral*. For information, please contact *media@heifer.org*.

STANDARD BOILERPLATE

FY20 DISCLAIMER HOW YOUR GIFT IS USED

To help the greatest number of families move toward self-reliance, Heifer does not use its limited resources to track individual animals from donation to distribution. Instead, your gift supports the entirety of our mission. We use your gift where it can do the most good by combining it with the gifts of others to help transform entire communities. Our unique community development model has assisted more than 35 million families directly and indirectly since 1944 — more than 176 million men, women and children. In fiscal year 2019, we assisted 1.4 million families within our program areas. Heifer International is qualified as a charitable organization under Section 501(c)(3) of the Internal Revenue Code. Contributions to Heifer International are tax-deductible to the extent permitted by law.

FY20 BOILERPLATE COPY ON CARD OR BROCHURE

Heifer International's mission is to end hunger and poverty while caring for the Earth. For 75 years, we have provided livestock and sustainable agricultural training to struggling communities around the world. We currently work in 21 countries, including the United States, supporting local food producers to expand their businesses and earn a living income.

FY20 PRESS RELEASE

Heifer International's mission is to end hunger and poverty while caring for the Earth. For 75 years, we have provided livestock and sustainable agricultural training to struggling communities around the world. We currently work in 21 countries, including the United States, supporting local food producers to expand their businesses and earn a living income. For information, visit Heifer.org, read our blog, follow us on Facebook, on Twitter or call 888.5HUNGER (888.548.6437).

APPENDIX

GLOSSARY OF TERMS

BODY COPY FONT
The font used in the main section, or body, of a page.

BOILERPLATE
A statement used to briefly describe Heifer International in communication and marketing materials. The boilerplate is a short paragraph consisting of a few sentences concisely explaining Heifer's work.

CLEAR SPACE
The area surrounding the logo that must be clear of all other graphics, text, etc.

CMYK PROCESS COLOR
A system for determining the proper color(s) of an image by combining different amounts of four colors: cyan, magenta, yellow and black (CMYK). Offset printing presses and many digital color printers use the CMYK system to print colors.

EXTENDED LOGO
The extension of the logo that incorporates the name of a specific entity into the design.

GLOBAL LOGO
The corporate logo that does not include the name of a specific Heifer entity.

HEX COLOR CODE
A hex color code is a way of specifying color using hexadecimal values. The code itself is a hex triplet, which represents three separate values that specify the levels of the component colors. The code starts with a pound sign (#) and is followed by six hex values or three hex value pairs (for example, #AFD645). Hex colors are used primarily for digital design and Excel documents. See the Digital Style Guide on *The Corral* for additional information about Heifer's hex colors.

LOGO LOCKUP
Format in which a graphic or type is presented with the logo.

PANTONE®
Pantone Inc. is a corporation that has determined a specific code for each color. These codes are known as Pantone Matching System (PMS) colors, or simply as Pantone® colors. Many vendors will use Pantone® colors to produce apparel, signs and banners, etc.

PRIMARY COLOR
One of the two colors from the primary color palette. The primary color palette is recommended for use on documents that include the logo.

PROGRAM IDENTIFIER
A graphic identifier for a program. Program identifiers should be used in a logo lockup format. All exceptions should be approved by the Global Communications Director.

RGB COLOR
A system for determining the proper color(s) of an image by combining different amounts of three colors: red, green and blue (RGB). RGB is largely used in digital or electronic projects, such as websites.

SECONDARY COLOR
One of the four colors from the secondary color palette. The secondary color palette is recommended for small touches of color that brighten up a document.

SPOT COLOR
A color that is printed from one printing plate that contains one matched color of ink, as opposed to CMYK process. All Pantone® colors are spot colors (though not all spot colors are Pantone® colors).

TAGLINE
A short phrase that communicates the most important message about your brand identity.