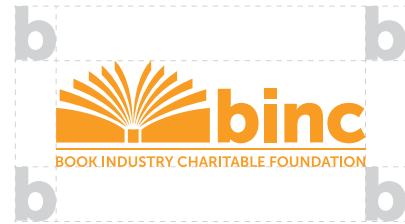




Preferred format



Preferred format



Logo should always have a minimum of one "b" height/width surrounding it.

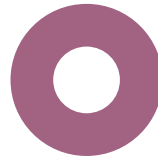
Color



CMYK: 0 • 40 • 90 • 12
RGB: R255 G158 B24
PMS: 1375 C
Hex: #de952e
Primary color



CMYK: 66 • 100 • 16 • 3
RGB: R116 G41 B124
PMS: 259 C
Hex: #74297c
Secondary Color



CMYK: 38 • 70 • 31 • 4
RGB: R160 G99 B129
PMS: 688 C
Hex: #a06280
Secondary Color



CMYK: 32 • 25 • 26
RGB: R177 G177 B177
PMS: 421 C
Hex: # b0b0b0
Secondary Color

Typography

Museo Sans 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#%&*()_+

Museo Sans 100 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#%&*()_+

Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#%&*()_+

Museo Sans 700 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#%&*()_+

Foundation Name

Binc should be in title case, not in all caps.
"BINC" is incorrect.

Style Guide

Icon

In cases where Binc is known or the preferred logo will not be legible because of the scale or space available, it is acceptable to use our simplified logo or small icon or favicon.



Mission

The Book Industry Charitable Foundation's mission is to strengthen the bookselling and comic retailing communities through charitable programs that support employees and their families. The Foundation was imagined and built by booksellers and proudly continues to be their safety net. It is our vision to be a caring community of book and comic people.

Boiler Plate

The Book Industry Charitable Foundation is a 501(c)(3) nonprofit organization that coordinates charitable programs to strengthen the bookselling community. Established in 1996, the core program provides assistance to store employees and owners who have a demonstrated financial need arising from severe hardship and/or emergency circumstances. Since its inception, the organization has provided over \$9 million in financial assistance and scholarships to more than 9000+ families. Support for the Foundation's programs and services come from all sectors of the book and comic industries. The Book Industry Charitable Foundation's mission is to strengthen the bookselling and comic retail community through charitable programs that support employees and their families. The Foundation was imagined and built by booksellers and proudly continues to be their safety net. It is our vision to be a caring community of book and comic people. Additional information can be found at <http://www.bincfoundation.org>.

Social

Website: bincfoundation.org

Instagram: [thinkingbinc](https://www.instagram.com/thinkingbinc)

Twitter: [@BincFoundation](https://twitter.com/BincFoundation)

Facebook: [BincFoundation](https://www.facebook.com/BincFoundation)

Vimeo: [Binc Foundation](https://www.vimeo.com/BincFoundation)

