Logo usage guidelines

Logo usage approval is needed when co-branding. Logo cannot be used on commercial products or paired with products that suggest endorsement. Appearance should remain consistent and logo should not be modified, added to, or altered in any way.

Color

- **Primary color**
  - CMYK: 0 • 45 • 98 • 0
  - RGB: R255 G158 B24
  - PMS: 1375 C
  - Hex: #ff9e18

- **Secondary Color 1**
  - CMYK: 66 • 100 • 16 • 3
  - RGB: R160 G99 B124
  - PMS: 688 C
  - Hex: #a06280

- **Secondary Color 2**
  - CMYK: 32 • 25 • 26
  - RGB: R177 G177 B177
  - PMS: 421 C
  - Hex: #b0b0b0

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.
Boiler Plate

The Book Industry Charitable (Binc) Foundation is a 501(c)(3) nonprofit organization that coordinates charitable programs to strengthen the bookselling and comic retailing communities. Established in 1996, the core program provides assistance to bookstore and comic shop owners and their employees 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
Twitter: @BincFoundation
Facebook: BincFoundation
Vimeo: Binc Foundation
LinkedIn: Book Industry Charitable Foundation