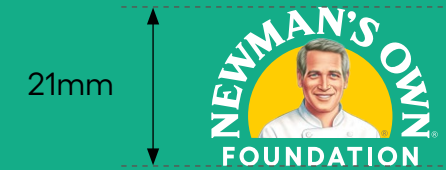


## **Our Mission**

**To Nourish and Transform  
the Lives of Children  
who Face Adversity**

## CLEAR SPACE

Clear space ensures stand out and preserves the integrity of the logo. Minimum clear space is equal to the height of 'N' in the logotype.



Minimum size

# Primary Foundation Logo

## WHEN TO USE

The Newman's Own Foundation Logo should only be used when conducting business on behalf of the foundation.

## USAGE

The Newman's Own Foundation Logo should in all instances be used with confidence and preferably centered on a colorful canvas.

## MINIMUM SIZE

A minimum size of 21mm in height applies to the logo to ensure legibility across all activations.

## LOGO ON COLOR

The Newman's Own logos are primarily seen on brand teal but can also appear on any color in the primary and secondary brand palette. See pages 5, 6.



## Limited Use Foundation Logo

### WHEN TO USE

The Newman's Own Foundation Limited Use Logo should only be used when print restrictions or space doesn't allow for use of The Primary Foundation Logo.

### USAGE

The Newman's Own Foundation Limited Use Logo should in all instances be used with confidence and preferably centered on a colorful canvas.

### CLEAR SPACE

Clear space ensures stand out and preserves the integrity of the logo. Minimum clear space is equal to the height of 'N' in the logotype.



DON'T De-construct



DON'T Add effects



DON'T Scale elements



DON'T Rotate



DON'T Add anything to Paul



DON'T Alter colour behind Paul



DON'T Alter colours



DON'T Distort



DON'T change Paul's outfit

## Logo Dont's

The examples above demonstrate incorrect uses and/or applications of the Newman's Own Primary logo. These examples apply equally to the Newman's Own Foundation Primary logo.

## **Pantone 339C**

**C-70 M-0 Y-60 K-0**

**R-0 G-179 B-136**

**HEX 00B388**

## **Pantone 116C**

**C-0 M-10 Y-100 K-0**

**R-255 G-205 B-0**

**HEX FFC000**

## **White**

**C-0 M-0 Y-0 K-0**

**R-255 G-255 B-255**

**HEX FFFFFFFF**

# **Primary Color Palette**

The primary color palette is a bright, optimistic take on the original Newman's Own colors. The Newman's Own teal is distinctive, unexpected and fresh.

Teal is complimented by a sunshine yellow, bringing a contrasting color into the primary palette. White is used for bold stand out on colorful backgrounds.

**Pantone 7683C**

C-80 M-50 Y-10 K-0  
R-66 G-109 B-169  
HEX 426DA9

**Pantone 583C**

C-35 M-0 Y-100 K-0  
R-183 G-191 B-16  
HEX B7BF10

**Pantone 177C**

C-0 M-55 Y-45 K-0  
R-255 G-128 B-139  
HEX FF808B

**Pantone 219C**

C-0 M-100 Y-0 K-0  
R-218 G-25 B-132  
HEX DA1984

**Pantone 1375C**

C-0 M-40 Y-100 K-0  
R-255 G-158 B-27  
HEX FF9E1B

**Pantone 2200C**

C-75 M-0 Y-20 K-0  
R-5 G-169 B-199  
HEX 05A9C7

**Pantone 2256C**

C-58 M-0 Y-57 K-0  
R-86 G-194 B-113  
HEX 56C271

**Pantone 1787C**

C-0 M-87 Y-72 K-0  
R-244 G-54 B-76  
HEX F4364C

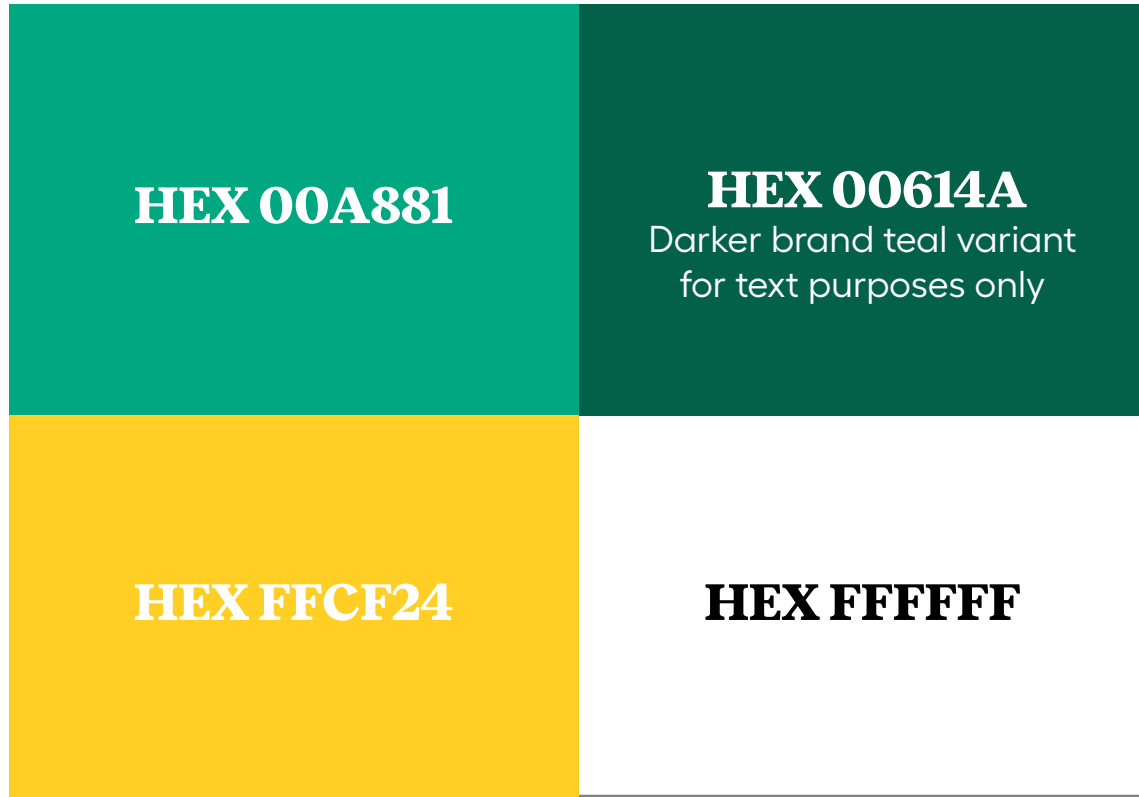
**Pantone 7677C**

C-65 M-75 Y-10 K-0  
R-111 G-80 B-145  
HEX 6F5091

**Pantone 171C**

C-0 M-64 Y-82 K-0  
R-255 G-92 B-57  
HEX FF5C39

# Secondary Color Palette



Primary Digital Palette



Secondary Digital Palette

## ADA Digital Color Palette

When picking colors for digital activations ensure to use the ADA compliant color palette. Only use this palette for website and digital comms, this palette shouldn't feature outside of a digital space.