

## Style Guide

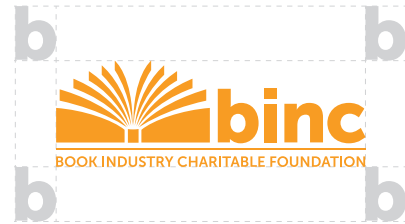
logo usage guidelines



Preferred format



Preferred format



Logo usage approval is needed when co-branding. Logo can not 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.

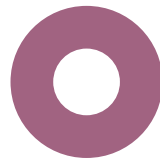
## Color



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

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### 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.



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### 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.

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### 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>.

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### Social

Website: [bincfoundation.org](http://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://vimeo.com/BincFoundation)

LinkedIn: [Book Industry Charitable Foundation](https://www.linkedin.com/company/BookIndustryCharitableFoundation)

