

Style Guide

logo usage guidelines



Preferred format



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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.

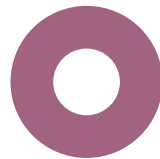
Color



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

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 (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 \$14 million in financial assistance and scholarships to more than 12,000+ people. Support for the Foundation's programs and services come from all sectors of the book and comic industries and beyond. Celebrating 30 years of book people helping book people in 2026. Learn more 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://vimeo.com/BincFoundation)

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

