



Graphics Guide

Purpose

To provide recommendations for consistent use of the LEAVE A LEGACY name and sunrise design trademarks in print, web, and broadcast communications.

LEAVE A LEGACY Campaign Materials

The logos, print advertisements and collateral materials were copyrighted and produced to promote charitable giving—not to endorse specific companies or products. Nonprofits and corporate partners should not alter the materials to present the campaign as one that supports their organization alone. Alterations to the materials lessen the impact of the campaign for its users. Please refrain from editing, deleting or adding to any photos or text within the materials. Select campaign materials do provide for appropriate customization via open data fields.

LEAVE A LEGACY Colors

The recommended LEAVE A LEGACY logo colors are green (PMS 342), cranberry (PMS 215), and yellow (PMS 130) or matching process colors.

LEAVE A LEGACY Logos

The registered LEAVE A LEGACY “mark” is a graphic depiction of a sunrise. It can be used with or without words. When used with words, center them under the sunrise. In both cases, we recommend using the logo “as is,” without modifications such as shadowing, cropping, or animation (Web). All parts of the sunrise mark should be one color. The sunrise mark should be the same color as the words, unless the words are black or the sun is yellow. Examples of accepted uses:





Logo Reverse Layout

The sunrise mark and LEAVE A LEGACY words may be reversed from a solid background of black or one of the LEAVE A LEGACY logo colors: green (PMS 342), cranberry (PMS 215), and yellow (PMS 130) or matching process colors.



LEAVE A LEGACY Program Name—General Usage

To maintain consistency in campaign branding, we recommend:

- The name of the program should appear in all capital letters.
- The ® symbol is in the superscript position immediately following the word “LEGACY.”
- In text, when the superscript ® symbol is used with the first appearance of the program name, it need not be used with subsequent references to the name.
- The ® symbol should always be used when the program name appears in headings, tables and captions.

LEAVE A LEGACY Tag Line

A tag line is any phrase that is used repeatedly to promote the sense of the brand. The official LEAVE A LEGACY tag line is “Make a Difference in the Lives that Follow.”

LEAVE A LEGACY® Typeface

The typeface is Times New Roman, bold font in all capital letters. The ® symbol immediately should follow the word “LEGACY” and should be set superscript next to the “Y.”

Local Program Customization

A geographic designation can be added below the sunrise mark, provided the name is in all capital letters and the superscript ® symbol immediately follows the word LEGACY. Geographic designation should not alter or invade the logo. Examples of invasion include placing the program name: Inside the sun, under the curved horizon line, or on the rays of the sun. Example of effective local logo:



Use of LEAVE A LEGACY Name by Partners

Corporate and nonprofit partners are asked to adhere to the LEAVE A LEGACY Graphics Guide. The materials are meant to promote charitable giving—not specific companies or products. Partners should not alter the materials to be exclusive to their own causes or services.