

# logo

## BRAND Guidelines Partner Organizations



Partner organizations may use the Future Ready Collier (FRC) logo on marketing materials.

### Guidelines:

- When using to show partnership, the FRC logo must always appear with your logo and must be secondary in size and position to your organization's brand
- The FRC logo must be reproduced in the same format provided to you
- The FRC logo proportions may not be altered and only the allowable color variations may be used
- The FRC logo must always include the **FutureMakers Coalition Partner** tagline to show collaboration with regional initiative

# color variations



# colors

purple	<p><b>CMYK:</b> C-60 M-90 Y-0 K-0  <b>RGB:</b> R-127 G-63 B-152  <b>HEX:</b> #7F3F98</p>
orange	<p><b>CMYK:</b> C-0 M-50 Y-100 K-0  <b>RGB:</b> R-247 G-148 B-30  <b>HEX:</b> #F7941E</p>
gray	<p><b>CMYK:</b> C-0 M-0 Y-0 K-80  <b>RGB:</b> R-88 G-89 B-91  <b>HEX:</b> #58585B</p>

# type

## FUTURE

Typeface: Sui Generis  
Use: Headlines and Sub-Headlines

## READY COLLIER

Typeface: Arial Regular  
Use: Body Copy

## What is Future Ready Collier?

A network of organizations, businesses, schools and community members working to ensure every child in Collier County is ready for Kindergarten, and every young person enters adulthood with a vision and plan to accomplish that vision.

Future Ready Collier is a FutureMakers Coalition Partner, and the goal of the regional coalition is to transform the Southwest Florida workforce by increasing the number of college degrees, certificates or other high-quality credentials from 27 percent to 40 percent by 2025.

## Brand Templates

Future Ready Collier brand templates for print documents and PowerPoint presentations are available to partner organizations. They must be used as provided in order to promote a consistent brand image.

## Questions?

Champions For Learning is the organization facilitating the collaboration.

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