



Brand Guidelines

This guide provides the strategic foundation for the RWNF brand and outlines key elements of the identity system and their proper use.



Compassion | Equity | Sustainability

The Ronald W. Naito MD Foundation continues Dr. Ron Naito's legacy of compassionate healing by supporting nonprofit organizations that are strengthening, protecting, and transforming our communities and our planet.

Our grants support organizations working all over the world to mitigate climate change, reduce health disparities, and build communities that are socially equitable and environmentally sustainable. We also support Oregon-based arts and education initiatives, particularly those focused on under-resourced communities.

Ronald W. Naito MD Foundation

Brand Elements: Logotype + Mark

The logo + mark is provided in two formats. The horizontal format is preferred. Use the vertical format only when available space will not accommodate the horizontal format.

HORIZONTAL (PREFERRED)



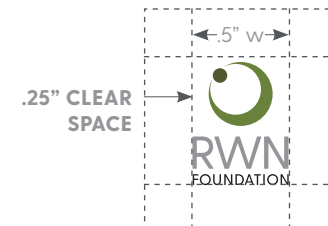
VERTICAL



RECOMMENDED MINIMUM SIZE



RECOMMENDED MINIMUM SIZE



REVERSED



REVERSED



Ronald W. Naito MD Foundation

Brand Elements: Mark

The RWN mark may be used on its own for placement on social media headers when the full logo would appear too small in the space provided. It may also be applied to promotional materials as a solo graphic.

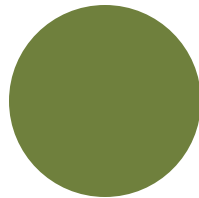


REVERSED



Ronald W. Naito MD Foundation

Brand Elements: Color Palette

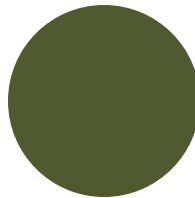


PANTONE 575 C

C 62
M 32
Y 96
K 14

R 104
G 129
B 60

68813C

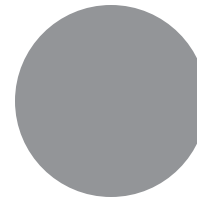


PANTONE 574 C

C 65
M 44
Y 90
K 36

R 77
G 90
B 49

4D5A31



50% BLACK

C 0
M 0
Y 0
K 50

R 145
G 149
B 152

919598

Ronald W. Naito MD Foundation

Brand Elements: Photography

All photography should be high quality, well lit and well composed.



Ronald W. Naito MD Foundation

Brand Elements: Typography

Greycliff Extra Bold should be used for titles.

Greycliff Regular should be used for large callouts and body copy.

When Greycliff is not available, Century Gothic should be used.

Tatior Sum Fuga it Que Aditempore

Itas eium rem sequas platemporest
fuga. Nequist et parchic illorpor millis
poratqui in nihiliq uaectemperum.

Musdamus voles doleniatur re

Aut autem aut ut quiscil lorum doluptatiis intiunt eaquatem volora nonsect ectatus ut velendis eni voluptatem sedistrunt eatisiniis atur, illestrum quam ut aut quo experum enitation periam aut que moditio. Iquia volorro volorem vendae sus adis reicae eume eum sim exped que corem ad modicid eliqui duciasimenda di ut faccupatitia nulleserchil magnit quam re sande volupis eturi consed quiam rerecab intur moluptas mossitatur, consequasped qui rerum voluptat.

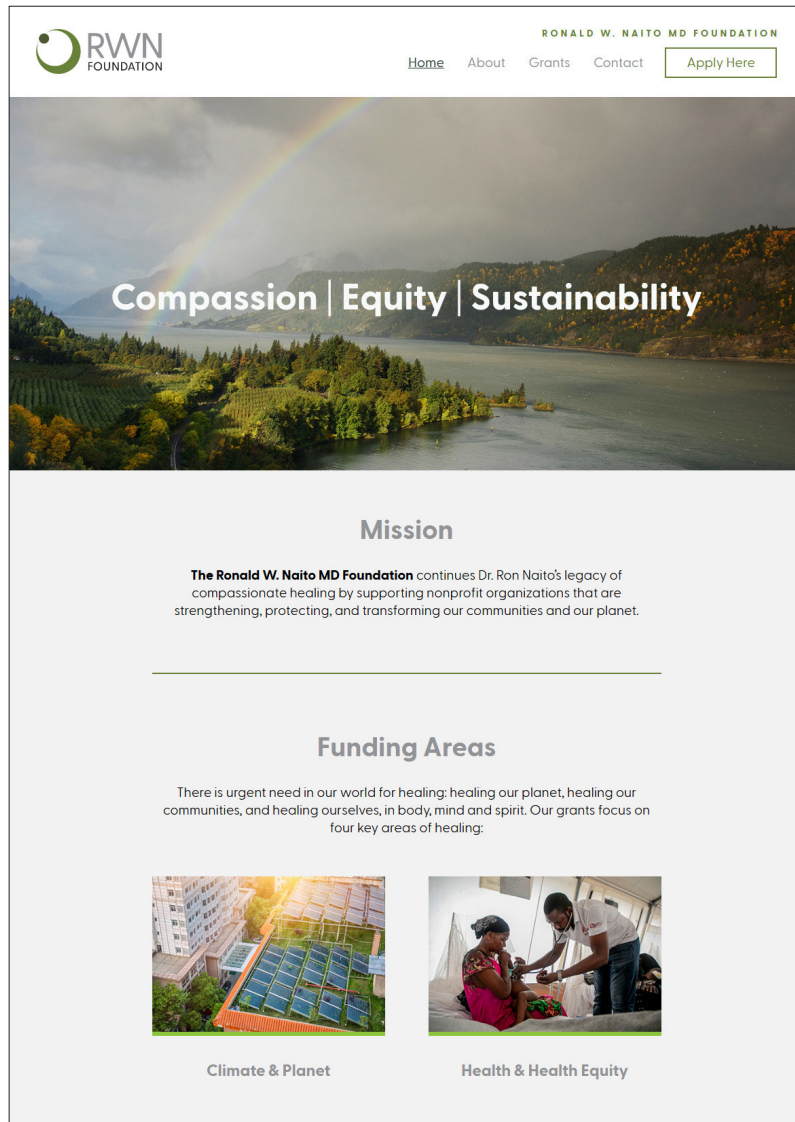
Periam aut que moditio:

- Uptur vello corrum quisitam rest, erciusae
- Si offiction nimposs inctaquia quas iur asitiatem
- Simendi tassitio maioribusae modipsapis rati

Ronald W. Naito MD Foundation

Brand Application Examples

WEBSITE



LETTERHEAD



BUSINESS CARD

