

BRANDING AND LOGO FILES

A guide to using our branding assets.

Branding

Thank you for considering use of Schumann Fund for New Jersey's logo and name online or in print.

Schumann Fund for New Jersey is our full name with no "the" at the beginning of it.

Our logo is available in six official versions. It may be reproduced only in these official versions. It should only appear horizontally. The design and colors may not be altered or substituted in any way.

Logo Files

General Use Guidelines

- Only use the approved Schumann Fund for New Jersey artwork files.
- DO NOT place the logo on busy or distracting backgrounds.
- DO NOT stretch or distort the logo proportions.
- DO NOT recreate/redraw, modify/alter, or append the logo in any way.
- DO NOT type out the organization name as a replacement for the logo.
- Ensure the logo meets the minimum required size and clearspace.

Minimum Size

Always ensure legibility when displaying the logo. As a general guide, the logo should never appear smaller than 115 pixels wide for digital use, or about 1.6 inches/40.6 mm wide for print.

Clearspace

Always avoid placing the logo in a way that appears cluttered or distracting. Appropriate clearspace ensures proper legibility and visibility.

Full Color Logos

To access full color Schumann Fund logos, [click here to download RGB files for digital use and CYMK files for printed documents.](#)

*For questions or other logo formats, contact Lauren Nance, Office Manager, at
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