

BARBARA BUSH

BRANDING GUIDELINES

MAIN
MASCOT



FONT: CENTURY GOTHIC

MASCOT



ONE COLOR MASCOT



REVERSE MASCOT



ONE COLOR MASCOT

MASCOT MISUSE



DO NOT BEND OR STRETCH



DO NOT ADD OBJECTS

COLOR

7427 C

CMYK: 0, 100, 68, 35
RGB: 151, 27, 47
HEX: #991B1E

PROCESS BLACK

CMYK: 60, 40, 40, 100
RGB: 0, 0, 0
HEX: #000000B