



CENTER FOR ARAB  
AMERICAN PHILANTHROPY

# CAAP BRANDING STANDARDS & GUIDELINES

# TYPOGRAPHY & FONT SPECIMEN

---

## Primary Font: Lissen Regular

This font is used in the logo and should be used for big headlines and titles. This font should not be used in body copy.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Secondary Font: Myriad Pro

This font should be used in body copy.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

# COLORS

## Primary Color

The primary CAAP color scheme is seen here below and is to be used as the primary scheme for all materials throughout the brand identity.



100%  
CMYK: 100/45/0/18  
RGB: 0/101/164  
#0065a4

## Secondary Colors

The secondary colors are tints of the primary color. These secondary colors are used and the logo and should be used in promotional material for color variation to show value and importance.



65%  
CMYK: 100/45/0/18  
RGB: 0/101/164  
#4d8abe

40%  
CMYK: 100/45/0/18  
RGB: 0/101/164  
#8badd3

## Complimenting Colors

These colors should only be used in material to compliment the primary and secondary colors. These colors should never be used to represent the CAAP logo.



CMYK: 67/100/11/12  
RGB: 115/33/129  
#732181

CMYK: 5/67/100/0  
RGB: 233/114/0  
#E97200

CMYK: 67/12/100/1  
RGB: 98/166/10  
#62A60A

# LOGO

## The Center for Arab American Philanthropy Logo

The CAAP logo represents people coming together to create a strong community. The pieces represent the different programs and services CAAP provides.

This imagery represents the power of giving together through CAAP while also maintaining an Arabesque aesthetic.



## Logo Coloring

The brand name 'Center for Arab American Philanthropy' should always be in CAAP's primary color. The middle tile should always be CAAP's secondary blue (65%) and bottom should always be secondary blue (40%)

## Logo Tagline

a) The tagline should always be the secondary color (65%) and be left justified with the logo. Spacing should equal the end of 'Arab' to the end of the logo to end of the bottom tile to the beginning of the tag line.

b) The middle of the tagline should be in line with the middle of the bottom tile.

a)



b)



# TGI LOGO

---

## Teen Grantmaking Initiative

Representing CAAP's youth philanthropy program, the TGI logo is meant to evoke a youthful aesthetic, while calling to mind CAAP's man logo.



## Logo Coloring

The brand name of "Teen Grantmaking Initiative" should always be in black. The TGI acronym should be in CAAPS complimenting green color.

## Logo Alignment

