



**ROBERTA
BONDAR
FOUNDATION**

BRAND GUIDELINES

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01

THE LOGO



**ROBERTA
BONDAR
FOUNDATION**



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The Logo

As an updated version of the original Roberta Bondar Foundation logo, our icon represents curiosity, engagement and the interconnectedness of nature.



02

LOGO USAGE

Logo Usage

Primary & Secondary Logos

The primary logo is structured with the icon and wordmark horizontally aligned and should be used whenever possible. If space doesn't allow for the horizontal version, a vertical logo is also available.



Horizontal Logo (Primary)

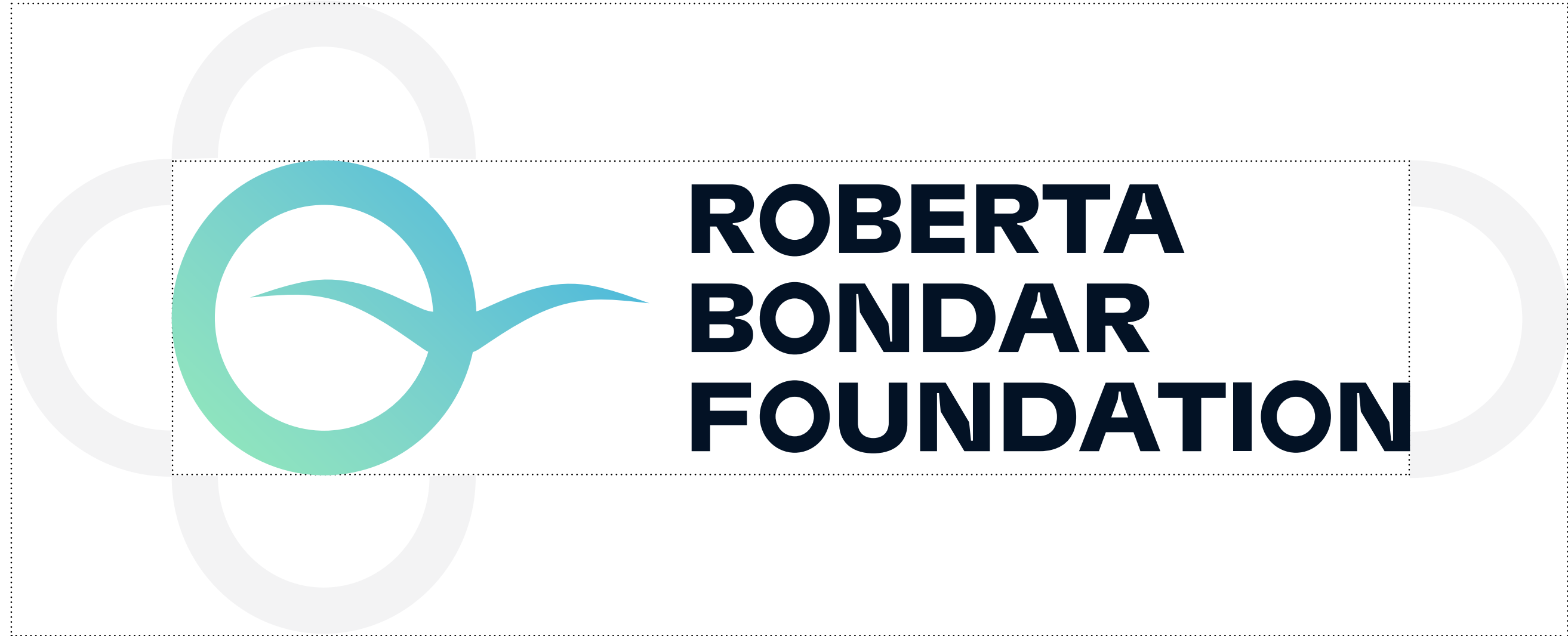


Vertical Logo (Secondary)

Logo Usage

Safe Space

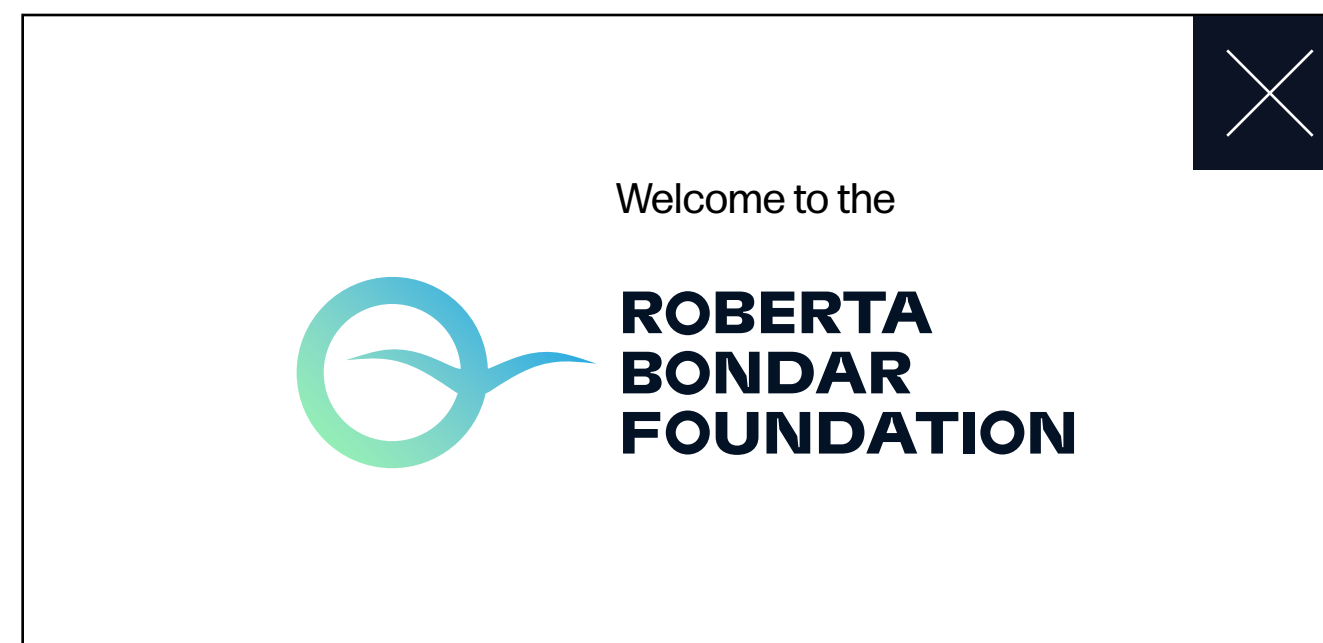
The minimum clear space around the logo is half the width of the circle within the icon.



Logo Usage

Avoid

- Avoid using the logo on a complex or light image
- Avoid using the logo on a non-brand colour background
- Avoid stretching or compressing the logo
- Avoid rotating the logo
- Avoid using the logo in a sentence
- Avoid adding effects to the logo



03

COLOUR

Colour

The Roberta Bondar Foundation colours are inspired by our natural environment. Representing sky/water and earth/plants, Light Blue and Light Green should be used as foreground colours only. Representing the vast space surrounding our planet, the Dark Blue colours should be used as background colours.

LIGHT BLUE

C 70
M 15
Y 0
K 0

#29ABE2

R 41
G 171
B 226

LIGHT GREEN

C 39
M 0
Y 40
K 0

#93EEB6

R 147
G 238
B 182

DARK BLUE 1

C 90
M 78
Y 55
K 71

#031225

R 3
G 8
B 37

DARK BLUE 2

C 82
M 69
Y 50
K 44

#2E3948

R 46
G 57
B 72

04

TYPOGRAPHY

Typography

Primary Fonts

Our Primary fonts are GT Flexa Extended Bold and Forma DJR Text Regular. GT Flexa should be used for headings and Forma for body copy.

Secondary Font

GT Alpina Fine Bold is a secondary serif font.

The Roberta Bondar Foundation responds to a recognized need within society.

GT Flexa Extended Bold

The Roberta Bondar Foundation responds to the recognized need within society to educate and improve knowledge of the environment in a way that stimulates interest, excitement, creativity, responsibility, and for some, the desire for study in this area.

Forma DJR Text Regular

The Roberta Bondar Foundation responds to the recognized need within society to educate and improve knowledge of the environment in a way that stimulates interest, excitement, creativity, responsibility, and for some, the desire for study in this area.

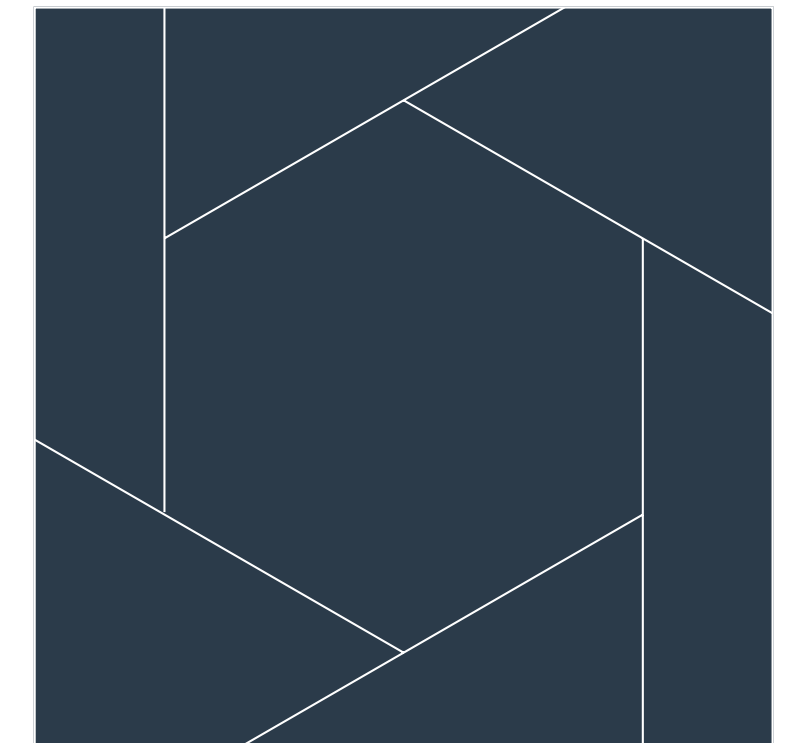
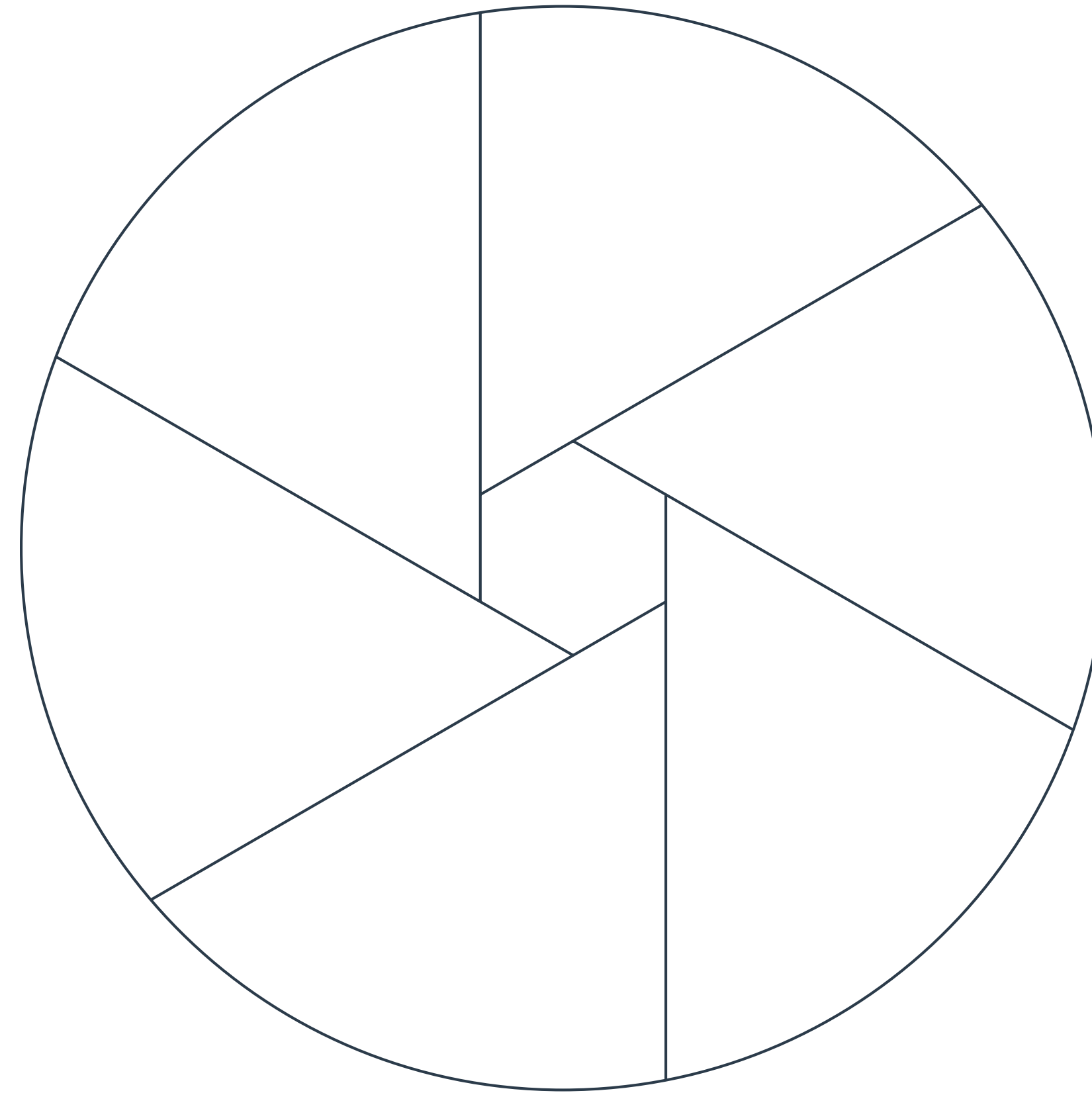
GT Alpina Fine Bold

05

THE FRAME

The Frame

Inspired by the photography work of Roberta Bondar, The Frame is a graphic system used to support the brand expression developed from the aperture of a camera. This system can be used in a variety of ways, as seen in the Examples section of this document.



06

EXAMPLES



REFRAMING THE WORLD AROUND US



The Roberta Bondar Foundation responds to a recognized need within society.



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1820 Bayview Avenue, PO Box 50202
Toronto ON M4G 0B5

info@robertabondarfoundation.com



PRESS RELEASE

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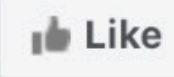
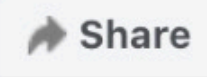
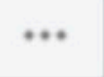
1820 Bayview Avenue, PO Box 50202
Toronto ON M4G 0B5
info@robertabondarfoundation.com

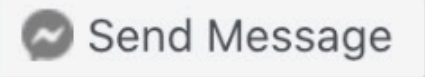


The Roberta Bondar Foundation
@TheRobertaBondarFoundation


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REFRAMING THE WORLD AROUND US


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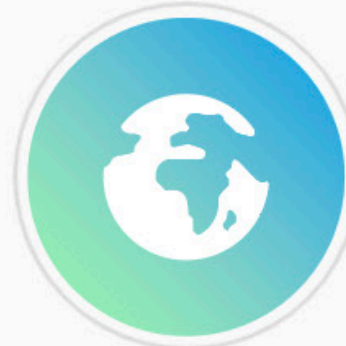

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The Roberta Bondar Foundation
Taking care of Earth. Taking care of Us. Helping people reconnect with nature through art + science 📸🌍
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linktr.ee/therobertabondarfoundation

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[#TakingCareOfEarth](#). Taking care of us.

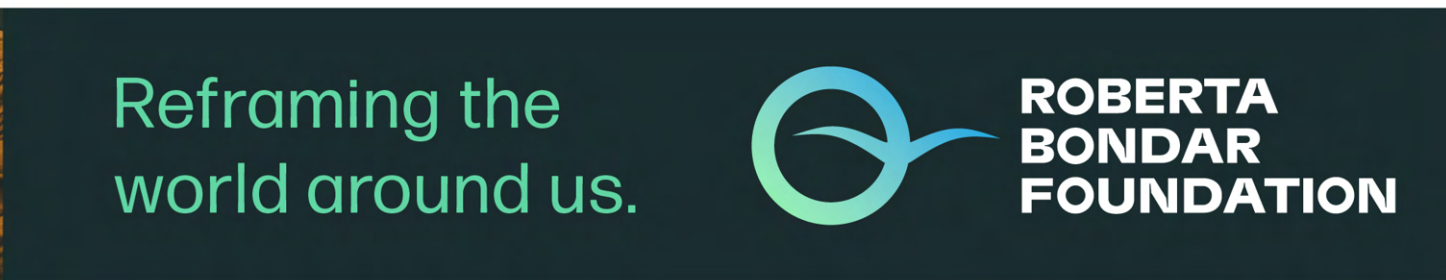
📍 Canada [🔗 therobertabondarfoundation.org](https://therobertabondarfoundation.org) 📅 Joined April 2014


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FRAME 1



FRAME 2







**REFRAMING
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The Roberta Bondar Foundation responds to the recognized need within society to educate and improve knowledge of the environment in a way that stimulates interest, excitement, creativity, responsibility, and for some, the desire for study in this area.

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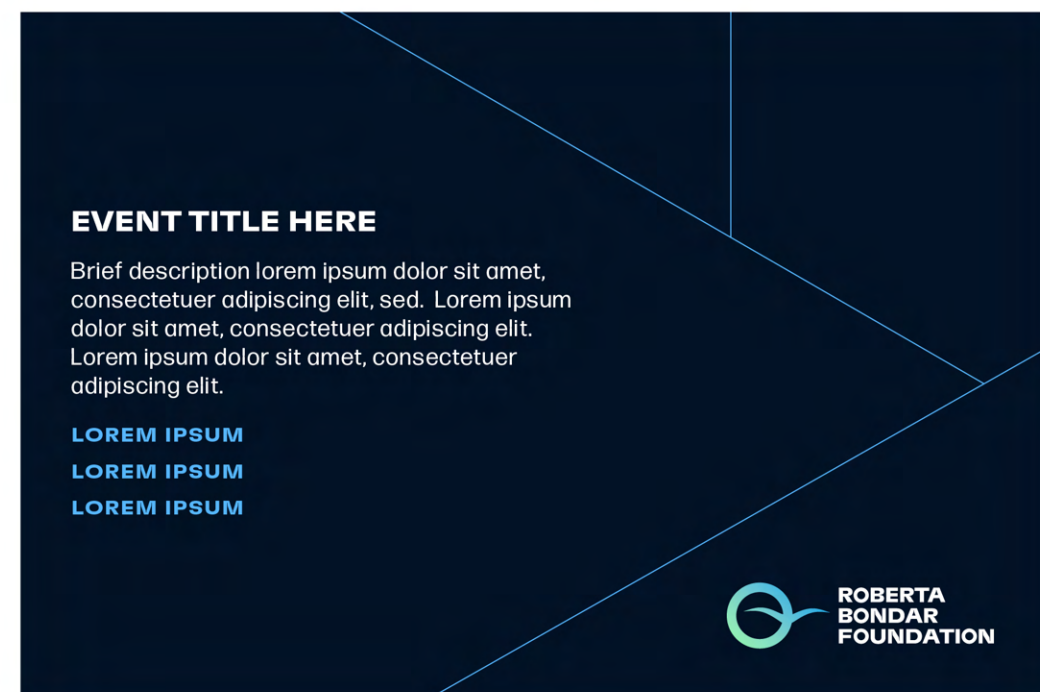
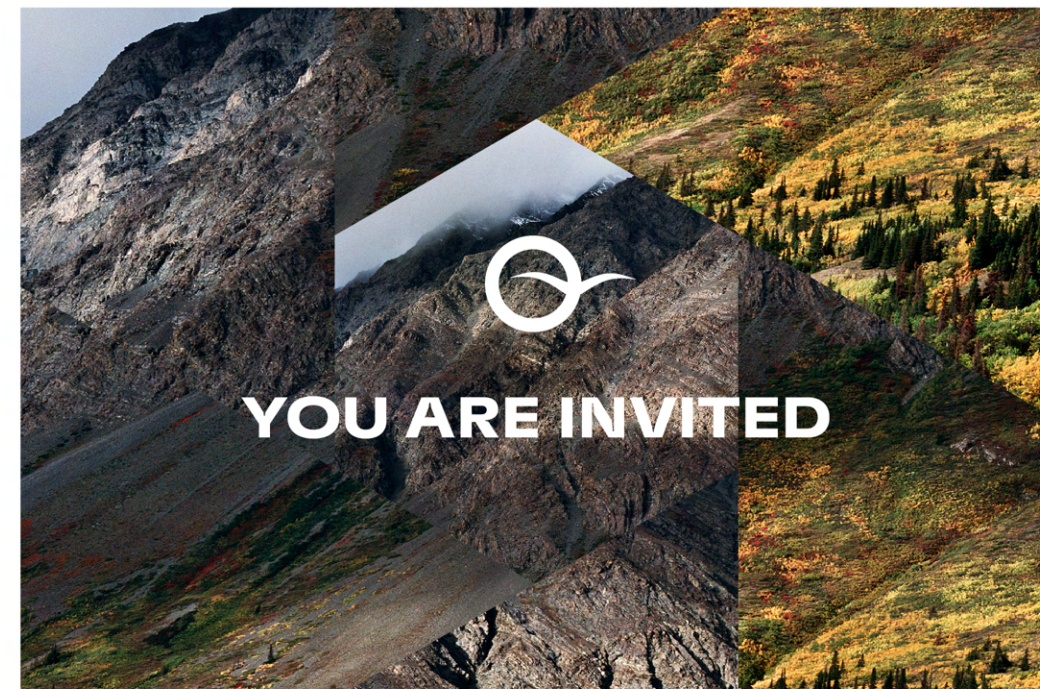
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**ROBERTA
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Swag

29



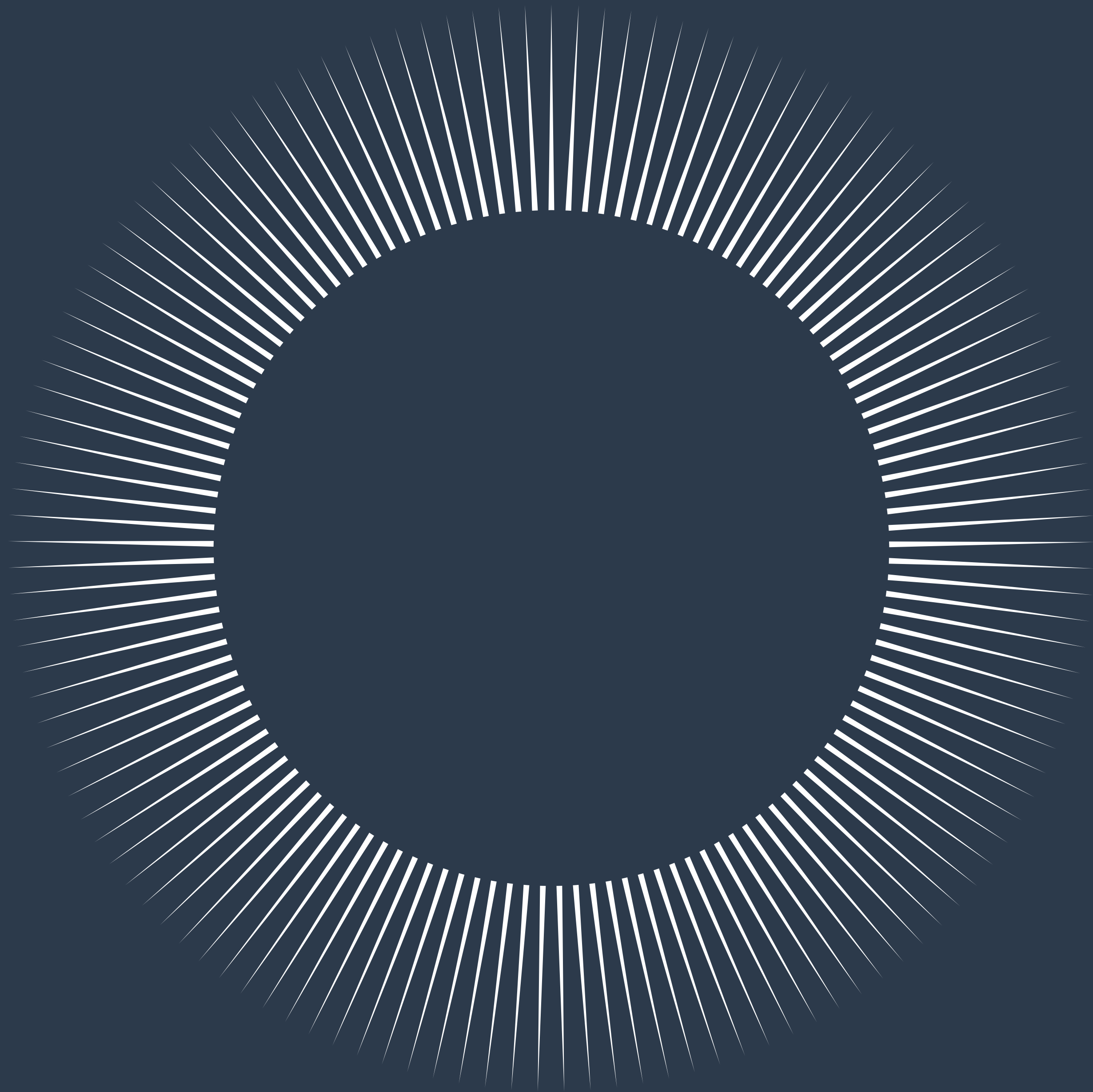
07

CIRCLE 129

Circle 129

The Circle 129 logo follows the style of the Roberta Bondar Foundation parent brand, with the addition of a circle element comprised of 129 points. This circle can be used as a framing device in application.







Circle129^o

SEE THE WORLD THROUGH A DIFFERENT LENS.



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