TACO BELL

FOUNDATION™

Style Guide

Your Dream on Our Dime®

Taco Bell Foundation, Inc. is a 501(c)(3) public charity that helps America's young people pursue their educational goals and career aspirations. Since 1992, the Foundation has reached more than 3 million youth across the country and has awarded more than $60 million in grants and scholarships, focused on education and career readiness.

In 2016, Taco Bell and the Taco Bell Foundation launched the Live Más Scholarship, a program aimed at empowering the nation's next generation of dreamers, innovators and creators—those whose passions don't fall into the conventional "academic" or "athletic" qualifying categories of traditional scholarship programs. In 2017, the Foundation will award more than 170 young people with $1.5 million in Live Más Scholarships and more than $5 million dollars will be disbursed to 350 youth-serving organizations across the country.

Learn more at LiveMasScholarship.com and LiveMasScholarship.com/Employee.

Taco Bell Foundation Logo—**Variations**

There are three approved variations of the
Taco Bell Foundation logo. These variations best
meet the distinct needs of a given application.
Signage, advertising and corporate communications
have unique characteristics that, on occasion,
dictate the need for a specific logo lockup. The
artwork for the Taco Bell Foundation logo is fixed,
and it should never be altered or changed.

Vertical
The vertical logo is our preferred version; it should
be used whenever possible.

Horizontal Centered
When vertical space is limited, such as on product
packaging, exterior building signage banners
and third-party applications, use the horizontal
centered logo.

Horizontal Stacked
On a limited basis, the horizontal stacked logo may
be used for applications where space is very limited.

Note: In each logo variation, the symbol and
wordmark maintain a fixed position, and the size
relationship may not be altered.

FULL COLOR

Vertical

Horizontal Centered

Horizontal Stacked

FULL COLOR/WHITE TYPE

Vertical

Horizontal Centered

Horizontal Stacked

Taco Bell Foundation Logo—**Variations**

Use black/white or one color versions of the logo that best suits the need of a given application keeping in mind maximized legibility. Also be sure to consider logo lockup when working within a specific layout.

BLACK/WHITE

Vertical

Horizontal Centered

Horizontal Stacked

ONE COLOR

Vertical

Horizontal Centered

Horizontal Stacked

Live Más Scholarship Logo—**Variations**

Use black/white or one color versions of the logo that best suits the need of a given application keeping in mind maximized legibility.

BLACK/WHITE

ONE COLOR

TBF/LMS Logo — **Variations**

Use black/white or one color versions of the logo that best suits the need of a given application keeping in mind maximized legibility. Also be sure to consider logo lockup when working within a specific layout.

FULL COLOR

BLACK/WHITE

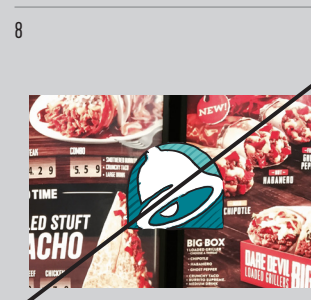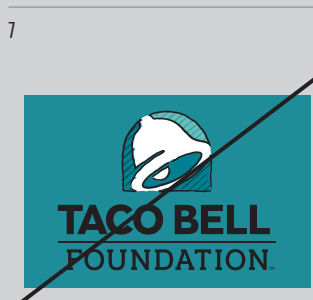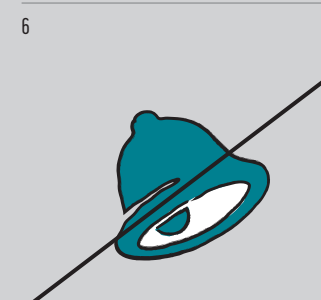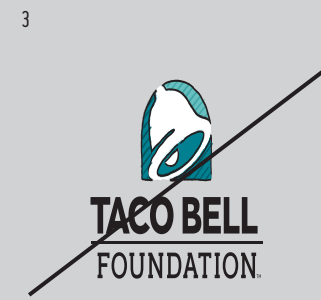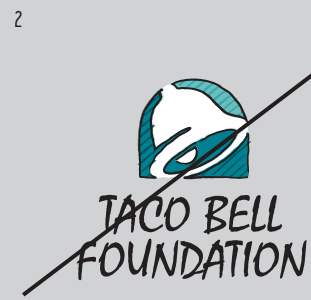**FULL COLOR/WHITE TYPE**

ONE COLOR

Incorrect Logo Usage
We encourage you to become familiar with the correct use of the Taco Bell Foundation logo.

The integrity of the logo must be respected at all times. Do not stretch, condense or otherwise morph or manipulate it. Any modification of the Taco Bell Foundation logo confuses its meaning and diminishes its impact.

Shown on the right are several examples of the incorrect use of our logo. Keep in mind that this is not an exhaustive list.

1. **Do not** tilt, italicize or adjust the positioning of the logo elements.

2. **Do not** typeset the wordmark or create a new font for the logo.

3. **Do not** stretch, distort or alter our logo in any shape or way.

4. **Do not** add any graphic effects (e.g., drop shadows) to our Bell or wordmark.

5. **Do not** remove the white arch holding shape from behind the logo symbol—the Bell should always read as white.

6. **Do not** remove the Bell from the arch shape or deviate from approved configurations.

7. **Do not** place the logo on a similar color background as the Bell symbol.

8. **Do not** place the Bell on a busy background as this reduces legibility. Please consult with Taco Bell first, before placing any logos on background images.

9. **Do not** place the Bell in another holding shape or outline it.

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TACO BELL FOUNDATION SCHOLARSHIPS & PROGRAMS

PARAGRAPH HEADER

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HEADER LARGE—FRANCHISE (KEEP IN ALL CAPS)　　　BODY COPY—PROXIMA NOVA SOFT REGULAR

HELP FUND OUR YOUTH

HEADER LARGE—HAND FRANCHISE (KEEP IN ALL CAPS)

DONATE TODAY

HEADER LARGE—INTRO BLACK (KEEP IN ALL CAPS)

HEADER SMALL—INTRO BLACK (KEEP IN ALL CAPS)

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PARAGRAPH HEADER

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BODY COPY—ESTANDAR LIGHT

ACCENT FONT—FESTIVO LC 3D (KEEP IN ALL CAPS)
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TACO BELL FOUNDATION SCHOLARSHIPS & PROGRAMS

HAND DRAWN FONT OPTIONS

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ACCENT FONT—ARACNE CONDENSED REGULAR (KEEP IN ALL CAPS)

Photography Usage

Photography should be clean and void of any gritty textured overlays. When appropriate, they should represent current Live Más Scholarship recipients and/or program participants engaging in or shedding light on their chosen passion (i.e. art, dance, theatre, etc.). Duo-tones, gradients and overlaying "doodles" may be used to add color and interest to the layout. The photos set a young, creative tone and highlight humanity above all else. We call this "human realism".

Note: Be sure to blur or crop any third party logos when using photography or footage.
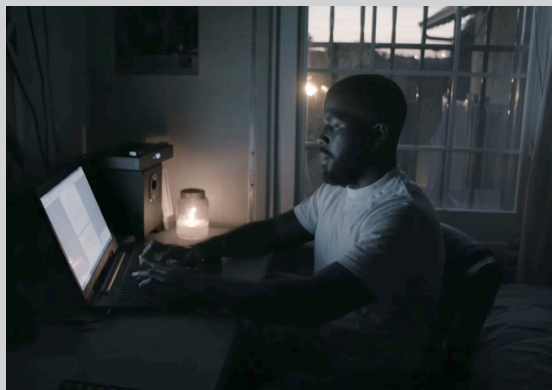
# Color—Logo and Primary Palette

The assigned dark and light values of teal from our current Taco Bell color palette are used in the Taco Bell Foundation logo. Use these colors (along with tints of these colors) as primary colors in designs and layouts.

Note: Be sure to use designated Pantone color numbers for comparison when color-matching for consistency.
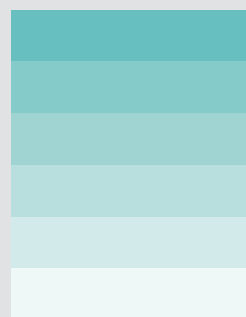
Use the assigned dark and light values of purple and magenta from our current Taco Bell color palette (along with tints of these colors) as secondary/complimentary colors in designs and layouts.
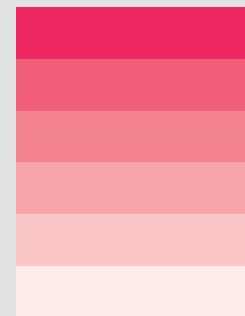
PRIMARY COLOR
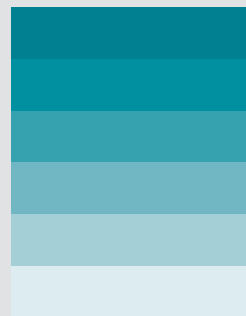
C: 100 M: 0 Y: 28 K: 32
R: 0 G: 120 B: 138
Pantone 7713
Hex #00788A

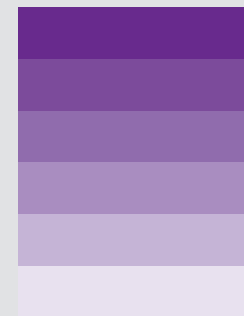C: 54 M: 0 Y: 25 K: 5
R: 92 G: 184 B: 178
Pantone 7472
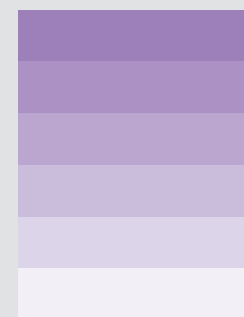Hex #5CB8B2

SECONDARY COLORS

C: 0 M: 95 Y: 45 K: 0
R: 223 G: 70 B: 97
Pantone 198
Hex #DF4661

C: 72 M: 100 Y: 0 K: 3
R: 112 G: 32 B: 130
Pantone 2603
Hex #702082

C: 0 M: 50 Y: 12 K: 0
R: 252 G: 155 B: 179
Pantone 183
Hex #FC9BB3

C: 40 M: 54 Y: 0 K: 0
R: 167 G: 123 B: 202
Pantone 2577
Hex #A77BCA

Other **Brand Elements**

The brush texture stripe adds some creative, artistic energy to designs and can be used as a backdrop to text or for photo borders. The stripe should always bleed off the picture plane and can stretch horizontally to adapt to the format. Do not stretch vertically. It's color can change according to other elements on the page.

ORIGINAL BRUSH TEXTURE STRIPE
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HORIZONTALLY STRETCHED BRUSH TEXTURE STRIPE

Other **Brand Elements**

Doodles incorporated into—or on top of—a photo add whimsy and dimension to a layout. Feel free to explore how illustration can interact with or compliment a photo, even going so far as to creating an environment for which the photo to live in (the design to the right is a great example of this). Hand-drawn elements are a fun way to liven up a layout and help maintain an artistic, freeform vibe.

Contact Us

For artwork or questions, please contact:

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