Brand Guide

merancas®
foundation

About The Merancas Foundation

History

Anke and Casey Mermans founded The Merancas Foundation in 1989. Originally from the Netherlands, the couple moved to Charlotte, NC in the late 1960's as part of a business venture to start the photography company PCA International. Desiring to give back to the community where they established their roots, The Merancas Foundation was founded to provide support to non-profits that help those less fortunate. Since its inception the Foundation has provided over 150 non-profits with funding and support.

Mission

The Merancas Foundation seeks to support non-profit organizations that provide the vital safety nets to our at risk community (food, shelter, safety, health); improve academic achievement for children; and enable economic independence for adults.

No grants will be awarded to support religion, politics, or the arts. The Foundation does realize that notable charitable work is done by many religious organizations and therefore will support their specific programs that fall within our scope of initiatives, provided they do not serve as a vehicle to promote their religious beliefs.

LOGO

Full logo

merancas ®
foundation

Alternate logos

merancas ®
foundation

merancas ®
foundation

merancas ®
foundation

Horizontal Combination Logo

merancasfoundation ®

Icon

Wordmark

merancas ®
foundation

LOGO CLEAR SPACE

To ensure visual clarity and effectiveness the logo needs
to have the designated space around it.

LOGO TREATMENT
Improper Usage

Applying the logo in a busy photograph that makes it hard to see.

Changing it to a color not specified in the brand guide.

Stretching the logo.

TYPOGRAPHY

Primary typeface

Raleway Regular
ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdđefghijklmnopqrsštuvwxyzž1234567890'?'"!"(%)

Raleway Bold
ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdđefghijklmnopqrsštuvwxyzž1234567890'?'"!"(%)

Secondary typeface

Merriweather Regular
ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdđefghijklmnopqrsštuvwxyzž1234567890'?'"!"(%)

PATTERNS

COLORS

Primary

Dark Purple
Pantone 96–8C, 91–8U
HEX #663795
RGB 102, 55, 149
CMYK 74, 94, 0, 0
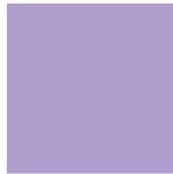
Light Purple
Pantone 96–3C, 93–3U
HEX #B29ECC
RGB 177, 157, 204
CMYK 30, 38, 0, 0

Secondary

Teal
Pantone 125–3C, 124–12U
HEX #8FB3B2
RGB 143, 179, 178
CMYK 46, 18, 29, 0