PERMIAN BASIN
AREA FOUNDATION

BRAND GUIDELINES 2025

WELCOME!

These are our brand guidelines. They were created to define the visual identity of the Permian Basin Area Foundation. They will help you understand how the various brand elements and graphic devices work in conjunction with our business to drive brand cohesiveness across all touchpoints. When applied consistently, these guidelines can help build awareness of PBAF and provide a clear path for the visual iconography of the PBAF brand.

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LOGO

PBAF BRAND GUIDELINES 2025

PBAF LOGO VERSIONS

The Permian Basin Area Foundation logo is the most recognizable representation of our brand. Its sans serif font is clean, modern, and bold, but also feels like it has a history, just like PBAF.

The logo can be used on exterior signage, clothing/uniforms, digital applications, and promotional items. Be sure to choose the logo version that best fits the space it will be placed into.

HORIZONTAL PBAF LOGO VERSION

STACKED PBAF LOGO VERSION

CLEAR SPACE

The minimum clear space provides a buffer between the logo and any other elements in its vicinity, such as headlines, text, imagery, or the outside trim of printed materials.

For logos, the clear space should be equal to the width of “ARE” in the logo. Whenever possible, allow more than this amount of clear space.

STACKED LOGO

HORIZONTAL LOGOTYPE

MINIUM LOGO SIZE

Scaling: EPS logo files may be scaled to any size necessary as long as the minimum size requirements are met.

Minimum size refers to the smallest allowable logo size. The logo may be as small as 0.75 inches for the stacked logos and 1 inch for the horizontal logo.

BLACK AND WHITE USAGE

Logo on white: When full-color printing is not available, be sure to use the black logo version on a white background.

Logo on Black: When full-color printing is not available and the logo must appear on a black background, use the white logo version.

THESE RULES APPLY TO ALL LOGO VERSIONS.

INCORRECT APPLICATIONS

1. Do not distort the logo or any other visual brand element.

2. Do not alter the colors of the logo.

3. Do not add or replace type of the logo.

4. Do not add any effects to the logo.

5. Do not change the scale or position of any of the logo parts or logotypes.

6. Do not use the logo on colors outside of the color system palette.

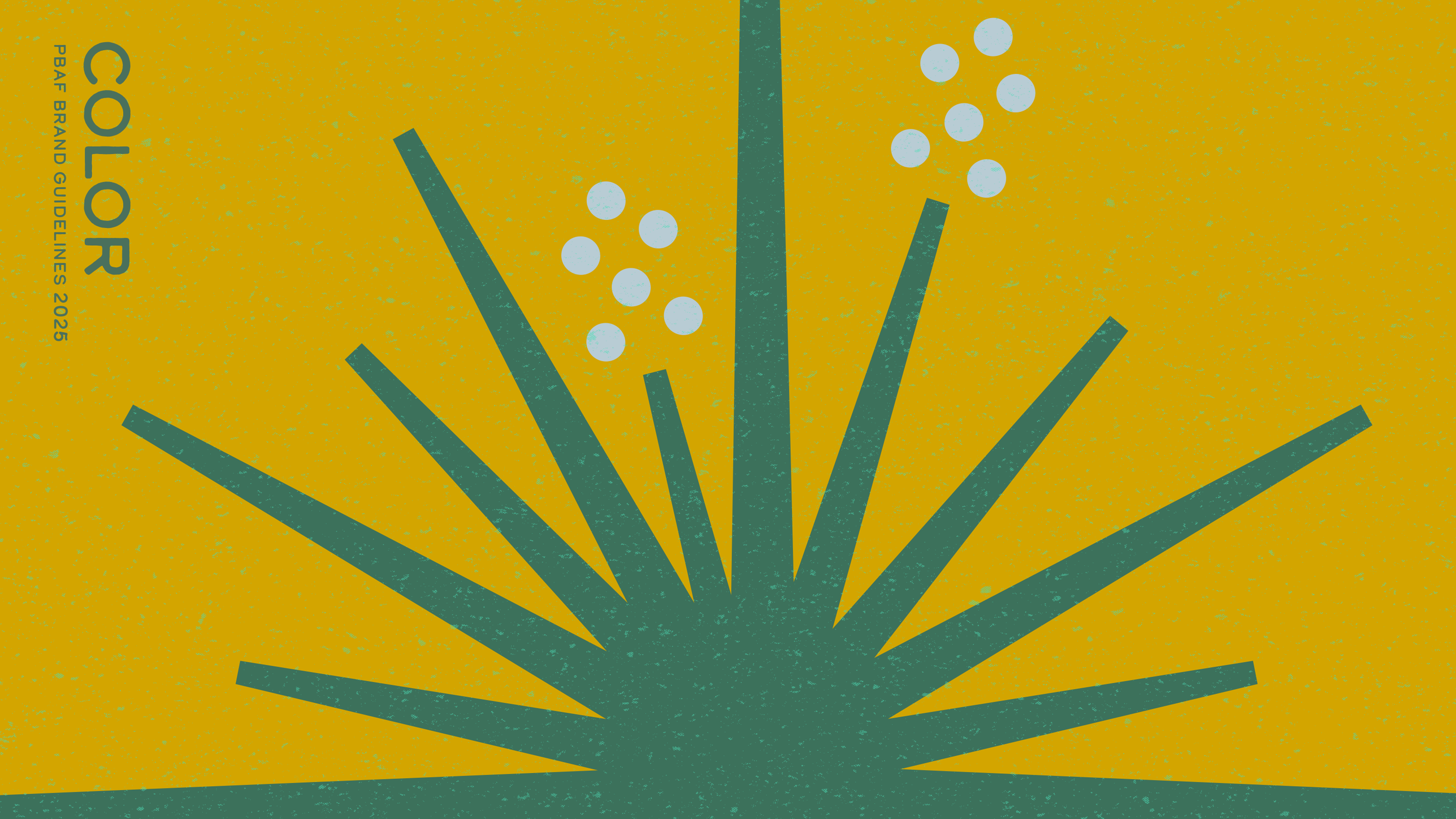
7. Do not alter the logo's angle.

8. Do not use the logotype without the yucca icon.

THESE RULES APPLY TO ALL LOGO VERSIONS.

COLOR

PBAF BRAND GUIDELINES 2025



COLOR SYSTEM

The core color system comprises blue and along with the PBAF secondary support colors.

BLUE

CMYK: 95 60 40 21
PMS: 302
RGB: 0 84 109
HEX: 00546D

DUSTY BLUE

CMYK: 27 12 12 0
PMS: 550
RGB: 184 204 212
HEX: B8CCD4

GREEN

CMYK: 77 36 69 20
PMS: 343
RGB: 60 113 91
HEX: 3C715B

GOLD

CMYK: 30 38 93 51
PMS: 7551
RGB: 179 147 60
HEX: B3933C

WARM YELLOW

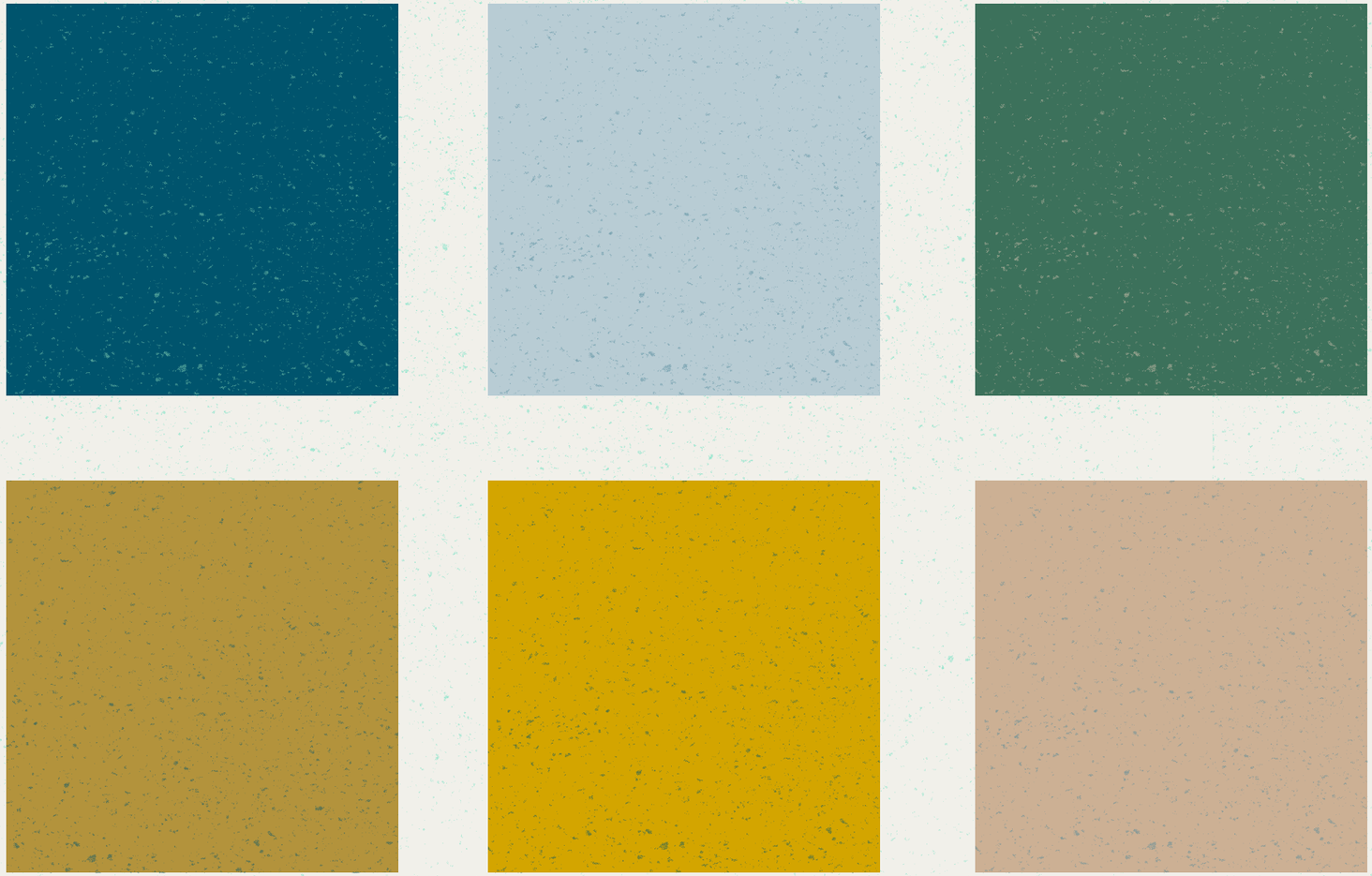
CMYK: 19 33 100 1
PMS: 117
RGB: 211 165 0
HEX: D3A500

TAUPE

CMYK: 21 29 42 0
PMS: 407
RGB: 204 176 148
HEX: CCB094

TEXTURE COLOR COMBINATIONS

When applying the brand texture to colors, Be sure there is plenty of contrast between the base color and the texture.



PBAF
PBAF
PBAF

TYPOGRAPHY

PBAF BRAND GUIDELINES 2025

PRIMARY HEADLINE FONT

The Calder font is the preferred typeface for headlines and should be used in all high-level branding communications material. A distinctive sans serif font, Calder is bold and attracts attention, just like the PBAF brand.

RECOMMENDED USAGE:
Headlines / callouts
Signage / display

CALDER DARK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
@$#&*{[(.,:;"""')]}

SECONDARY FONT

The Brandon font family is the preferred typeface for body copy and should be used in all high-level branding communications material. A clean and easy-to-read sans serif font, it pairs well with our primary font.

RECOMMENDED USAGE:

Body copy
Support copy / captions
Quotations

Aa

BRANDON GROTESQUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@$#&*{[(.,:;“”‘’)]}

Aa

BRANDON GROTESQUE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@$#&*{[(.,:;“”‘’)]}

Aa

BRANDON GROTESQUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@$#&*{[(.,:;“”‘’)]}

ALTERNATE FONT

The PBAF brand fonts may not always be available to all users in all circumstances. In these instances, use the Arial font family.

Aa

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@$#&*{[(.,:;“”‘’)]}

Aa

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@$#&*{[(.,:;“”‘’)]}

Aa

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@$#&{[(.,:;“”‘’)]}*

Aa

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@$#&*{[(.,:;“”‘’)]}

DESIGN INTENT

PBAF BRAND GUIDELINES 2025

PERMIAN BASIN
AREA FOUNDATION

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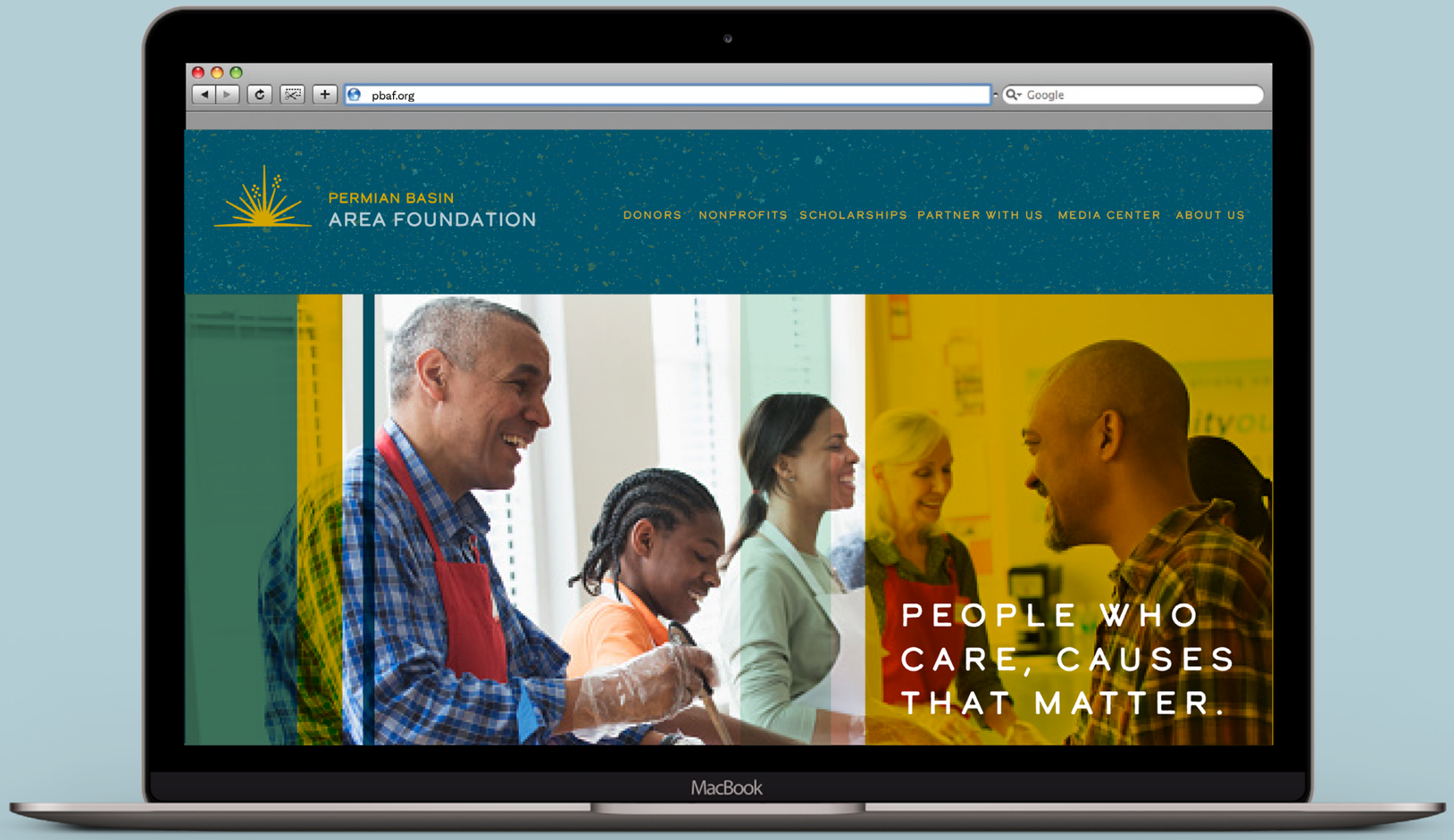
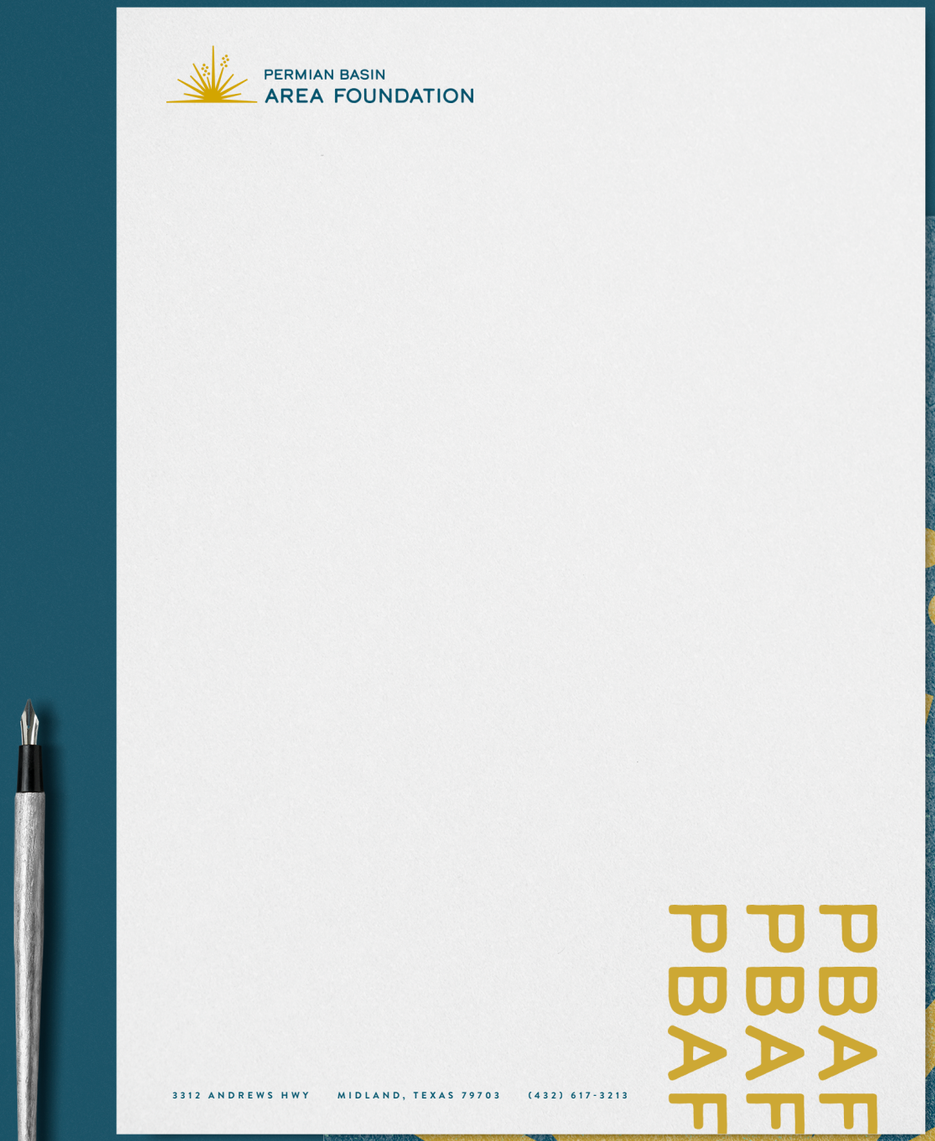
PERMIAN BASIN
AREA FOUNDATION
JOIN US AND PLANT A
SEED
FOR THE FUTURE
OLLIE LINER CENTER
DECEMBER 8, 2024
7:00 P.M.


pbaf.org
Google
PERMIAN BASIN
AREA FOUNDATION
DONORS NONPROFITS SCHOLARSHIPS PARTNER WITH US MEDIA CENTER ABOUT US
PEOPLE WHO CARE, CAUSES THAT MATTER.
MacBook

Instagram
Permian Basin Area Foundation
PEOPLE WHO CARE, CAUSES THAT MATTER.
PERMIAN BASIN
AREA FOUNDATION
Liked by Garrett Owen and 23,587 others
PBAF People who care, causes that matter.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3312 ANDREWS HWY MIDLAND, TEXAS 79703 (432) 617-3213

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PERMIAN BASIN
AREA FOUNDATION
JENNIFER STEADMAN, MS
DEVELOPMENT OFFICER
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CONTACT INFO

PBAF BRAND GUIDELINES 2025

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For additional needs or questions, please contact
our marketing department by email or phone.