SEARCH Foundation - Style Guide

This is the SEARCH Foundation logo.
It is the primary representation of the SEARCH Foundation.

This logo may not be separated, edited, recolored, stretched, or distroted.

This is the alternative version of the SEARCH logo,
and may be used when the background is dark.

In cases where the logo must appear on a non-solid background, the white alternative logo may be used with a drop-shadow effect, in order to ensure contrast and readability.

"SEARCH Purple" is **7F3F98.**
This should be used on single-color projects.

The "SEARCH gradient" transitions to #561E70 in the lower right.

Hello there.

Text relating to SEARCH should appear in Futura Medium.
Futura Bold may be used for headings and titles.

"SEARCH Foundation"

SEARCH should always be fully capitalized.
"Foundation" should always start with a capital "F."

The SEARCH 100 program has a primary logo, and an alternative logo for usee with darker backgrounds.

These logos may be used by SEARCH 100 members, or for campaigns geared specifically toward the SEARCH 100 program.

SEARCH logos can be downloaded here.

Thank you for supporting SEARCH, and for your attention to detail!