

DAVID LOMAN

— FOUNDATION —

BRAND GUIDELINES

VERSION 1.0 · OCTOBER 2026

CONTENTS

What's inside

01 Mission

02 Logo suite

03 Logo rules

04 Color

05 Typography



01 · MISSION

The David MacIver Loman Foundation turns loss into light by supporting mental health, recovery, and suicide prevention. In David's honor, we support people in seeking help without shame and finding healing through compassionate community, connection, and movement — because hope is always within reach.

Two lockups, one mark

Use the horizontal logo by default. Use the vertical logo where space is narrow or square, and the mark on its own as an avatar or icon, or where the name already appears nearby.



HORIZONTAL · PRIMARY



VERTICAL · STACKED



MARK

Download SVG

Download PNG

Every lockup and color version · claude.ai/artifact/AaUxfbFkQUBqjvpS3ZUjiH

Color versions

DAVID  LOMAN
— FOUNDATION —


DAVID LOMAN
— FOUNDATION —



Full color
Navy and gold, for white and cream backgrounds. The default.

DAVID  LOMAN
— FOUNDATION —


DAVID LOMAN
— FOUNDATION —



Reversed
Cream and gold, for navy and other dark backgrounds.

DAVID  LOMAN
— FOUNDATION —


DAVID LOMAN
— FOUNDATION —



One color
All navy or all white, for single-color printing, embroidery and engraving.

Clear space

X is the height of the capital letters in DAVID LOMAN. Keep at least 1X clear on every side. Use 2X when the logo stands alone, as in the logo files.



Mark on its own: keep clear space of at least one-sixth of the mark's width on every side.

Minimum size

The thin sun ring is the first detail to disappear as the logo gets smaller. Below these widths, switch to a smaller lockup. Widths are of the artwork, not including clear space.



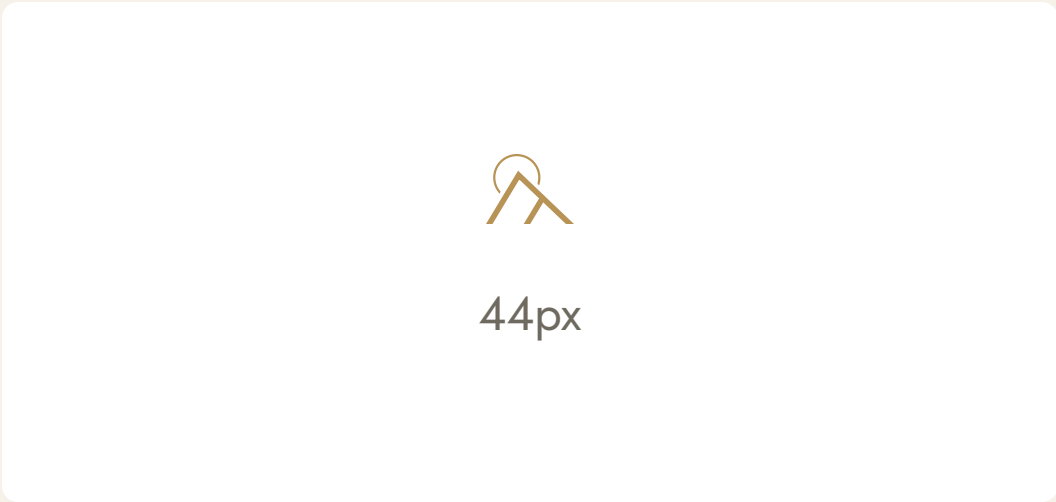
Horizontal

Digital	Print
266px wide	1.85 in · 47 mm



Vertical

Digital	Print
143px wide	1 in · 25 mm



Mark

Digital	Print
44px wide	0.3 in · 8 mm

Backgrounds

Place the logo on a plain brand background. On photographs, choose a calm area with little detail, and use the version with the strongest contrast.



✓ **White**

Full-color logo



✓ **Cream**

Full-color logo



✓ **Navy**

Reversed logo



⚠ **Not on gold**

Too little contrast. Don't place the logo on gold.

Please don't



⚠️ Stretch or squash



⚠️ Rotate



⚠️ Change the colors



⚠️ Add shadows or effects



⚠️ Outline the logo



⚠️ Retype it in another font



⚠️ Use low contrast



⚠️ Thicken or thin the mark

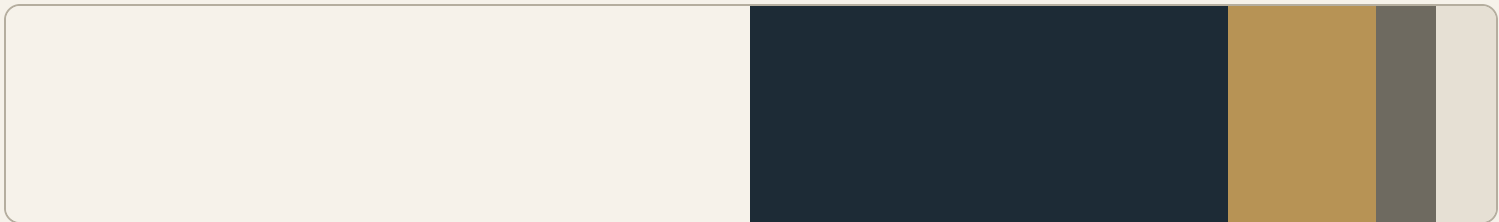
Color palette

	PRIMARY			SUPPORTING		
	Navy	Cream	Gold	Warm Gray	Stone	White
	Text, dark backgrounds	Light backgrounds	Accent · mark, rules	Captions, secondary text	Dividers, panels	Backgrounds
HEX	#1D2B36	#F6F2EA	#B79355	#6E6A60	#E6E0D4	#FFFFFF
RGB	29 · 43 · 54	246 · 242 · 234	183 · 147 · 85	110 · 106 · 96	230 · 224 · 212	255 · 255 · 255
CMYK	90 · 55 · 31 · 85	5 · 5 · 9 · 0	30 · 40 · 75 · 9	57 · 49 · 56 · 27	12 · 11 · 18 · 0	0 · 0 · 0 · 0
PMS	7546 C	9224 C (closest)	7562 C	Warm Gray 11 C	Warm Gray 1 C	Paper

Using color

PROPORTION

Lead with cream and navy. Use gold sparingly, as an accent.



Cream ~50%

Navy ~30%

Gold ~10%

GOLD

Reserve gold for the mark, the rules beside FOUNDATION and small accents. On light backgrounds it is decoration only, never text.

TEXT CONTRAST

Aa	Navy on white · all text	14.5:1	✓
Aa	Navy on cream · all text	13.0:1	✓
Aa	Cream on navy · all text	13.0:1	✓
Aa	Gold on navy · headings, labels	5.0:1	✓
Aa	Warm gray on cream · secondary text	4.8:1	✓
Aa	Gold on white or cream · decoration only	2.9:1	⚠

Typefaces

HEADINGS

Jost

A geometric sans with pointed apexes that echo the mountain mark. For headings, labels and short display lines.

Aa

Regular 400 · **Medium 500**

abcdefghijklmnopqrstuvwxyz 0123456789

BODY

Source Serif 4

A warm, highly readable serif for paragraphs, quotes and longer reading.

Aa

Regular 400 · *Italic 400* · **Semibold 600**

abcdefghijklmnopqrstuvwxyz 0123456789

Both are free Google Fonts for print and web. Fallbacks: Futura or Century Gothic for Jost, Georgia for Source Serif 4. Never retype the logo; use the files.

Type hierarchy

STYLE	SAMPLE	TYPEFACE · PRINT / WEB · LEADING
Display	Hope is always within reach	Jost Regular · 48 pt / 64 px · 1.1
Heading 1	Finding healing together	Jost Regular · 32 pt / 44 px · 1.15
Heading 2	Community, connection, movement	Jost Medium · 22 pt / 30 px · 1.2
Label	OUR PROGRAMS	Jost Medium caps, +20% tracking · 10 pt / 13 px
Body	We support people in seeking help without shame.	Source Serif 4 Regular · 11 pt / 17 px · 1.5
Quote	<i>“Hope is always within reach.”</i>	Source Serif 4 Italic · 18 pt / 24 px · 1.4

Use sentence case for headings. Keep all caps for short labels, echoing FOUNDATION in the logo.



Ski for Dave