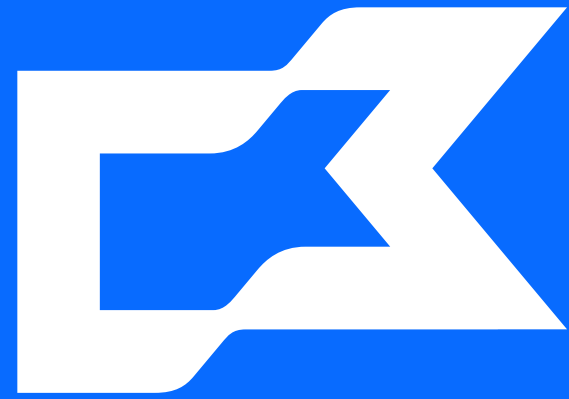




MITCHELL STERLING FOUNDATION

Brand Guidelines

V1.0 January 26, 2026



PRESENCE IS EVERYTHING

On November 4, 2024, a distracted driver took the life of 16-year-old Mitchell Sterling.

Mitchell's legacy is our call to action: end distracted driving and make sure no other family experiences this preventable loss.

The Mitchell Sterling Foundation exists to change how distracted driving is investigated and prevented, ensuring accountability and saving lives.



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OUR MISSION

HONOR MITCHELL. END DISTRACTED DRIVING.

The Mitchell Sterling Foundation was created to honor the life of Mitchell Sterling and ensure that no other family endures the pain of losing a child to a distracted driver.

Our mission is simple and urgent:

**TO END DISTRACTED DRIVING THROUGH AWARENESS,
ADVOCACY, AND ACTION.**



IDENTITY SYSTEM

The Mitchell Sterling Foundation identity system consists of two elements: a logomark (icon) and a logotype (signature).

The icon is the main graphic identifier of the organization and can be used independent of the signature.

The signature is the organization name and can be used in two formats within unique lock-ups. The signature should not be used independently of a provided lock-up.





LOCK-UPS

The identity system offers three lock-up options: the Primary Lock-up, a Secondary Horizontal Lock-up to be used when vertical space is limited, and a Secondary Stacked Lock-up to be used when horizontal space is limited.

Primary Lock-up



Secondary Lock-up (Horizontal)

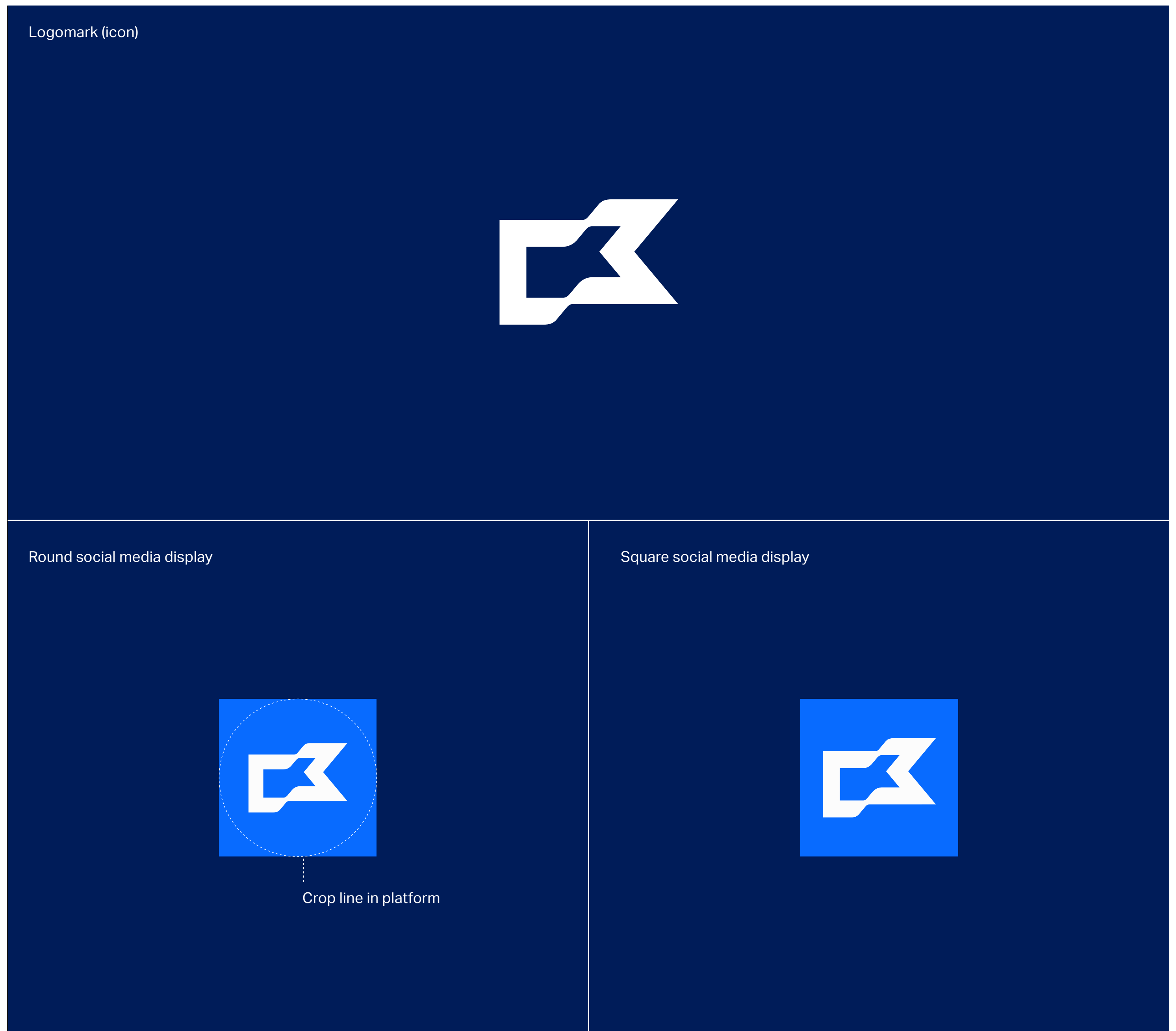




ICONS

The icon is the main graphic identifier of the organization and can be used independent of the signature.

The social media icons are provide in two formats, Round and Square, for use with different platforms. Although the round icon will appear as a square when uploading, its icon is cropped different for optimal display in the circle.





IDENTITY USAGE

- Use only logo files you download from the Mitchell Sterling Foundation website or receive directly from us.
- Do not recreate the logo.
- The logo may not be altered, modified, or obscured in any way. It must be used without disturbing or distorting its proportions.
- Background colors or patterns should never show through the logo.
- The logo cannot be physically incorporated into or connected to any other graphic element — it must stand on its own.
- The Mitchell Sterling Foundation logo should clear a safe distance from any other elements in a composition.
- You may use our logo on your website and/or in your reports, but please notify us of your plans in advance.



COLOR PALETTE

The color palette utilizes a monochrome blue palette along with black and white. The lock-ups and icons may be reproduced in any of these primary colors.

Utility colors provided for digital use when color contrast is necessary.

Primary Colors

Dark Blue	Electric Blue	Light Blue
RGB 0, 27, 89 CMYK 100, 70, 0, 65 HEX #001B59 PMS 281 C	RGB 8, 108, 255 CMYK 97, 58, 0, 0 HEX #086CFF PMS 285 C	RGB 235, 245, 255 CMYK 8, 4, 0, 0 HEX #EBF5FF PMS 656 C
Black	White	
RGB 0, 0, 0 HEX #000000	RGB 252, 252, 252 HEX #FCFCFC	

Utility Colors Digital

Dark Blue 900	Electric Blue 600	Light Blue 100
RGB 10, 14, 60 HEX #0A0E3C	RGB 0, 101, 211 HEX #0065DD	RGB 190, 219, 254 HEX #BEDBFE



COLOR USAGE

Using our primary and utility colors in combination as text and background must meet the WCGA guidelines for color contrast.

The following are accepted combinations.

Dark Blue / White

Aa

Electric Blue / White

Aa

White / Electric Blue

Aa

Dark Blue / Light Blue

Aa

Electric Blue 600 / Light Blue

Aa

White / Dark Blue

Aa



TYPOGRAPHY
PRIMARY TYPEFACE

The primary typeface is Aktiv Grotesk, available in a variety of weights, and is intended for use in headlines and body copy across print and digital applications.

Aktiv Grotesk

AaBbCcDdEe

REGULAR, 400

AaBbCcDdEeFfGg 1234567890

MEDIUM, 500

AaBbCcDdEeFfGg 1234567890

SEMIBOLD, 600

AaBbCcDdEeFfGg 1234567890

BOLD, 700

AaBbCcDdEeFfGg 1234567890

XBOLD, 800

AaBbCcDdEeFfGg 1234567890



TYPOGRAPHY SECONDARY TYPEFACE

The secondary typeface is Freeman. Intended for use as eyebrow headlines, and callout titles in print and digital applications, and presented exclusively in all caps.

Note: a eyebrow heading is a small, distinct text element placed above a main headline to provide context, category, or a brief introduction.

Freeman

A B C D E F G H

REGULAR, 400

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0



MITCHELL STERLING FOUNDATION

mitchellsterling.org