

# Proactive Brand Guidelines

Select Slides

In case of queries, contact Achitha:  
[achitha@proactiveforher.com](mailto:achitha@proactiveforher.com)

# Logo

- Logo font is Abril Fatface with 100 letter spacing.
- Used as blue on white background or vice versa on standalone basis.
- 'for her' is added for 'profile' display pictures, may be omitted for others.

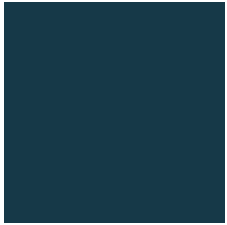
Correct usage:



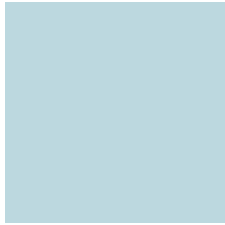
# Colors (1 of 3)

- Typically upto 2 to 3 colors can be used together. No clashing or merging.
- Logo color always needs to be visible and dominant on creative.
- Text-background colour combinations are restricted.

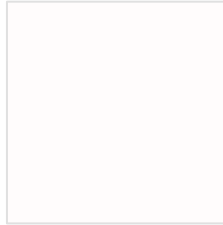
#163948



#BCD8DF



#FFFCFC



#DDADA6

Only  
selectively  
on  
website



#F3BD1A



#E96266


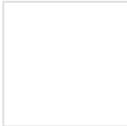











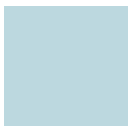


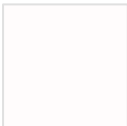









#54595F

Only for  
text on  
website  
(not  
headings)











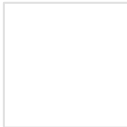










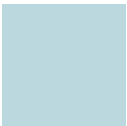










# Colors (2 of 3)

|            |             |   |   |   |   |   |   |   |
|------------|-------------|---|---|---|---|---|---|---|
| Background | Text Colour |    |    |    |    |    |  |  Only social media |
|            |             |    |    |   |   |   |   |  Only website      |
|            |             |    |    |    |    |   |   |   |
|            |             |    |    |   |   |   |   |   |
|            |             |   |   |   |   |   |   |   |
|            |             |  |  |  |  |  |   |   |

# Colors (3 of 3)

- ★ Only social media
- ★ Only website

Sample combinations

|   |   |   |   |   |  |   |   |
|---|---|---|---|---|--|---|---|
|   |    |    |    | ★ |    |    |    |
|   |    |    |    | ★ |    |    |    |
| ★ |    |    |    | ★ |    |    |    |
|   |    |    |    | ★ |    |    |    |
|   |  |  |  | ★ |  |  |  |

# Fonts

**Montserrat | Title**

**Lora | Paragraph text**

Open Sans | Small detailed text

**Logo | Abril Fatface**