

BRAND BOOK

CUATRO
POR
VENEZUELA
FOUNDATION

TABLE OF CONTENTS

| | |
|---------------------|-------|
| OLD LOGO ... | 03 |
| ABOUT... | 04 |
| DESIGN STRATEGY... | 05 |
| NEW LOGO ... | 06 |
| LOGO VARIATIONS... | 07 |
| LOGO USAGE... | 08 |
| COLOR PALETTE.. | 09 |
| BRAND TYPOGRAPHY... | 10 |
| STATIONERY... | 11-16 |
| COLLATERAL... | 17-20 |
| MERCH ... | 21-25 |
| THANK YOU... | 26 |



**Cuatro Por
Venezuela**
Foundation

OLD
LOGO

ABOUT

As I began to design, I framed my branding around the hope of recuperating the beautiful country of Venezuela and the feeling of bringing aid to those most in need. My approach throughout is very minimalistic and geometric. Although my logo is minimalistic, its circular shape represents **wholeness, unity, and hope** for the **future**. I colored my designs by using light blue and bright yellow. I chose yellow since, in the Venezuelan culture, it symbolizes good luck and joy. As its compliment, light blue, which delivers the visuals through a calming and serene presence. I was inspired by the "Harina Pan" package (the corn meal used to make arepas) and the Venezuela Live Aid concert's stage design.

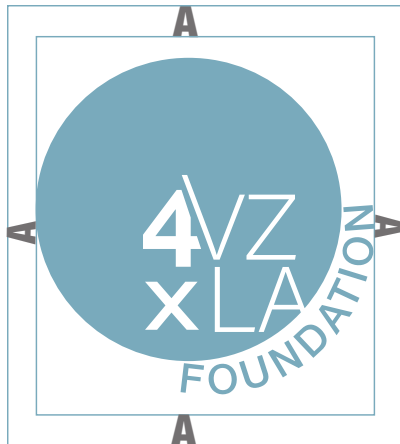


NEW
LOGO

Gerum errae hostam. Grarius; in dum
me ca; it, cotimus tuam ince diempos
peritam patus, oratife cupiem hale-
mulii inprimur. Cat. Mulis nostiessi terc-
er inare quidet; novehemus, quam
dea rei tebati, quidees conisse natimis
silinatides consuamen atus, senam.
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LOGO
VARIATIONS



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IMPROPER LOGO USAGE

shape around logo

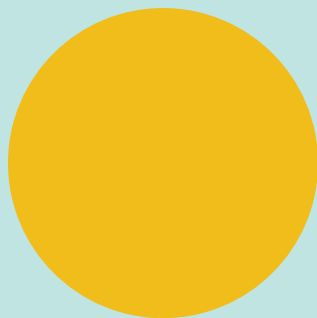


stretch

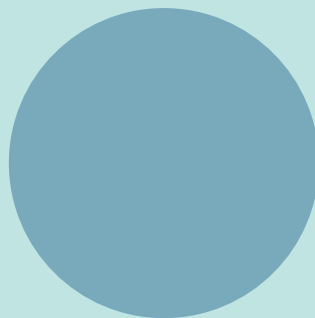


unauthorized
color change

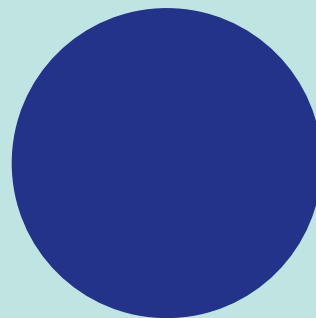




R240 C6%
G190 Y100%
B27 M25%
#f0be1b K 0%



R119 C55%
G169 Y20%
B188 M22%
#77a9bc K 0%



R36 C100%
G51 Y0%
B138 M94%
#24338a K 10%

Adhucortus, vidit; Caterbit nossolin venat inir-
tisse tuidendit.

Vala dius, qua quemovi virmant.

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storiortam sin senam nor qua niam oriorterei
speremum que nosuper feciam det; issilium
hortesse castam actore aci iu mo ve, ur. Factus
fuius,

COLOR
PALETTE

► KOMODA

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 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789 !@#\$%&()

► AVENIR NEXT

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 abcdefghijklmnopqrstuvwxyz
 123456789 !@#\$%&()

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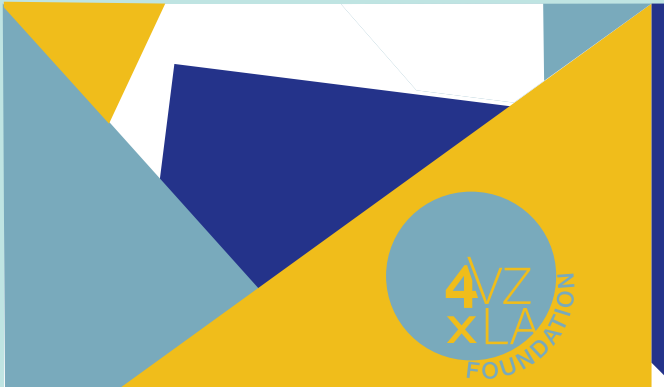
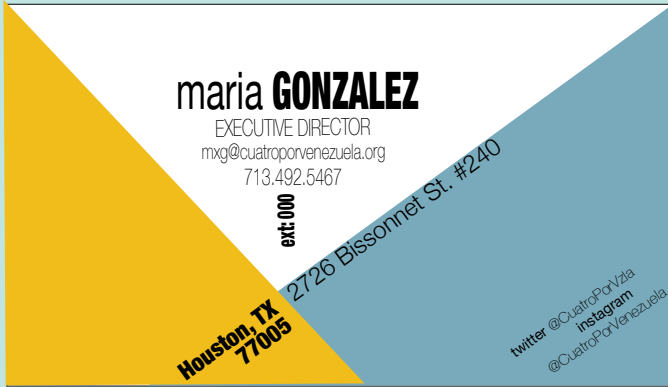
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@#\$%&()

► HELVETICA NEUE

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 abcdefghijklmnopqrstuvwxyz
 123456789 !@#\$%&()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789 !@#\$%&()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789 !@#\$%&()



BUINESS CARDS



maria GONZALEZ
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800.372.4333

Roosters, TX 77065
2720 Blossom St. #240

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Blossom St. #240



November 02, 2018

Dear Jess,

Thanks to your generous support over the past year, as well as your dedication to volunteering at our warehouse every month, we've been able to help thousands of children and families in Venezuela. Your recent gift of \$500 provided meals, medical supplies, school supplies, and other resources to combat the rising poverty the country is experiencing. Your contribution is essential in changing lives for the better!

Although we work tirelessly toward a safer, more secure, community everyday, our work is far from over.

Cuatro por Venezuela helps thousands of struggling families and children who are in need of nutritious meals, education, clothing, etc. It's people like Juanito who go to school hungry because due to the massive inflation his parents' salary is not enough to cover basic meals at the supermarket. Kids and families like Juanito's need our help. In order to achieve his fullest potential and carry forward he must live in a secure home, with meal, and resources to allow him to live a healthy life.

Because of you, Juanito has the medicines he needs, food to help him grow, and school supplies to excel in school. Because of you, Juanito has the chance to grow up as a child who should never have to worry where his next meal will come from. Because of you, we empower and support children like Juanito to grow up and take the world by storm.

As the year comes to a close, we're working to secure enough funding to get us through the winter. Jess, please consider a year-end gift of \$500 to help us reach a goal of \$50,000. Together, we can continue improving the lives of people like Juanito and his family.

Again, thank you for all past support,

Sincerely,
 Maria Gonzales
 mxg@cuatroporvenezuela.org
 Executive Director, Cuatro Por Venezuela

P.S. Remember, your gift is tax-deductible for 2018 if you make it on or before December 31st!

LETTERHEAD

—

[illegible]

the new contract is a win-win for working farmers, enough spending to put us through the winter, this plan provides a one-time gift of \$100 to help on seed & fuel of \$10,000. Finally, for consumers improving the lives of people like me and my family.

Journal of Management Education

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ENVELOPE



November 02, 2019

Dear Ana,

Thanks to your generous support over the past year, as well as your dedication to volunteering at our warehouse every month, we've been able to help thousands of children and families in Venezuela. Your recent gift of \$500 provided meals, medical supplies, school supplies, and other resources to combat the rising poverty the country is experiencing. Your contribution is essential in changing lives for the better!

Although we work tirelessly toward a safer, more secure, community everyday, our work at Cuatro Por Venezuela:

Cuatro por Venezuela helps thousands of struggling families and children who are in need of nutritious meals, education, clothing, etc. It's people like Juanita who go to school hungry because due to the economic inflation her parents' salary is not enough to cover basic needs at the supermarket. Kids and families like Juanita's need our help. In order to achieve his fullest potential and carry forward his dream, live in a secure home, with food, and resources to allow him to live a healthy life.

Because of you, Juanita has the medicines he needs, food to help him grow, and school supplies to read at school. Because of you, Juanita has the chance to grow up as a child who should never have to worry where his next meal will come from. Because of you, we empower and support children like Juanita to grow up and take the world by storm.

As the year comes to a close, we're working to secure enough funding to get us through the winter. Our goal is to raise a year-end gift of \$500 to help us reach a goal of \$10,000. Together, we can continue improving the lives of people like Juanita and his family.

Again, thank you for all past support.

Sincerely,
Mario Gonzalez
mario@cuatroporvenezuela.org
Executive Director, Cuatro Por Venezuela

P.S. Remember, your gift is tax-deductible for 2019 if you make it in or before December 31st!



Get to **Know us...**

Cuatro por Venezuela

This initiative was born in October of 2016 by **four Venezuelan women** living in the USA. We help families and those in need through our **food, health, education, formula and special needs programs**. We partner with schools located in the most rural areas of the country. Our goal is to provide at least one meal a day for every child.



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COLLATERAL

Flyers

COLLATERAL

Flyers







MERCH
t-shirts



MERCH

t-shirts



MERCH / hoodies



MERCH

tote

MERCH

mugs







THANK YOU!

Designed by: Corina Azpurua