

## Logo Options



### Acceptable Uses of Logo



stacked logo casual



horizontal logo casual



horizontal logo formal



stacked logo formal



TELL YOUR STORY. HEAL THE VILLAGE.

horizontal logo casual with tagline



favicon



SM icon

### Acceptable Background Color Combinations



### Unacceptable Uses of Logo

- Do not distort any portion of the logotype or signature.
- Do not remove any element of the logotype such as, part of the wordmark.
- Do not tilt or rotate the logotype to any degree.
- Do not rearrange any elements of the logotype.
- Do not alter the size of any of the individual elements of the logotype.
- Do not alter the size of the signature in relation to the logotype.
- Do not change the typeface of any part of the logotype, tagline or signature. Do not try to build the logotype on your own.
- Do not make any part of the logotype any color other than the acceptable color options.

# Color Palette & Typography



## primary colors



hex: #292663  
cmyk: 100 99 30 20  
rgb: 41 38 99

midnight blue



hex: #faab21  
cmyk: 0 37 97 0  
rgb: 250 171 33

marigold

## secondary colors



magenta

hex: #dd2c74  
cmyk: 8 95 27 0  
rgb: 221 44 116



emerald

hex: #14b069  
cmyk: 79 2 81 0  
rgb: 20 176 105



sapphire

hex: #428cf5  
cmyk: 68 43 0 0  
rgb: 66 140 245



burnt orange

hex: #f04d24  
cmyk: 0 85 98 0  
rgb: 240 77 36



nutmeg

hex: #753626  
cmyk: 34 80 84 40  
rgb: 117 54 38

## typography options

header text font - Roboto

**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**  
**abcdefghijklmnopqrstuvwxyz0123456789**

body text font - Lato

**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**  
**abcdefghijklmnopqrstuvwxyz0123456789**

## print document guideline

**Title** (Roboto Bold, 21pt, 24pt leading, midnight blue)

*Subtitle* (Roboto Light Italic, 14pt, 16pt leading)

**Heading One** (Roboto Bold, 14pt, 16pt leading, midnight blue)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Elles rescia doluptatio. Ibeari doluptae. Harchicto veror maio expe odit vernam reri corro exeriam nima cupti que velis. Id quis ero volestor sumquatiur, sam sin evel eum nisimol uptatiossim ex et offictur, sum idipsam inti sinvent. tem eniamenduci temposs inciis verit renihic to explaut endicim enimus alitatestemo occatia di omniminvelia id ut omnimpore porio. (Lato Regular, 10 pt, 13 leading)

*Caption* (Lato Italic, 9 pt, 11 leading)