

The Primary Logo

The Primary logo is the defined by its vibrant use of color. The multicolor brick pattern on a white background is the preferred default colour.



Clear Space

Clear Space is a padded area, defined by X, surrounding the logo that should be kept free of any intruding elements.

This Clear Space ensures the logo is given a chance to represent the brand without distractions.

The area defined by X is a guide; no magic formula is used.

Secondary Options

The secondary logos utilize a simplified color palette. A white background is always preferred. If necessary, you may use the inverse white logo on a solid background. Avoid placing the logo over patterns and busy photos.



Color Palette

Look at those vibrant shades!

<p>CMYK C89 M84 Y0 K0</p> <p>RGB R62 G73 B158</p> <p>HEX #3E499E</p>	<p>CMYK C0 M81 Y57 K0</p> <p>RGB R241 G88 B94</p> <p>HEX #F1585E</p>	<p>CMYK C0 M51 Y78 K0</p> <p>RGB R247 G147 B76</p> <p>HEX #F7934C</p>	<p>CMYK C0 M21 Y100 K0</p> <p>RGB R255 G201 B7</p> <p>HEX #FFC907</p>
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Typeface Usage

Gotham Typeface Family

Noto Serif Typeface Family

Headline
Subhead

Body text.

Gotham Book, *Gotham Book Italic*
Gotham Medium, *Gotham Medium Italic*
Gotham Bold, *Gotham Bold Italic*
Gotham Black, *Gotham Black Italic*

Noto Serif
Noto Serif Italic
Noto Serif Bold
Noto Serif Bold Italic

Brand Patterns

Used in combination with the *community art for everyone* logo, colors, and typefaces—these patterns can achieve a distinguishable look across many different forms of media and environments.

