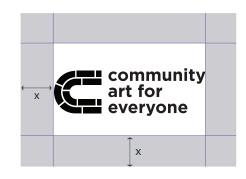


Brand Guidelines cafedmv.org

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 prefered 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!

CMYK C89 M84 Y0 K0

RGB **R62 G73 B158**

HEX **#3E499E** CMYK **CO M81 Y57 KO**

RGB **R241 G88 B94**

HEX **#F1585E** CMYK **CO M51 Y78 KO**

RGB **R247 G147 B76**

HEX **#F7934C** CMYK CO M21 Y100 KO

RGB **R255 G201 B7**

HEX #FFC907

Typeface Usage

HeadlineSubhead

Body text.

Gotham Typeface Family

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

Noto Serif Typeface Family

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.

