

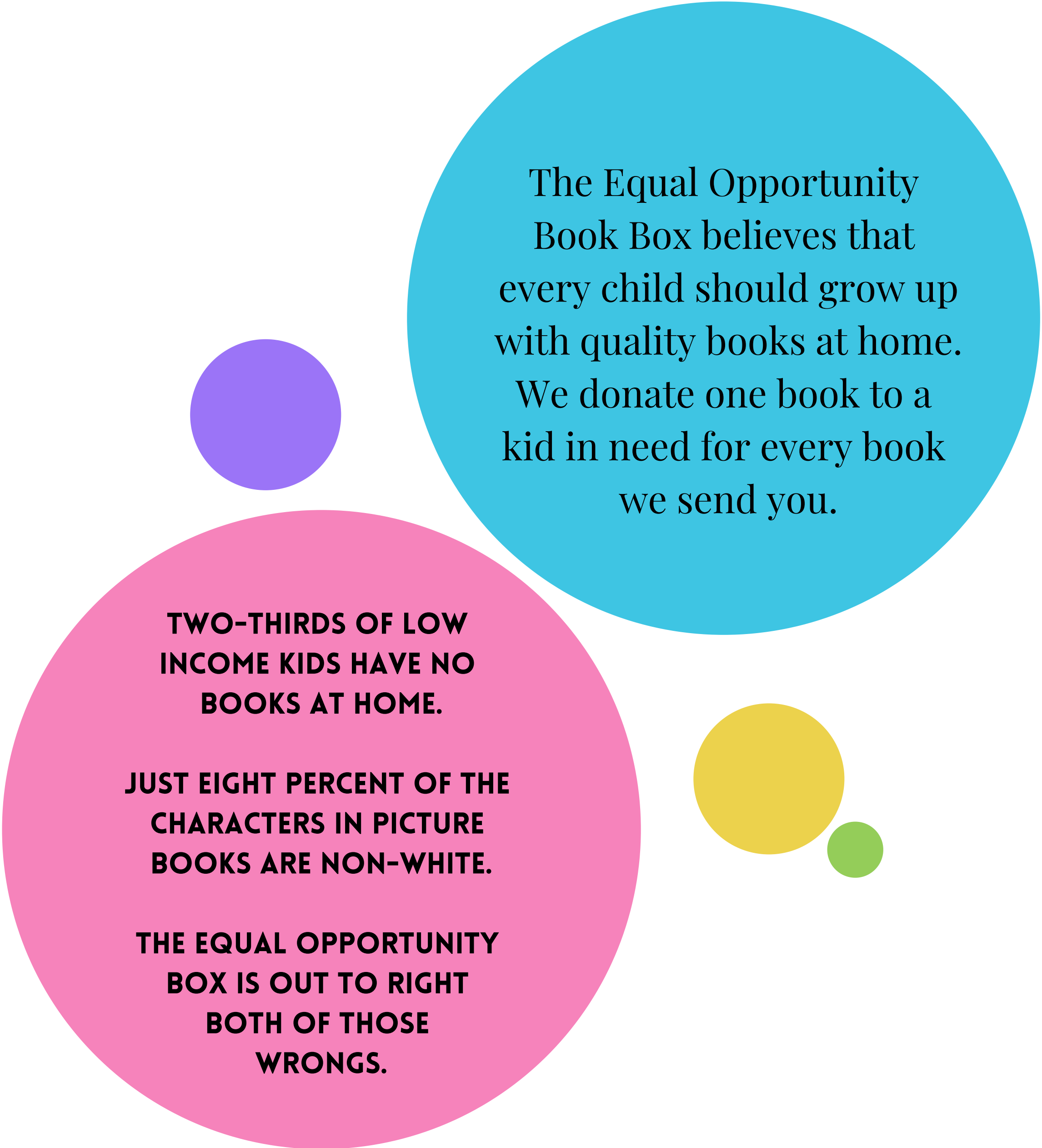
**THE**  
**EQUAL**  
**OPPORTUNITY BOOK BOX**



Brand Guide 2020



# MISSION



The Equal Opportunity Book Box believes that every child should grow up with quality books at home. We donate one book to a kid in need for every book we send you.

**TWO-THIRDS OF LOW INCOME KIDS HAVE NO BOOKS AT HOME.**

**JUST EIGHT PERCENT OF THE CHARACTERS IN PICTURE BOOKS ARE NON-WHITE.**

**THE EQUAL OPPORTUNITY BOX IS OUT TO RIGHT BOTH OF THOSE WRONGS.**

# COLOR

#ecd24c

#f683bb

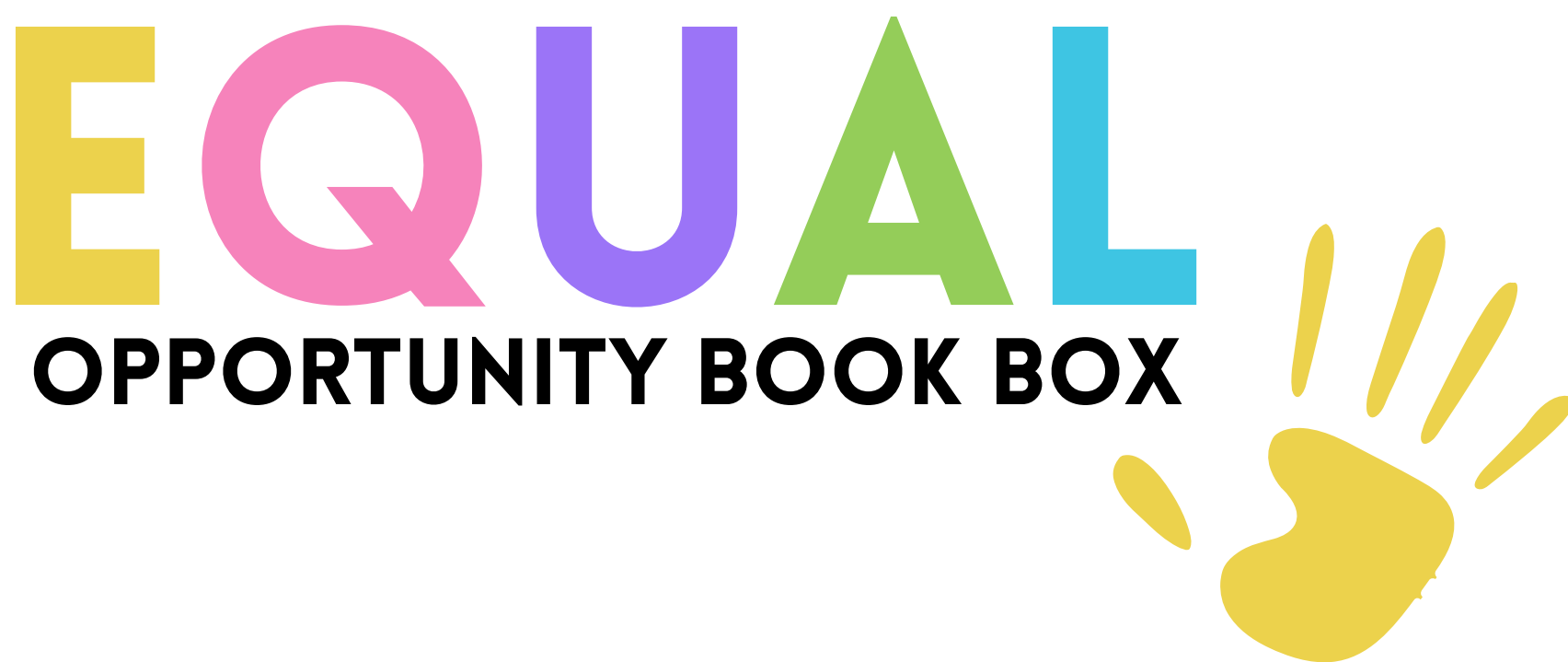
#9b74f7

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# LOGO



**TYPEFACE**

**LOVELO**  
**USE FOR HEADLINES**



Playfair Display  
use for body text

# ASSETS

EQUAL

E

Q

U

A

L

