

# Empow(H)er or EmpowHer

\*STILL FIGURING OUT WHICH FORMAT\*



PHOTO CREDIT:  
UNIFIL  
(POSTED ON  
FLICKR)



PHOTO CREDIT:  
BORGEN MAGAZINE

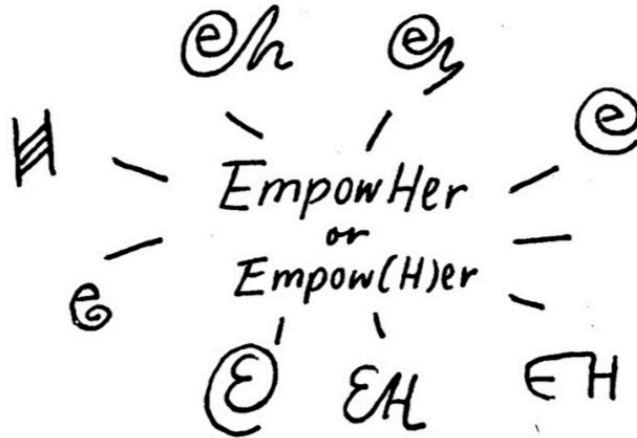


PHOTO CREDIT:  
ROGER LEMOYNE  
FOR UNICEF

# Empow(H)er or EmpowHer

## LOGO EXPLORATIONS

### Current Logo Sketches



### Inspirations



**GIRLRISING**



**Education.com**



**EDUCATION  
CANNOT  
WAIT**

The global fund for education in emergencies

# Empow(H)er or EmpowHer

## COLOR

### PRIMARY

Colors from  
Malala Fund  
website logo



#131E40

#1F438C

#D9B26A

#F25A38

#F28D77

**\*common colors seen in reference websites:**

*yellows, oranges, greens, reds, and blues*

C: 0 | R: 255  
M: 13 | G: 223  
Y: 73 | B: 69  
K: 0

#FFDF45

C: 0 | R: 255  
M: 28 | G: 183  
Y: 100 | B: 0  
K: 0

#FFB700

C: 62 | R: 84  
M: 0 | G: 221  
Y: 62 | B: 84  
K: 13

#54DD54

C: 0 | R: 255  
M: 70 | G: 76  
Y: 76 | B: 61  
K: 0

#FF4C3D

C: 39 | R: 156  
M: 6 | G: 240  
Y: 0 | B: 255  
K: 0

#9CF0FF



### ACCENT

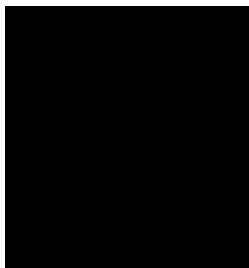
R: 242  
G: 220  
B: 216

R: 237  
G: 227  
B: 221

R: 242  
G: 227  
B: 213

R: 213  
G: 224  
B: 210

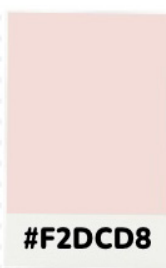
R: 217  
G: 243  
B: 255



Black

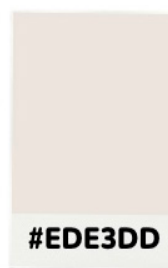


White



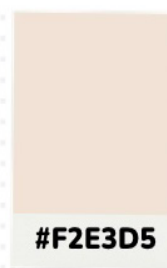
#F2DCD8

C: 0  
M: 9  
Y: 11  
K: 5



#EDE3DD

C: 0  
M: 4  
Y: 7  
K: 7



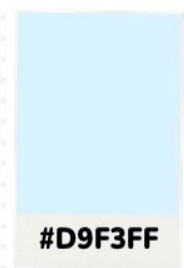
#F2E3D5

C: 0  
M: 6  
Y: 12  
K: 5



#D5E0D2

C: 5  
M: 0  
Y: 6  
K: 12



#D9F3FF

C: 15  
M: 5  
Y: 0  
K: 0

# Empow(H)er or EmpowHer

## KEYWORDS

EMPOWERING

EDUCATION

GIRLS/FEMALE

ADVOCACY

LEADERSHIP

CHAMPION

# Empow(H)er or EmpowHer

## TYPOGRAPHY

Typography is a powerful brand tool when used consistently: the typefaces below should be used across all print and web applications.

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### Slabo (50 pt)

Nunito: Dates and Bylines (16 pt)

Slabo is a free typeface [available through Google Fonts](#). It comes in one font weight of 400 and can be effective as a header. For dates and bylines, Nunito (typeface also [available on Google Fonts](#)) should be used as the secondary header. Nunito has multiple font weights and can be italicized depending on context.

PHUDU SEMIBOLD, ALL-CAPS: HEADER 2 (15 PT)

SUSE Light: Body Copy (13 pt)

PHUDU and SUSE are free typefaces [available through Google Fonts](#).

# Telling Stories of Lives in Transition

02.04.2018 • Micheline Marcom

## **WHAT IS THE NEW AMERICAN STORY PROJECT?**

The New American Story Project is a collaboration of artists presenting oral histories and stories of immigrants and refugees in order to bear witness, raise awareness, and provoke transformative conversation.

The Northern Triangle of Central America, comprised of Guatemala, El Salvador, and Honduras, has become one of the most violent regions on earth. Since 2009, over 165,00 Central American children have fled their Central American homelands and arrived at the southern U.S. border seeking protection.