

## Brand and Style Guide

### Logo:



### About the logo:

The logo displays a set of figures connected by their similar design and red hearts on their chests. The figures are ambiguous to avoid labeling what a family should look like. We want to emphasize that family is only about having a passion for each other. The green heart's color in the background symbolizes new beginnings. The elementary-school style of drawing gives the logo an overall youthful feel. Finally, the red on the words connects the passion in the figures' hearts to the name of the organization.

### Rules:

- Logo cannot be rotated.
- The logo cannot be displayed without the organization name.
- The logo must be no smaller than the minimum dimensions.
- All official communication documents must have this logo.

### Logo Font:

#### **Baloo Thambi font**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )**

- Logo can use this font.
- Colors of background sheets can be seen through "scribbles" of logo.

### Tagline:

- The tagline is "Find Your Family."
  - The first letter of each word in the tagline should be capitalized in the letterhead.
  - Within other headers, the first letter of each word needs to be capitalized.
  - Within communications documents, none of the words need to be capitalized unless it is at the beginning of a sentence.

## Fonts

Georgia - Regular, 12 pt font size

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

Josefin Sans - Regular, 12 pt font size

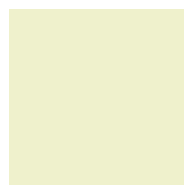
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

For the communication documents, we chose the font Georgia. Georgia sets a light and airy tone with the serif on the font. The Georgia font is still professional, however. The Josefin Sans font is perfect for subheadings on the business cards due to its clean and modern look.

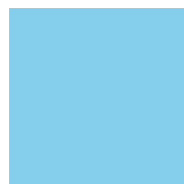
## Colors



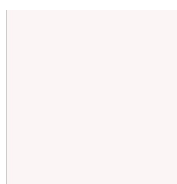
PANTONE: 160-2U  
CMYK: 4, 0, 18, 4  
RGB: 236, 245, 201  
HEX: f1f5c9



PANTONE: 19-1763 TCX  
RGB: 191, 26, 44  
CMYK: 0, 86, 77, 25  
HEX: bf1a2c



PANTONE: 0821U  
RGB: 103, 199, 255  
CMYK: 60, 22, 0, 0  
HEX: 67c7ff



PANTONE: 75-1 U  
RGB: 252, 246, 245  
CMYK: 0, 2, 0, 0  
HEX: fcf6f5

## Minimum Size



The logo should be no smaller than 37.24 x 37.24 px wide, or 0.98 x 0.98 cm on printed materials.

## Clear Zone

The clear zone around the logo should be the height of the lowercase letters.

