



*Building a Thriving Community
Through Evidence Based Hope Science*

Brand Guide



Color



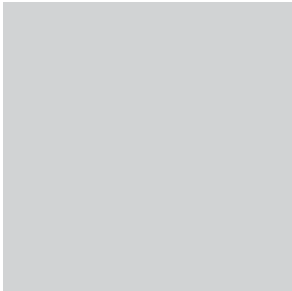
CMYK: 86, 49, 0, 0
RGB: 14, 118, 188



CMYK: 0, 99, 97, 0
RGB: 237, 28, 36



CMYK: 2, 23, 90, 0
RGB: 250, 196, 53



CMYK: 0, 0, 0, 20
RGB: 209, 211, 212



CMYK: 0, 0, 0, 60
RGB: 128, 130, 133



CMYK: 0, 0, 0, 90
RGB: 65, 64, 66



Spacing



Leave at least the width of one 'sun' on all sides of the logo.



Typography

Open Sans

Headline, 36pt Bold

Subhead, 24pt Semibold

Body copy, 12pt Regular

(Kerning -20 throughout)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+==

