

LOGOS

Tagline



No Tagline



Stacked



Incorrect



Incorrect



Correct



Correct



- All The Family Reach logos must display registration (®) mark in both printed and digital media.
- For color clashing or visibility issues, please use the white Family Reach logo. The white logo must appear on a background with a minimum value of 50% black or equivalent to ensure visibility.
- Horizontal logos are a minimum of 2.5 inches wide while the stacked logo has a minimum size of 1 inch. Logos should never appear smaller than these indications.
- Logos must not be skewed, stretched, rotated or clipped.
- For guidelines on co-branded logos, please contact Rosie Cunningham at rcunningham@familyreach.org.

TYPOGRAPHY

Avenir

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
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

Avenir Light

Avenir Book

Avenir Roman

Avenir Medium

Avenir Heavy

Avenir Black

Avenir Light Oblique

Avenir Book Oblique

Avenir Oblique

Avenir Medium Oblique

Avenir Heavy Oblique

Avenir Black Oblique

SPACING



Incorrect



Correct



Space equal to the width of the 'h' of the 'reach' in the Family Reach logo should be maintained around the perimeter of the logo at all times. This applies to all Family Reach logos.

Design elements including but not limited to text, shapes, and images, should not permeate this space. Only color backgrounds which do not clash with the logo's green or purple are permitted. For color clashing, see the example to the left for substitutions.

RESOURCES

For files and questions regarding Family Reach logos and design, please contact Alex Lewis, at alewis@familyreach.org. For Marketing and Communications inquiries, contact Rosie Cunningham at rcunningham@familyreach.org.

COLORS



CMYK: 53, 0, 96, 0
RGB: 133, 196, 70
HEX: #85c446
PMS: 368C



CMYK: 57, 83, 18, 2
RGB: 130, 74, 135
HEX: #824a87
PMS: 7662C



CMYK: 0, 0, 0, 50
RGB: 147, 149, 152
HEX: #939598
PMS: Cool Gray 7C