



DESIGN GUIDELINES

The Logo is the most important visual element of the brand. It should always be treated as a separate element and never be used as part of a sentence nor blended with any other design element.

The key measurement used for the logo is the "E" from Esperanza. This "E" is used to measure the spacing through out the logo as well as the "safe area" required around it. When used in any instance, no element should come into nor touch the safe area of the logo.



Yes.



ROOTS
OF HOPE



RAICES DE
ESPERANZA

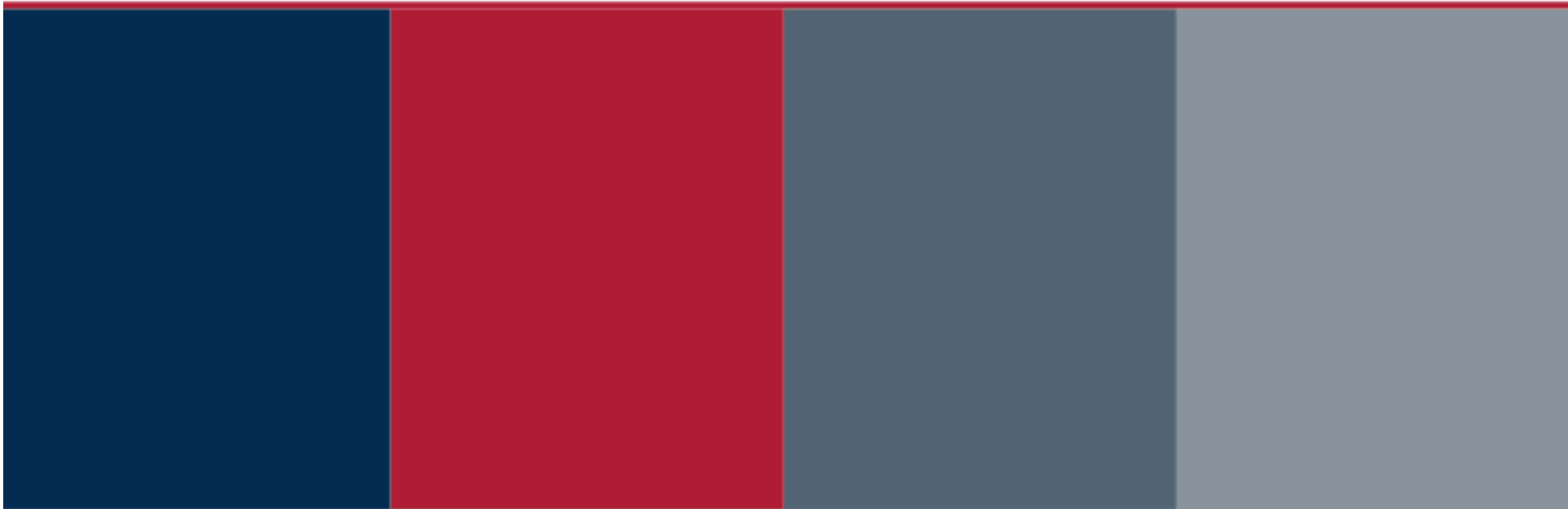
No.



The ROOTS RAICES DE OF HOPE ESPERANZA welcome you



All materials should use a uniformed color pallette. Eventhough other colors can be used sporadically with disgression, any dominating color block, text or design element should use one of the colors below.

				
Pantone: 648 CMYK: 100 62 0 52 RGB: 0 47 122 WEB: 002F7A	Pantone: 187 CMYK: 0 100 79 20 RGB: 43 68 38 WEB: CC002B	CMYK: 35 17 0 54 RGB: 76 97 117 WEB: 4C6175	CMYK: 16 8 0 36 RGB: 137 150 163 WEB: 002F7A	CMYK: 0 0 0 0 RGB: 255 255 255 WEB: FFFFFFFF
				

For all design and graphical text elements the font should be ITC Avant Garde Gothic. For all other copy/text, the font used should be Calibri.

ITC Avant Garde Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890