

BRANDING GUIDELINES

Prepared for: REAL FAMILIES
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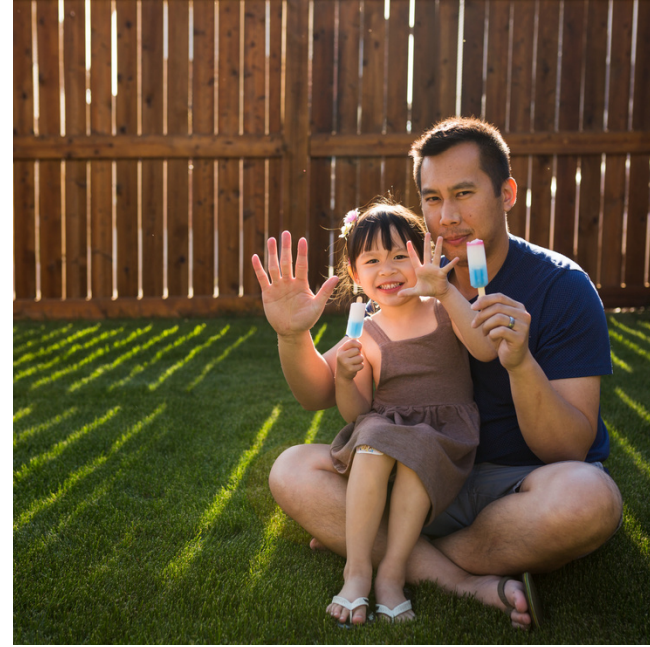
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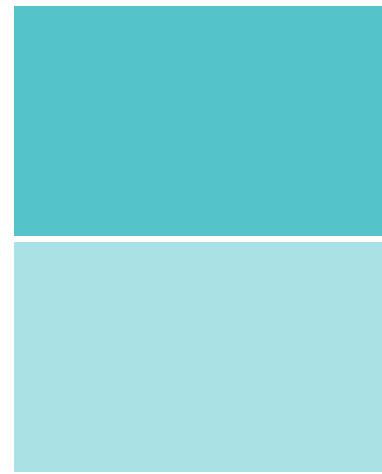
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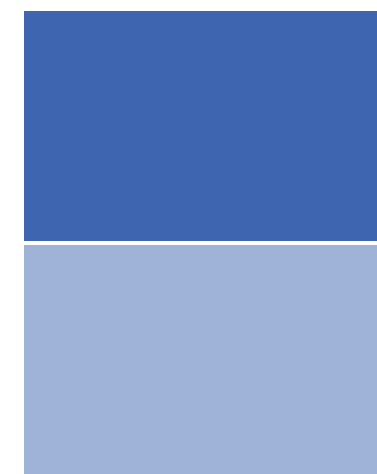
EXAMPLE IMAGES



COLOR PALETTE



#54C4CA



#3F65AF



TYPOGRAPHY

LOGO FONT: NOVECEN TO SANS WIDE

BOOK AND BOLD

KERNING: 60

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

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THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Alternate Font: Montserrat

All font types as needed for use

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

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The quick brown fox jumps over the lazy dog.



PRIMARY LOGO



REALFAMILIES
REAL LIFE. REAL ANSWERS. REAL HOPE.



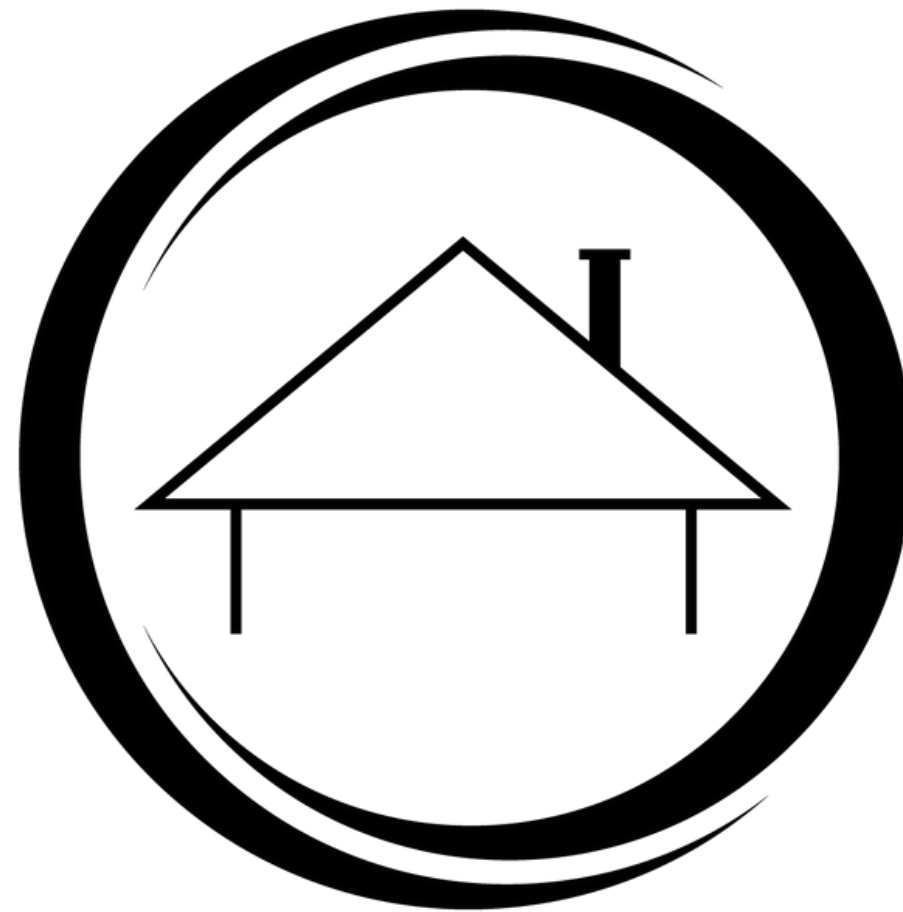
WORDMARK

REALFAMILIES
REAL LIFE. REAL ANSWERS. REAL HOPE.

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REAL LIFE. REAL ANSWERS. REAL HOPE.



ICON



ALTERNATIVE LOGOS

