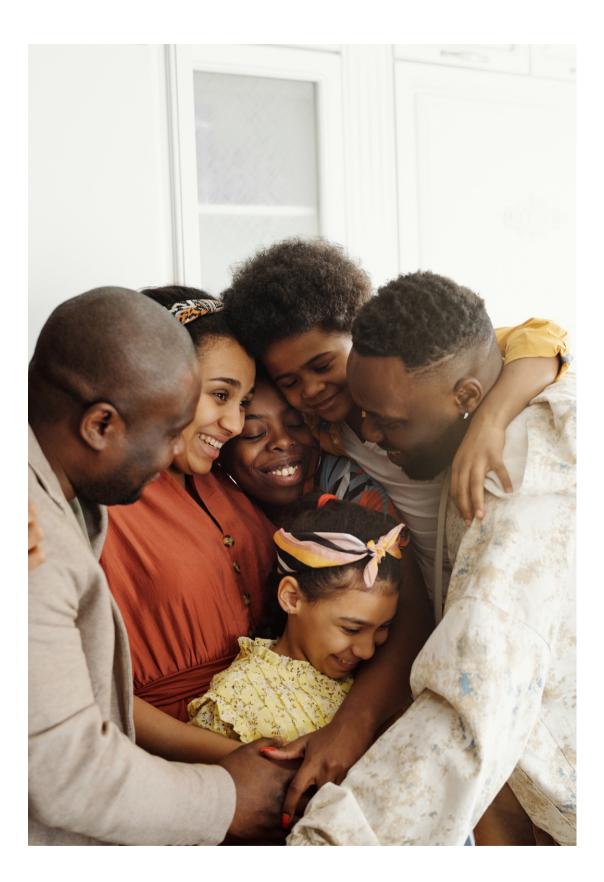
# BRANDING GUIDELINES

Prepared for: REAL FAMILIES Date: 07/14/2022

Prepared by Chelsea Umberger





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### EXAMPLE IMAGES



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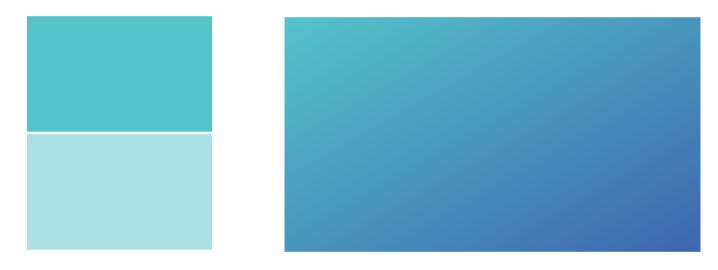






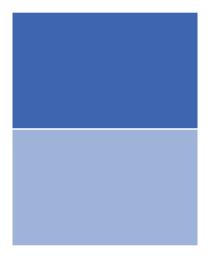


### **COLOR PALETTE**



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### TYPOGRAPHY

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### e Font: Montserrat types as needed for use

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### PRIMARY LOGO





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# 

REAL LIFE. REAL ANSWERS. REAL HOPE.



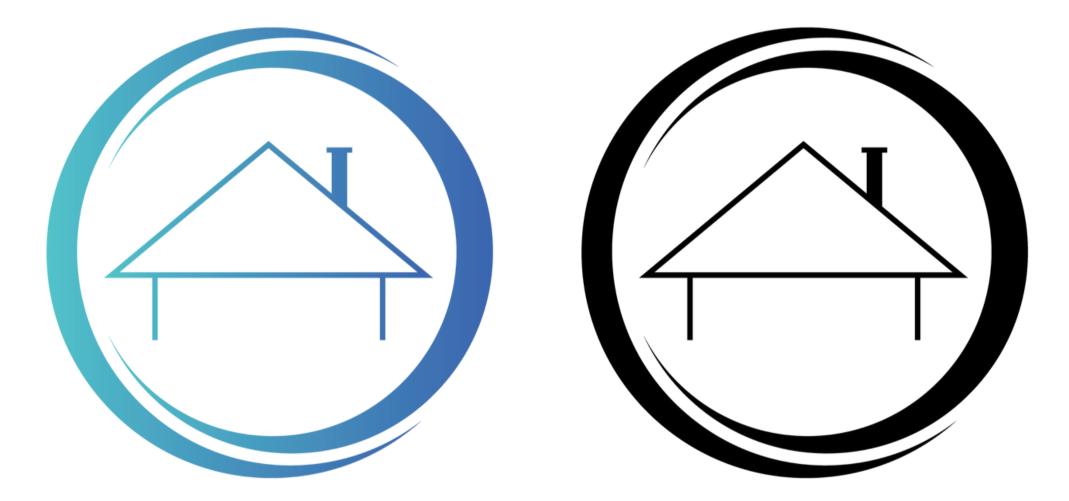
# REAL LIFE. REAL ANSWERS. REAL HOPE.

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## REALFAMILIES REAL LIFE. REAL ANSWERS. REAL HOPE.



### ICON



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### ALTERNATIVE LOGOS







REAL





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