

MINDS FOR CHANGE

Style Guide

Brand Colors

Invigorating Pink



HEX: #E8255E
RGB: 232, 37, 94
CMYK: 0% 76% 54% 9%

Tranquil Blue



HEX: #4976BA
RGB: 73, 118, 186
CMYK: 44% 27% 0% 27%

Natural Green



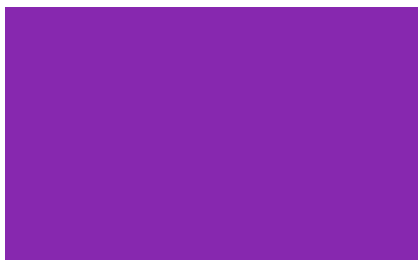
HEX: #0FA35C
RGB: 15, 163, 92
CMYK: 58% 0% 28% 36%

Joyful Yellow



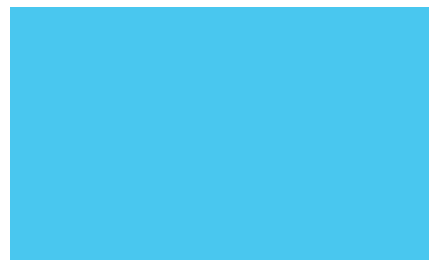
HEX: #FFD70D
RGB: 255, 215, 13
CMYK: 0% 16% 95% 0%

Peaceful Purple



HEX: #8728AF
RGB: 135, 40, 175
CMYK: 16% 53% 0% 31%

Electric Cyan



HEX: #49C7EF
RGB: 73, 199, 239
CMYK: 65% 16% 0% 6%

Fonts

Filson Soft (main)

**Quick foxes jump nightly above wizards.
Two driven jocks help fax my big quiz.
Pack my box with five dozen liquor jugs.
A quivering Texas zombie fought republic linked jewelry.
Back in June we delivered oxygen equipment of the same size.
We promptly judged antique ivory buckles for the next prize.
My girl wove six dozen plaid jackets before she quit.**

Filson Soft Regular is the primary font used on all communications. Different weights may be used to show emphasis.

Filson Italics (secondary)

*Quick foxes jump nightly above wizards.
Two driven jocks help fax my big quiz.*

Filson Soft Regular and Bold Italics may be used for additional emphasis or other major messaging.

Main Logo



The lockup of the wordmark and Brain icon should be the primary logo used. The wordmark and Brain icon are not to be used separately. Avoid using the logo on a non-white background.

Single-Color Version



The white lockup should be used on colorful backgrounds or as a corner watermark on photos.

Logo

Compact Logo



The compact version of the logo should be used in all instances where space is limited. Avoid using the logo on a non-white background.

Single-Color Version



The white compact logo should be used on colorful backgrounds or as a corner watermark on photos.



*Style guidelines by
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