

BRAND GUIDE FOR FIVE FOR FAMILIES

LOGO



LOGO SHARING

Balance the logos within the space and use sufficient white space between and around the logo.

COLORS



CMYK: 0/31/98/0
RGB: 255/184/28
PMS: 1235



CMYK: 49/0/23/0
RGB: 42/210/201
PMS: 3252



CMYK: 90/64/0/0
RGB: 56/94/157
PMS: 7684



CMYK: 0/87/85/0
RGB: 224/60/49
PMS: 179



CMYK: 39/0/81/0
RGB: 161/226/94
PMS: 374



CMYK: 66/64/67/67
RGB: 46/42/37
PMS: BLACK

STRENGTH and ASSOCIATED COLOR



Feelings Matter



Thoughtful Parenting



Strong Connections



Inner Strength



Practical Help

FONTS

Primary San-Serif Typeface

CALIBRI

ABCDEF GHIJKLMNOPQRS TUVW X YZ
abcde fghijklmnopqrstuv wxy z
1234567890

CALIBRI BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Secondary San-Serif Typeface

CAMBRIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SERVICE MARK

The Five for Families logos are registered service marks. They are protected and should not be manipulated without permission from the Prevention Board.

Don't:

Use the logo in any other color combination than identified in this document

Stretch, rotate, or distort the logo

Use the logo at less than 100% opacity or tints/screens of color

Use the color logo over any pattern or dark color field not within the brand palette

Change the typography in the logo mark

FUNDING ACKNOWLEDGMENT

If your agency has been awarded a grant from the Prevention Board, the logo, funding acknowledgment and a disclaimer must be used. Contact the Prevention Board for the most current language at PreventionBoard@wisconsin.gov

QUESTIONS

The Prevention Board understands that it may be difficult to adhere to every aspect in this brand guide. If you have questions please contact the Prevention Board at PreventionBoard@wisconsin.gov