# **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.



#### STRENGTH and ASSOCIATED COLOR

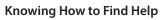
Helping Kids Understand Feelings

Parenting as Children Grow



**Connecting with Others** 

**Building Inner Strength** 



## 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