

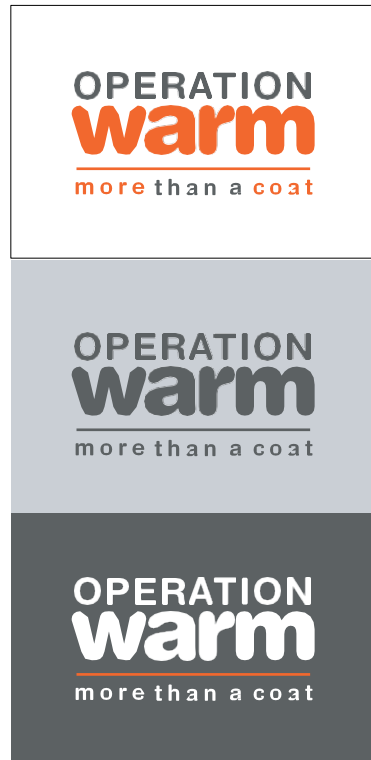
# Brand Guide

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For Partners

# Logos

## Main Logo



This is the primary logo choice and should be used most frequently on all print and digital applications.

## Horizontal Logo



This is the secondary logo choice to be used sparingly only in horizontal applications and formats.

## Short Logo



This short option is used for web icons or as accents in the header or footer of print documents.

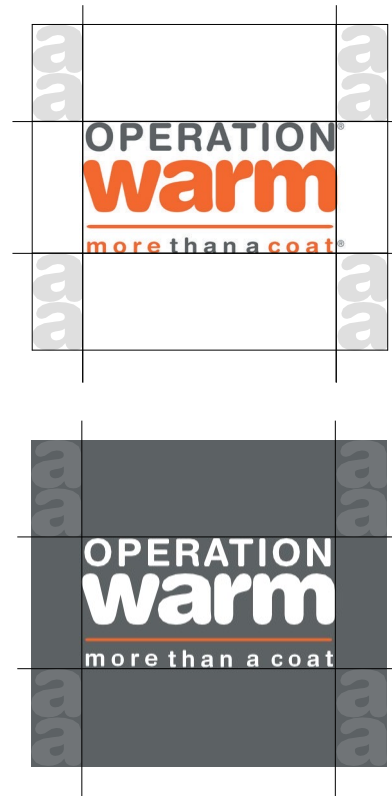
# Logo Placements

## Horizontal Logo

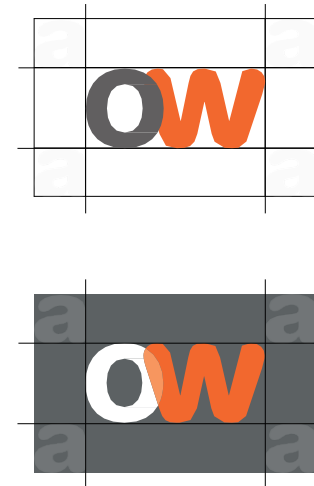


Clear space frames the logo and separates it from other elements including text and edges of paper. The logo must be surrounded by a minimal measurement of the letter “a” of the logo.

## Square Logo

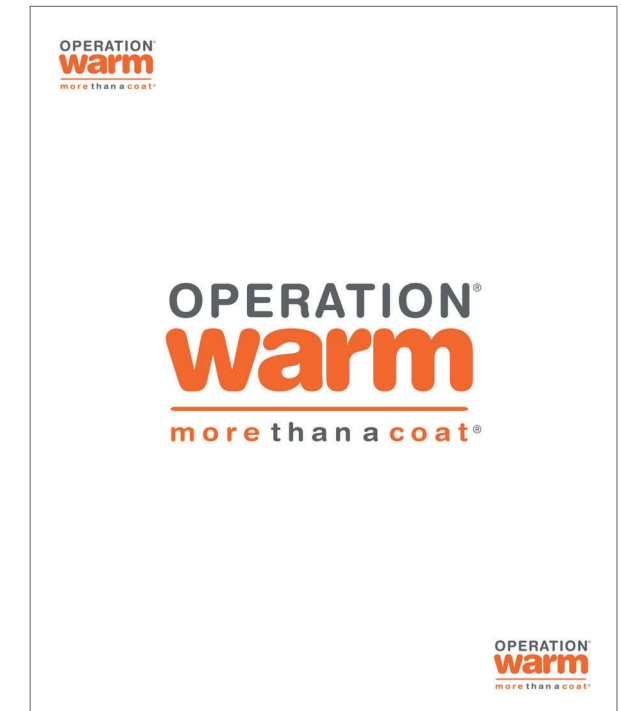


## Short Logo



## Logo positioning

Logo should only be placed top left corner, center, or bottom right corner.

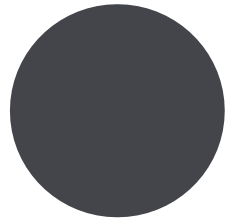


# Colors/Fonts

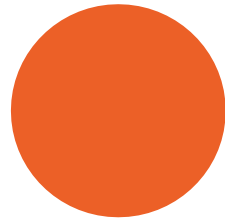
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## Color Palette

Primary

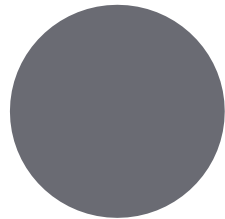


CMYK: 69,61,54,39  
RGB: 70,71,77  
Hex: #46474d

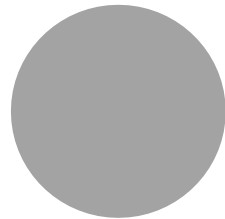


CMYK: 2,77,95,0  
RGB: 236,96,39  
Hex: #ec6027

Secondary



CMYK: 71,56,46,23  
RGB: 79,92,102  
Hex: #505b66



CMYK: 64,47,40,11  
RGB: 101,115,126  
Hex: #65737e



CMYK: 20,13,110,0  
RGB: 202,207,213  
Hex: #cacfd5

## Fonts

Primary Font for web/print

**Calibri (Light, Roman, Black)**

**A B C D E F G H I J K L M N O P Q R S T**

**U V W X Y Z**

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# Imagery

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Photos should be well-lit, in focus, and in action—such as an act of giving. Avoid bad lighting—placement of logo should be visible in top left, center, or bottom right.

# Social Media

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[Click here for access to our Best of 2020 - 2021 Google Photo Album](#)

## Handles:

- ✓ Facebook [@OperationWarm](#)
- ✓ Instagram [@operationwarm\\_coatsforkids](#)
- ✓ Twitter [@OperationWarm](#)
- ✓ LinkedIn [@OperationWarm](#)
- ✓ YouTube [@OperationWarm](#)

## Top Hashtags:

- ✓ #MoreThanACoat
- ✓ #operationwarm
- ✓ #coatsforkids
- ✓ #communityheroes
- ✓ #warmschools