



PROJECT-FUN.ORG

BRIGHTEN THE WORLD

2022 Brand Guidelines

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Master Logos



Secondary Logos



Black



White

Typography

Avenir

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZabcdefghijklmnopqrstuvwxyz-
vwxyz1234567890!@#\$%^&*()-_+=<>

Lorem ipsum

Dolor sit amet, consectetur adipiscing elit.
Proin varius mi et imperdiet pulvinar. Suspendisse sit amet orci eu metus vestibulum tempus.

Book

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Proin varius mi et imperdiet pulvinar. Suspendisse sit amet orci eu metus vestibulum tempus.

Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Proin varius mi et imperdiet pulvinar. Suspendisse sit amet orci eu metus vestibulum tempus.

Heavy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin varius mi et imperdiet pulvinar. Suspendisse sit amet orci eu metus vestibulum tempus.

Color Palette



#046cb5

R4 G108 B181

C90 M56 Y1 K0



#e65526

R230 G85 B38

C4 M82 Y100 K1



#053153

R5 G49 B83

C100 M79 Y36 K40



2022

Parameters

Parameters



Do: Keep the dimensions of the logo true to the original

Don't: Stretch, alter, or change the dimensions of the logo

Parameters

Don't: Alter the color, shape, layout, or design of the original logo





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For more information or to request approvals on the use of
the brand, please contact us at info@project-fun.org