



Cookie Cares

BRAND STYLE GUIDE



LOGOS

These are the official logos for Cookie Cares. The logo may be produced in full color, black, or white. Any version of the logo with a transparent background must only be used with a solid background that does not compete with or obstruct the logo design.



Primary Logo
Full Color



Secondary Logos
Black & White



FONTS

The brand font is flexible, using sans-serif fonts primarily to produce a clean and easy-to-read look and feel. All headings should be bold and distinctively larger than body fonts. Font colors should be the main brand colors and black, white, or dark gray for headings, which body font colors should be black or dark gray only.

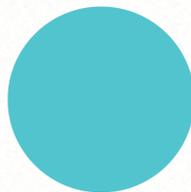
Avenir Bold
Font Size: 75

This is your Heading

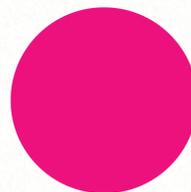
Avenir
Font Size: 21

This is the body font style that should be used in communications pieces.

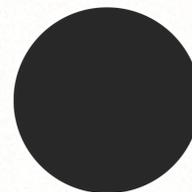
COLORS



#52C5CE
Primary



#ED117D
Primary Accent



#282828
Secondary



#E9E6E3
Secondary Accent

VOICE

The brand voice is kind, friendly, and casual. Any content should be written in plain, accessible language and should be a sixth grade reading level.

IMAGES

Images for this brand should mostly reflect girls, preferably pre-teen age. When possible, use group photos of young girls expressing joy as they work and play in volunteer or service settings.

