

America's Kids Belong - Mood Board - 2

Logo, Color Pallet, and Typography



Logo

Full Color Vertical



Full Color Horizontal



Dark Solid Back



Dark Image Back



Black



Color Pallet

Primary



PANTONE: 647 C
HEX: #155584;
CMYK: 96,69,25,8

PANTONE: 298 C
HEX: #3CB4E5;
CMYK: 65,10,2,0

PANTONE: 375 C
HEX: #93D500;
CMYK: 47,0,100,0

PANTONE: 7712 C
HEX: #008298;
CMYK: 86,36,31,3

Tints



PANTONE: 645 C
HEX: #7BA0C4;
CMYK: 53,28,10,0

PANTONE: 2974 C
HEX: #95D4E9;
CMYK: 39,2,5,0

PANTONE: 373 C
HEX: #CBE880;
CMYK: 47,0,100,0

PANTONE: 7710 C
HEX: #00A5B5;
CMYK: 78,14,28,0

Secondary



PANTONE: 137 C
HEX: #FFA400;
CMYK: 0,42,100,0

PANTONE: 172 C
HEX: #FF4713;
CMYK: 0,86,100,0

PANTONE: 7544 C
HEX: #758592;
CMYK: 58,41,34,4

PANTONE: 7546 C
HEX: #243746;
CMYK: 86,69,51,46

Tertiary - Extended Palette *



PANTONE: 7656 C
HEX: #923A7F;
CMYK: 48,91,19,2

PANTONE: 1575 C
HEX: #FF7F30;
CMYK: 0,62,89,0

PANTONE: 5523 C
HEX: #86CED0;
CMYK: 29,10,16,0

PANTONE: 361 C
HEX: #3DAE2B;
CMYK: 76,4,100,0

* Extended palette for graph or chart use only

Typography

Primary | Futura PT Font Family

Futura PT Light Oblique (Quote)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura PT Book (Paragraph/Excerpt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura PT Demi (Subhead)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headline

Futura PT Bold

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Secondary/Website

Josefin Font Family (Google Font)

Josefin Extra Light Italic 200 (Quote)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Josefin Regular 400 (Paragraph/Excerpt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Josefin Bold 600 (Subhead)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headline

Josefin Bold 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

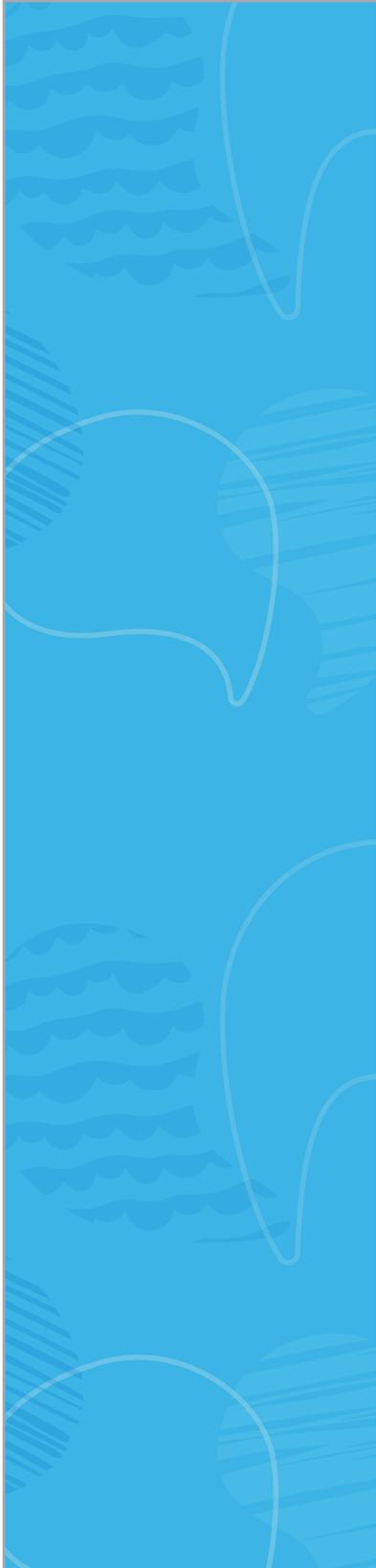
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Graphics and Imagery



Imagery

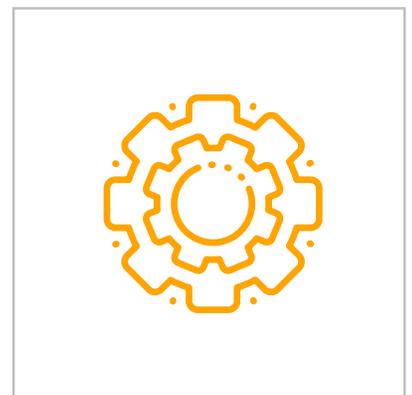
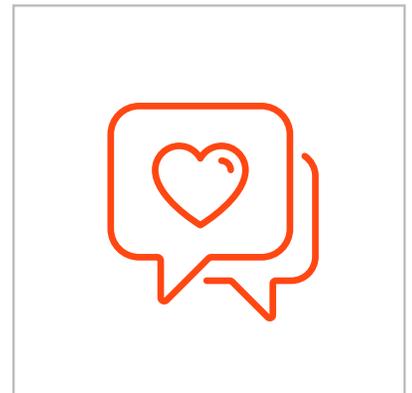
Background



Headline imagery



Icon Graphics



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Layout Examples



Collateral

Brochure

AMERICA'S KIDS BELONG

Brochure Title Will Go Here

Content subheader will go here.
Content subheader will go here.
Content subheader will go here.

310
Children placed with
ADOPTIVE FAMILIES

Ut wisi enim ad minim veniam, nisi ut aliquip ex ea commodo consequat. Duis aute...

Ut wisi enim ad minim veniam, nisi ut aliquip ex ea commodo consequat. Duis aute...

Ut wisi enim ad minim veniam, nisi ut aliquip ex ea commodo consequat. Duis aute...

Presentation Title Slide

AMERICA'S KIDS BELONG

Slide Title Will Go Here

Content subheader will go here. Content subheader will go here.

Letterhead

AMERICA'S KIDS BELONG

One Page Title Goes Here

Content Header Goes Here. Content Header Goes Here.
Content Header Goes Here.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

- Lorem ipsum dolor sit amet, cons etetuer adipiscing elit, sed diam nonummy nibh euismod.
- Tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.
- Quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Business Cards

AMERICA'S KIDS BELONG

Fname Lname
Title Goes Here and Location If Needed

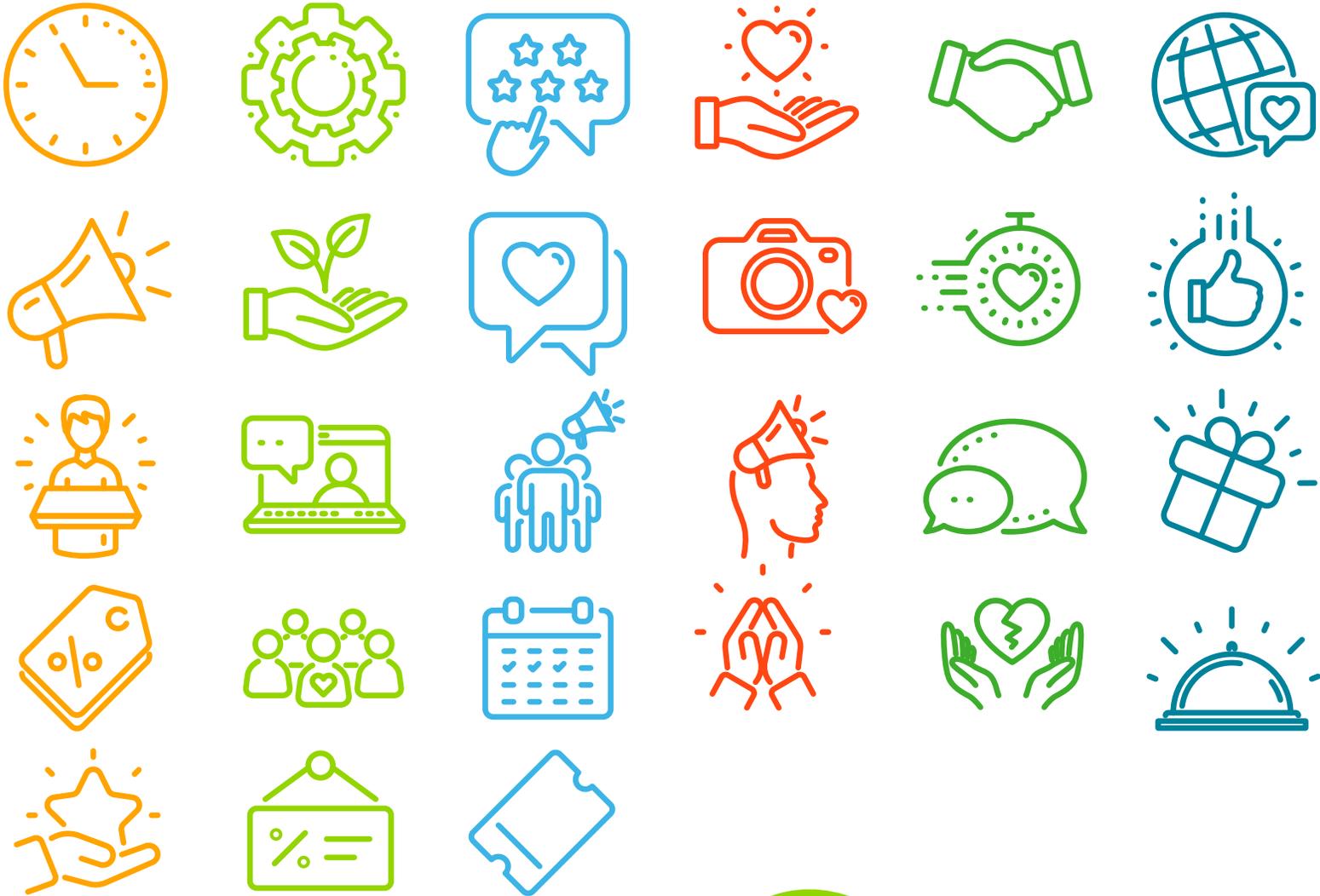
p (888) 888-8888
m (888) 888-8888
e ffname@amkidsbelong.org

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Graphic Elements - Icons & Quote Bubbles



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Graphic Elements - Texture

