



BRAND GUIDELINES

Logo Usage

Foster Love's primary logo will be used on all communications, materials, and other applications inside and outside of Foster Love. Consistent use of the primary logo will create awareness and strengthen the brand's visual identity.



PRIMARY LOGO

Stacked, full color Foster Love logo to be the primary logo used



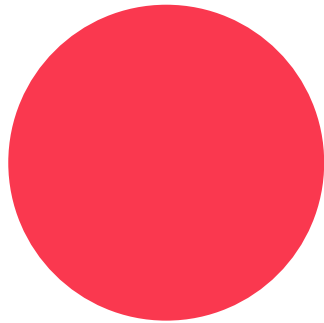
SECONDARY LOGO

Horizontal, full color Foster Love logo to be used cases where the primary logo is not ideal

Color Palette

PRIMARY COLOR PALETTE

These colors are used in our logo and background elements.



Red

RGB

250,56,79

CMYK

0,91,63,0

HEX

fa384f

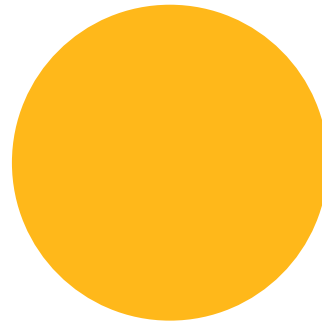
PMS

Coated

1785 C

Uncoated

192 U



Yellow

RGB

255,184,26

CMYK

0,31,98,0

HEX

ffb81a

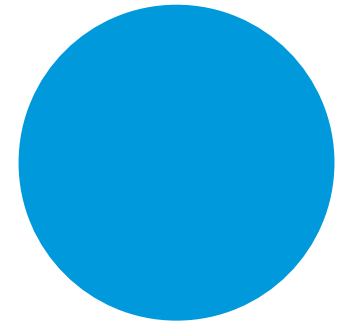
PMS

Coated

1225 C

Uncoated

122 U



Blue

RGB

0,153,219

CMYK

76,36,0,0

Hex

0099db

PMS

Coated

2171 C

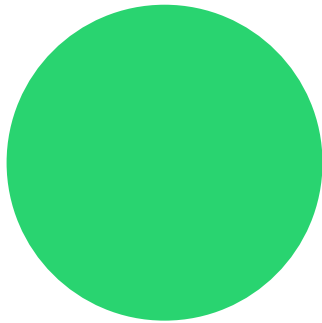
Uncoated

2192 U

Color Palette

SECONDARY COLOR PALETTE

Secondary brand colors act as a complimentary color palette to the primary brand colors. Secondary colors should not consist of more than 50% of the overall design.



Green

RGB

41,212,112

CMYK

67,0,78,0

HEX

29d470

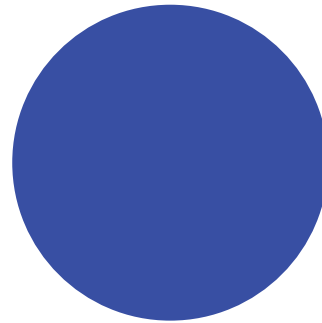
PMS

Coated

2257 C

Uncoated

260 U



Purple

RGB

56,79,163

CMYK

89,79,0,0

HEX

384fa3

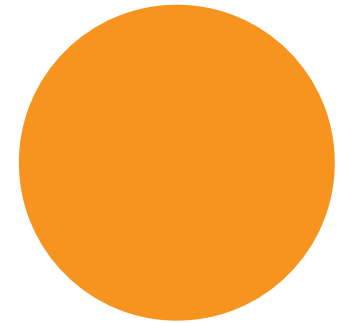
PMS

Coated

2369 C

Uncoated

2131 U



Orange

RGB

247,148,31

CMYK

0,50,98,0

HEX

f7941f

PMS

Coated

130 C

Uncoated

143 U

Typography

PRIMARY TYPEFACE

Poppins was selected as our primary font for all internal marketing, advertising, and customer communications. Poppins is our font for all headlines, subheads, and call outs. The use of consistent typography defines our brand and creates a cohesive look across all communication. Type should not be stretched or distorted in any manner.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+''

Poppins Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+''*

Poppins Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+''**

Poppins Semibold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+''***

Poppins Semibold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+''**

Poppins Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+''***

Poppins Bold Italic

Typography

SECONDARY TYPEFACE

Abril Display was selected to compliment the primary font. Abril Display will be utilized for certain body copy, quotes, and more conversational writing.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%^&*()_+”

Abril Display Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%^&*()_+”*

Abril Display Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%^&*()_+”**

Abril Display Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%^&*()_+”***

Abril Display Bold Italic

Font Hierarchy

**This is a Sample
Headline Style**

HEADLINE

Poppins Bold
Title Case

THIS IS A SAMPLE SUBHEAD STYLE

SUBHEAD

Poppins Bold
All Caps

Merci doloria ssimus sant acearciet aruptis sentur? Vellaborum alitatem debist, conem ditibus este porit vendit, inullab incteni menditiate sante lam explibus num lame ea con cum aut aut aut omni ditiu quiscidLum faciet exero tentem aceped modis ad qui re sita dolut quiatur, corpor sene dis accatiisim re il exeris autatur?

COPY

Poppins Regular
Sentence case

“Pull-Quote Sample Style”

PULL-QUOTE

Abril Display Italic
Sentence case

Legal text sample style

LEGAL

Poppins Regular
Sentence case

Socials



Visit our social pages here!



Tagline

“ Making the foster care experience BETTER for the 650,000 children going through it. ”