

UPLIFT.



Be Kind. Be Bold. Be You.

Main Logo



Submark



Alternates / Badges

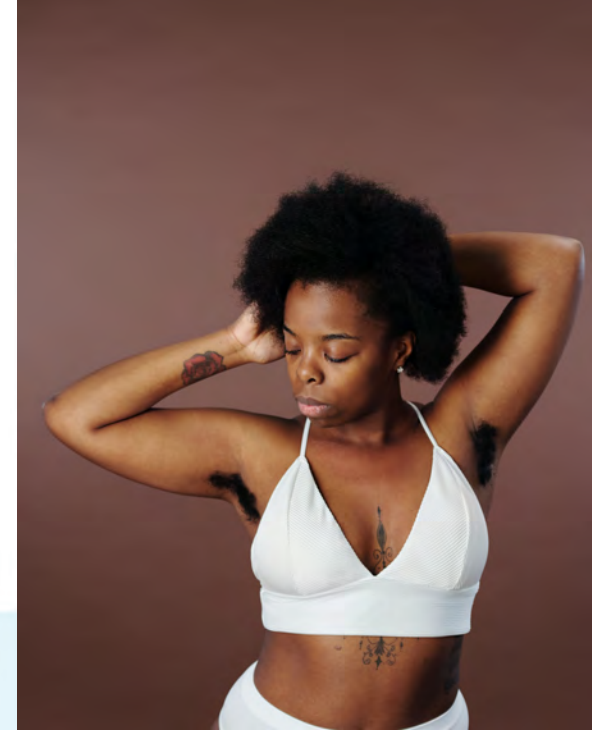


Logo Don'ts

Do not mix browns and blues within logo variations.



Minimum Sizes





Typefaces

EloquentJFPro | Regular

- Header Text (Regular)
- Logo (Small Caps)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi

Futura PT | Book

- Subheader Text (Medium Oblique)
- Block Text (Regular)

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Photo Styles

- Use photos with Neutral tones that compare with branding colors. Showcase women of all tones and sizes.
- Models shown smiling or in a powerful way.

Writing Tones

Do's

Compassionate
Kind
Inspirational
Inclusive
Calming

Don'ts

Humorous
Romantic
Scholarly

Colors

#3E565A



#ABCAD3



#E5F4F8



#F8DAC1



#754A33



#2E1D11



Mockups

Using Brand Guide

