

BRAND STYLE GUIDE



Molly & Ed Shill
Cares Foundation

ELEMENTS

1 CLEAR SPACE

The logo needs to be given adequate clear space to ensure maximum prominence and visual impact. Always Maintain a clear space at least equal to the full height of the “M” around all sides of the logo.



2 COLOR PALETTE

Only use provided logo colors from the color palette.



#1071B9



#0E5278

3 TYPOGRAPHY

Use only approved typefaces. Do not substitute for different fonts.

Molly & Ed Shill — Trebuchet MS - Bold
Cares Foundation — Trebuchet MS - Bold Italic

USAGE

1 BACKGROUND

Position the logo on a white background for maximum visual impact. Do not place the logo on a busy pattern, or a similarly colored background.

2 COLOR

The logo should be printed in color whenever possible, but may be reproduced in grayscale for use when color is not available. Do not substitute or alter the colors of the logo.



3 EFFECTS

Do not outline, bevel, emboss or dimensionalize the logo. Do not add glow effects or drop shadows.

4 ORIENTATION

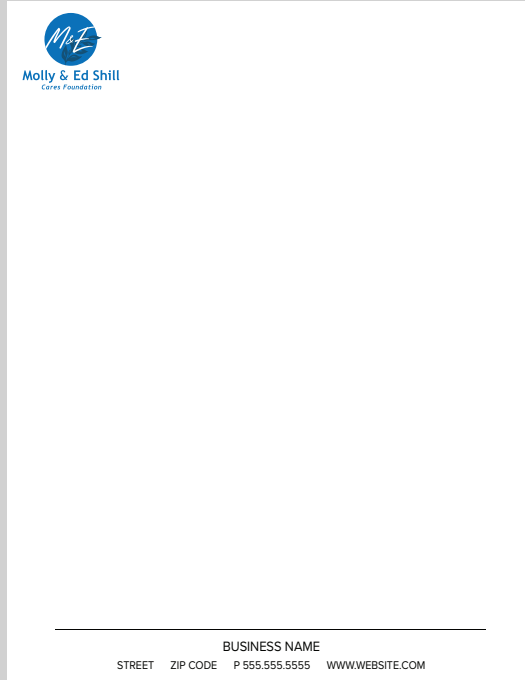
Do not change the orientation of the logo. Do not crop, rotate, invert, spin, or angle the logo.

5 PROPORTION

The logo must be used at a 1-to-1 proportion at all times. Do not alter the size, shape, or placement of any logo elements. Do not distort the logo.

PRODUCTS

1 LETTERHEAD & BUSINESS CARD



2 CLOTHING

