

QUICK REFERENCE BRAND STYLE GUIDE

This document provides a quick and easy reference guide to the Endeavors brand to help facilitate brand consistency. If you have any questions, feel free to contact the marketing and communication department:

Veronica Perez, Communication Manager
vperez@endeavors.org

Marketing Team
marketing@endeavors.org

LOGO

The Endeavors logo must not be modified in any way. This includes shape, proportion, and color. Logos should not be placed on a busy background; ensure proper contrast.

To ensure the Endeavors logo is being used correctly, please contact the marketing and communication team for feedback.



COLORS (DIGITAL)

Our primary colors consist of the core colors from our logo. These colors serve as the main color resources from which marketing materials are designed.

Apply these colors to stylistic elements where appropriate. If unsure how to complete this process, contact the marketing and communication team.

Endeavors DARK BLUE	RGB 0 70 119 HEX #004677
Endeavors TRUE BLUE	RGB 20 123 209 HEX #147bd1
Endeavors LIGHT BLUE	RGB 177 201 232 HEX #B1c9e8

FONTS

Our primary typeface is Roboto. This font is used on all Endeavors printed communication materials. Roboto is only installed on computers by request (not a pre-installed font).

Roboto

Verdana is our secondary typeface. It is a web-safe font that is installed on all computers (with the two most widely-used operating systems). Verdana should be used for all electronic communications (e.g. emails, PowerPoint, etc.)

Verdana