

For The
Brave, LLC

INITIATIVE
BY

BRAND BOOK

FOR THE
BRAVE

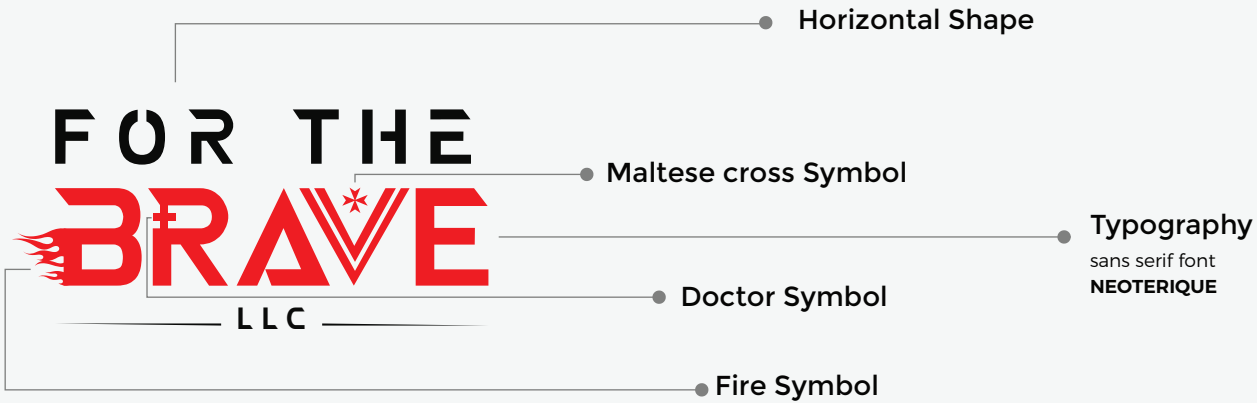
— **LLC** —

FINAL LOGO



Brand Guideline

LOGO



Brand Guideline

FONTS

NEOTERIQUE - SemiBold (font for logo)

A B C D E F G H I J K L M N O P Q R S T U V X Y Z

A B C D E F G H I J K L M N O P Q R S T U V X Y Z

A B C D E F G H I J K L M N O P Q R S T U V X Y Z

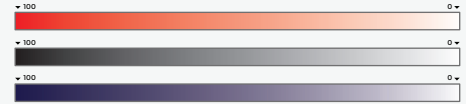
A B C D E F G H I J K L M N O P Q R S T U V X Y Z

A B C D E F G H I J K L M N O P Q R S T U V X Y Z

1 2 3 4 6 5 7 8 9

B r a n d G u i d e l i n e

Here, these primary colors are fulfilling that purpose. They serve as the key components of **Brand,LLC** logo and other elements of identity.



PRIMARY COLOR



C = 0 R = 237
M = 100 G = 28
Y = 100 B = 36
K = 0



C = 73 R = 13
M = 68 G = 12
Y = 66 B = 13
K = 85



C = 100 R = 30
M = 99 G = 28
Y = 34 B = 79
K = 37

SECONDARY COLOR



C = 100 R = 38
M = 100 G = 34
Y = 25 B = 98
K = 25



C = 0 R = 35
M = 0 G = 31
Y = 0 B = 32
K = 100



C = 0 R = 237
M = 100 G = 28
Y = 100 B = 36
K = 0



Brand Guideline

LOGO VERSIONS

We always recommend using the primary logo as the first and foremost choice except when not practical.



PRIMARY
LOGO



PRIMARY
LOGO B&W
FOR SCREEN PRINT



PRIMARY
LOGO HALFTONE



FOR THE
BRAVE

— LLC —