When possible, use the horizontal Expect Miracles logo with the tagline on all materials. Be sure to allow for the proper buffer space (illustrated below).

STACKED LOGO WITH TAGLINE

HORIZONTAL LOGO WITH TAGLINE

It is okay to use a white version of the logo on a dark background.

It is okay to use a black version of the logo on a light background.

For more information and questions, contact cthirkell@expectmiraclesfoundation.org or achin@expectmiraclesfoundation.org.
By using these font families for all applications, you will create a cohesive look and the appearance of one unified organization. Primary fonts should be used for main brand materials, whereas secondary fonts should be used in addition to primary fonts to enhance the look of collateral, event, and interactive pieces. Fonts can be used in any of the colors in the approved presentation palette.

### PRIMARY FONTS

**Trajan Pro**

**ABCDEFHIJKLMNOPQRSTUVWXYZ1234567890**

**Trajan Pro Bold**

**ABCDEFHIJKLMNOPQRSTUVWXYZ1234567890**

Adobe Caslon Pro Regular

**ABCDEFHIJKLMNOPQRSTUVWXYZ1234567890**

*Adobe Caslon Pro Italic*

**ABCDEFHIJKLMNOPQRSTUVWXYZ1234567890**

Adobe Caslon Pro Semibold

**ABCDEFHIJKLMNOPQRSTUVWXYZ1234567890**

*Adobe Caslon Pro Semibold Italic*

**ABCDEFHIJKLMNOPQRSTUVWXYZ1234567890**

### SECONDARY FONTS

Century Gothic Regular

**ABCDEFHIJKLMNOPQRSTUVWXYZ1234567890**

Century Gothic Regular Italic

**ABCDEFHIJKLMNOPQRSTUVWXYZ1234567890**

Century Gothic Bold

**ABCDEFHIJKLMNOPQRSTUVWXYZ1234567890**

Century Gothic Bold Italic

**ABCDEFHIJKLMNOPQRSTUVWXYZ1234567890**

### COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>5835 C</td>
<td>C:0 M:2 Y:67 K:40</td>
<td>R:170 G:159 B:78</td>
</tr>
</tbody>
</table>

For more information and questions, contact cthirkell@expectmiraclesfoundation.org or achin@expectmiraclesfoundation.org.
It is **NOT okay** to use a white version of the logo on a light background.

It is **NOT okay** to use a black version of the logo on a dark background.

It is **NOT okay** to use the logo over a photo or background graphic that makes it illegible.

It is **NOT okay** to use the logo with tagline smaller than 3.5 inches wide. If the logo needs to be smaller than 3.5 inches wide, use it without the tagline.

For more information and questions, contact cthirkell@expectmiraclesfoundation.org or achin@expectmiraclesfoundation.org.