

2022 EXPECT MIRACLES BRANDING STYLE GUIDE

The following guidelines should be followed when the Expect Miracles logo is used on various marketing materials including, print, presentation, signage and internet.

The logo should never be modified or altered. Always use the appropriate format as listed below.

File Format

.SVG Adobe Illustrator file, vector art - Can be used in high-end, digital or offset printing. Also should be used when quality of logo is important when it is being resized (i.e. signage) Also good for use when ordering promotional materials (i.e. tshirts, bags, stickers, etc).

.JPG JPEG file, made up of pixels (or dots) - Should be used for web applications or in-office printing, flyers, etc. Cannot be resized excessively without losing resolution and quality.

.PNG Portable Network Graphics, a bitmap image file format made up of pixels (or dots) - Should be used for web applications. Often can have a transparent background for versatility. Cannot be resized excessively without losing resolution and quality.

Resolution info

High-end printing resolution - 300 dpi (dots per inch)
Office Printing - 150 + dpi
Screen Resolution - 72 dpi



reversed on darker colors or images



Color

Pantone Colors The ideal presentation of logo should be on a white background with specified Pantone colors:

PMS 108-8 Navy
PMS 108-8 70% Lighter Navy
PMS 638 Cyan
PMS 93-8 Purple
PMS 93-8 75% Lighter Purple
PMS 2172 Lighter Blue
PMS 122 Yellow Orange (supplemental)

CMYK Process Colors can be converted to process colors when needed.

Hex Colors The following Hex colors should be used for internet applications:
Navy 003F70
Cyan 24B6E0
Purple 662D91
Supplemental Yellow Orange FFC03C

Secondary shades Lighter Navy 356592
Lighter Blue 1B84BC
Lighter Purple 8156A2

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Typeface

The font of Expect Miracles and Foundation is Proxima Nova

The font of the tagline is Euclid Circular B

EXTRAS:



- White intersecting circles and "Hope" lying on top of image
- Varying degrees of opacity
- Background of image may need to be adjusted for graphic to pop.



- Colored intersecting circles and "Hope" lying on top of image
- Varying degrees of opacity
- Background of image may need to be adjusted