

LiveYourDream.org Visual Identity

Logos

In all cases, use the trademarked LiveYourDream.org logo. Several treatments of the logo are available to best suit specific design needs.



Use the full-color circular version on white backgrounds and as the first-choice option whenever possible.



The full-color version displays well on most colored and dark backgrounds, but in cases where the colors may clash with a non-white background, an inverse option is available.



Leave at least .125" of space around the logo when using it with text and/or other graphics.

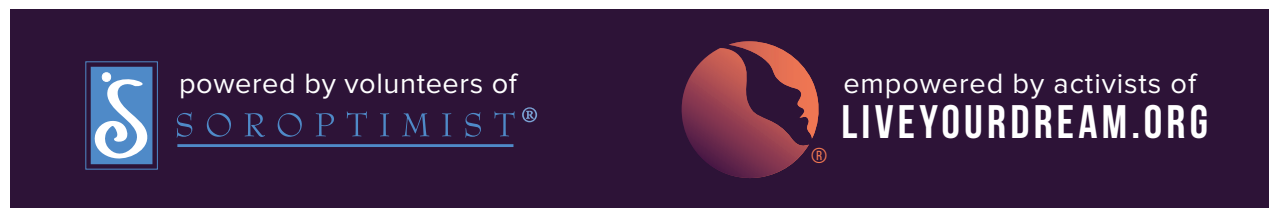
Logos Continued

In cases where both the Soroptimist and LiveYourDream.org logos need to appear together, use a co-branded treatment with additional wording as shown below.

Full-color, for use on white backgrounds:



Color/white, for use on dark or colored backgrounds:



Never improperly stretch or scale the logo and do not to let the background obstruct the face, as shown in left example below.



Incorrect use with obstructed face



Proper use with face of logo fully contained on background

Type Treatments

Effra Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Proxima Nova Light Italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Proxima Nova Semibold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Proxima Nova Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

BEBAS NEUE LIGHT

ABCDEFGHIJKLMNPOQRSTUVWXYZ

BEBAS NEUE BOOK

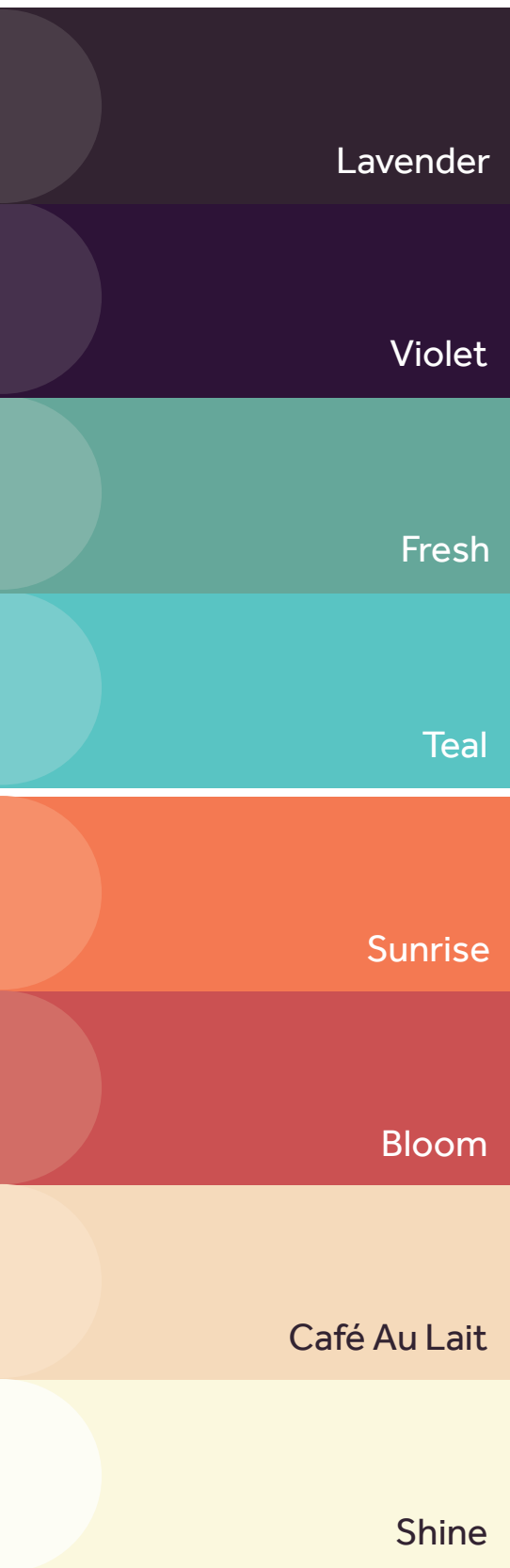
ABCDEFGHIJKLMNPOQRSTUVWXYZ

BEBAS NEUE BOLD

ABCDEFGHIJKLMNPOQRSTUVWXYZ

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Color Story



C:69 M:76 Y:53 K:61
R:51 G:37 B: 50
HMTL: #332532
Closest PMS Match: 7449C

C:80 M:92 Y:44 K:55
R:47 G:21 B: 57
HMTL: #2F1539
Closest PMS Match: 276C

C:62 M:17 Y:43 K:1
R:103 G:169 B: 155
HMTL: #67A99B
Closest PMS Match: 563C

C:60 M:0 Y:27 K:0
R:88 G:196 B: 196
HMTL: #58C4C4
Closest PMS Match: 325C

C:0 M:65 Y:71 K:0
R:247 G:122 B: 82
HMTL: #F77A52
Closest PMS Match: 7416C

C:16 M:82 Y:66 K:3
R:201 G:80 B: 81
HMTL: #C95051
Closest PMS Match: 7418C

C:3 M:14 Y:26 K:0
R:244 G:217 B: 187
HMTL: #F4D9BB
Closest PMS Match: 719C

C:1 M:1 Y:15 K:0
R:254 G:250 B: 221
HMTL: #FEFADD
Closest PMS Match: 7499C