BRAND KIT

The Caring Place
Dr. Frank & Maxine Jacobs
Center for Men

The Caring Place
No One is Homeless

LOGO VARIATION & APPLICATION

The Caring Place
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CLEAR SPACE AND MINIMUM SIZE

To protect the strength and integrity of the logo, a clear area, free of competing visual elements, should be maintained.
In the example at below, 'X' represents the clear space around the logo. 'X' is equal to the height of the letters: The Caring Place.

The Caring Place
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30 mm

Note: The min. size of the logo should measure no less than 30mm in width.

FONT GUIDE

GRAPHIC – RUSTICO

Primary - Montserrat   Body: Bold/ Regular/ Bold Italic
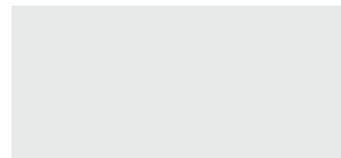
COLOR PALETTE

Primary
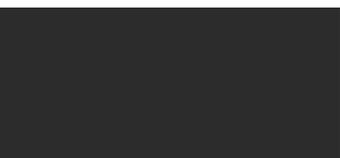
CMYK: 66-63-65-60 RGB: 51-50-47 HEX: 33322f	CMYK: 8-17-81-00 RGB: 231-203-101 HEX: e7cb65	CMYK: 07-05-06-00 RGB: 234-234-233 HEX: #eaeae9
Charcoal	**Mustard Yellow**	**Grey Frost**

Secondary

CMYK: 89-39-71-29 RGB: 42-95-81 HEX: #2a5f51	CMYK: 83-66-52-43 RGB: 47-60-72 HEX: 2f3c48
Forest Green	**Midnight Blue**

Tertiary

CMYK: 00-69-88-00 RGB: 227-121-69 HEX: e37945	CMYK: 03-32-18-00 RGB: 232-187-185 HEX: e8bbb9
Orange	**Pink Salmon**

Portraits: Duotone

Downloadable Brand Kit Resources

Socials: