

Murals  
Illustration  
Lettering  
Design

# SLFHC Logo & Illustrations Handover

Jan. 3rd, 2023

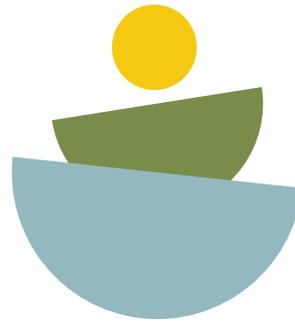
hello@ambercatford.com  
+43 650 425 8575  
ambercatford.com



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Family Help  
Center

**Defeating  
Hunger**

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# Logo Variations



Positive Logo



Negative Logo



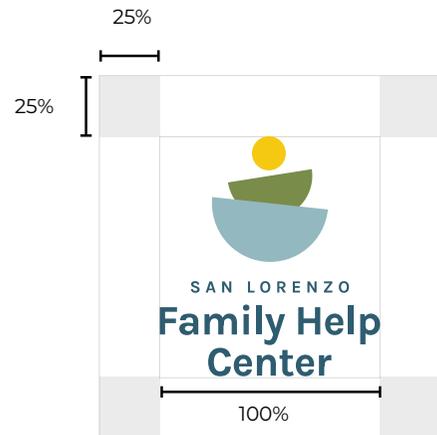
Positive B/W Logo



Negative B/W Logo

# Sizing

- The logo always deserves to be given room to breathe and shouldn't be used in applications in which its legibility is compromised. As a general rule, it should be given a padding of minimum 25% of its smaller side.



## Minimum size:

- It is recommended not to use the logo at smaller sizes than defined here



# Usage Tips

→ For a consistent brand look, it is asdived to use the logo as designated.



Whenever possible, this version of the logo should be used, with a good amount of border space around it and on a light background.



This background is also acceptable



The nvegative version of the logo should be placed on the darker color backgrounds



The proportions of the imagery and the text in relation to each other shouldn't be changed, nor should the logo be warped or altered.



The Logo should not be placed over photos, or on other colors or gradients.



The logo should not be placed too close the borders or other elements.

# Font: Karla

- Karla is a warm and professional looking sans serif font which is available in many weights. It is a google font which is free for anyone to use.
- It can be downloaded here: <https://fonts.google.com/specimen/Karla>

**Karla Extra Bold**

**Karla Bold**

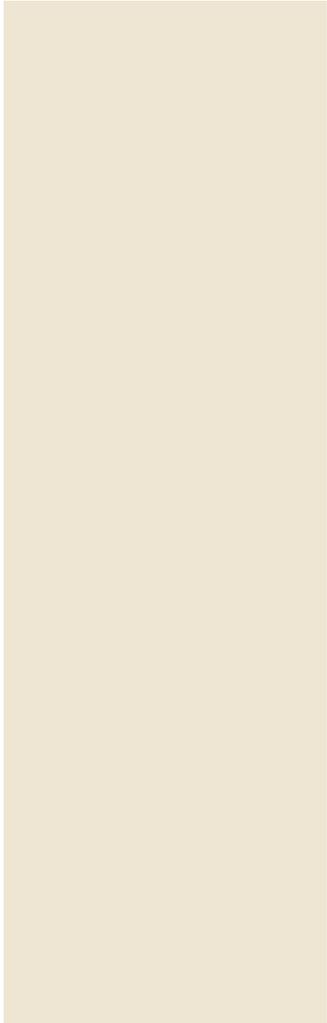
Karla Regular

Karla Extra Light

Karla Bold am rerunt ullorepedio dusdandit elenis  
alibus ne nectat.Uda nus aut pore veria nossitaquo  
dolesciis am que debis arum quassi beatem asitat  
labor a

Karla Regular am rerunt ullorepedio dusdandit  
elenis alibus ne nectat.Uda nus aut pore veria nossi-  
taquo dolesciis am que debis arum quassi beatem  
asitat labor a

# Colors



CMYK: 8 9 20 0  
Hex: eee6d2



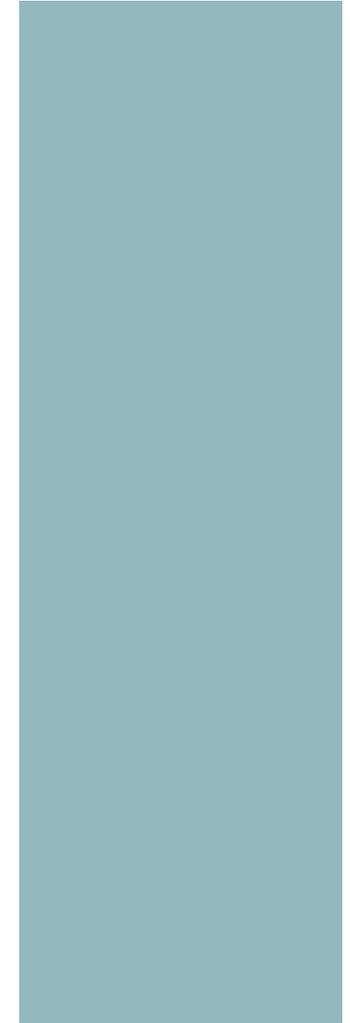
CMYK: 6 20 93 0  
Hex: f4c910



CMYK: 57 29 80 13  
Hex: 788b4b



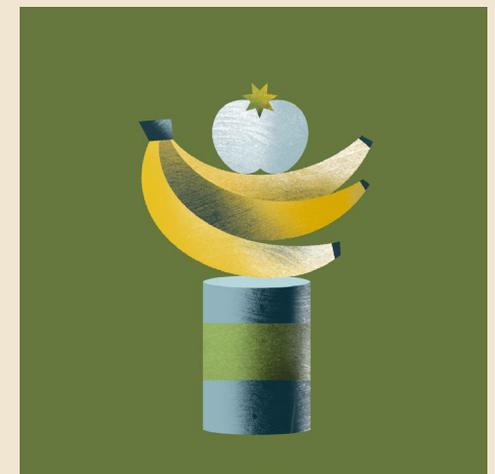
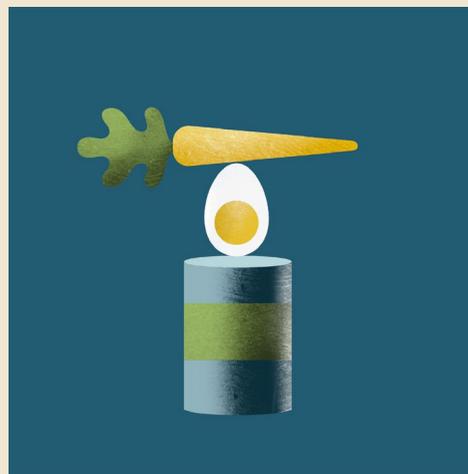
CMYK: 84 51 37 25  
Hex: 2c5b71



CMYK: 47 17 23 1  
Hex: 94b7c0

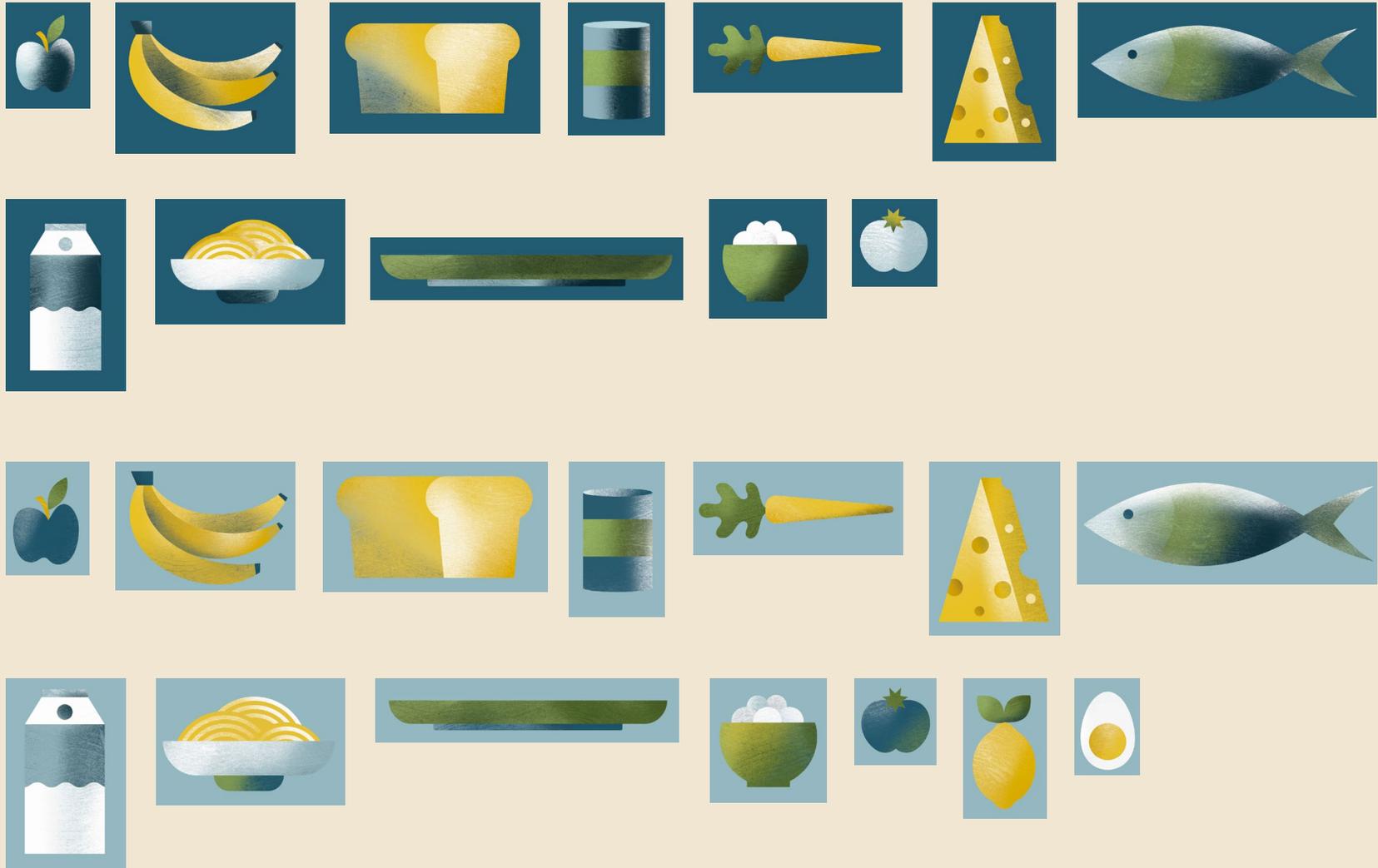
# Small Illustrations

These small illustration compositions have been provided both with their designated background color, and with transparent backgrounds. This is to allow for flexible usage of these images, but it should be noted that certain illustrations will have low contrast on certain background colors, and therefore those combinations should be avoided. (ie green bowl on green gackground)



# Single Illustrations

Just like the small illustration compositions, all single illustrations have been provided both with their designated background color, and with transparent backgrounds. This is to allow for flexible usage of these images, but it should be noted that certain illustrations will have low contrast on certain background colors, and therefore those combinations should be avoided. (ie dark blue apple on dark blue background)





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## How We Help



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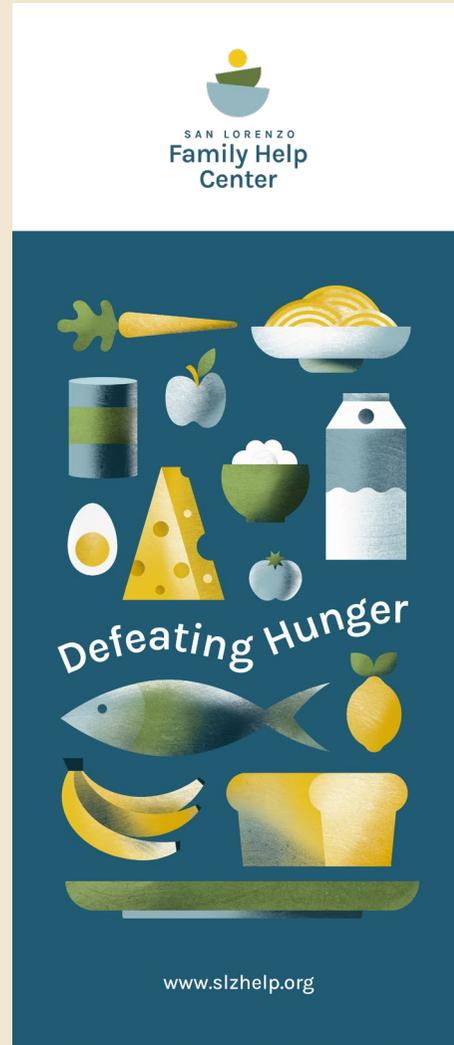
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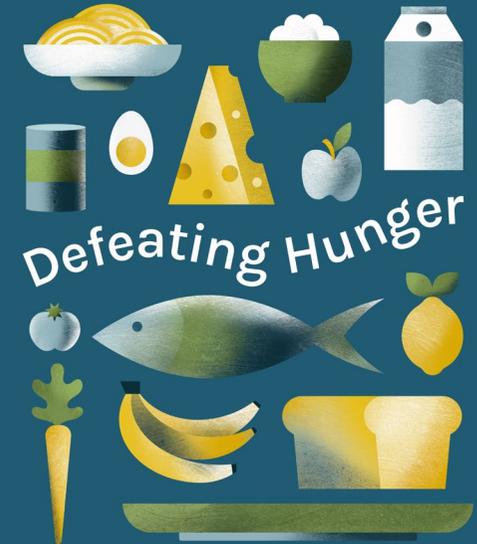
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\*Hypothetical  
example of the  
small illustrations  
in use on a website

# Design Examples



# Full Illustration Layouts





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