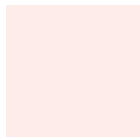




Colours

Our brand is made up of a collection of clean, complementary colours, plus white. The combination works together - like we do - to create a sense of calm, convey the idea of a fresh start, and highlight the power of collaboration.



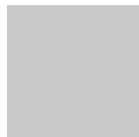
Pale Pink
FEECEB
0/8/3/0
PMS 705



482 Pink
F1BDBC
3/30/17/0
PMS 699



Olive
898F65
48/32/69/7
PMS 5773



Silver
C8C8C8
21/17/17/0
PMS Cool
Grey 3 (2-4)



Cool Grey
98989A
43/35/35/1
PMS Cool
Greys 7 (6-8)



Neutral Black
222222
72/66/64/72
PMS NB

Fonts

Redefining thoughtful giving

FONT	STYLE	SAMPLE	USAGE
Annisette	Std Petite	482 Collective	Headlines + Subheads » use for text
Annisette	Std	482 COLLECTIVE	» use for numbers
Lato	reg <i>italic</i> light med semi bold	482 Collective	Social Media Posts/Video Captions » use for text + numbers
Avenir	reg <i>italic</i> light med demi bold	482 Collective	Letters + documents » use for headings + body copy
Alisha	regular	<i>by appointment only</i>	Use sparingly » use for "call outs" + emphasis

Logos + Images

- Choose images that evoke **kindness, community, light**
- Use **silver lines** to separate blocks of text
- Ensure text is **minimal, accurate, and aligned**
- Leave minimum 0.25" of **white space** around our logo
- **Never alter** the 482 Logo or tagline without permission
- For additional stylistic and image choices, please visit our website: the482collective.com and IG account [@the482collective](https://www.instagram.com/the482collective)

