PARADE OF HEARTS

Brand Guidelines
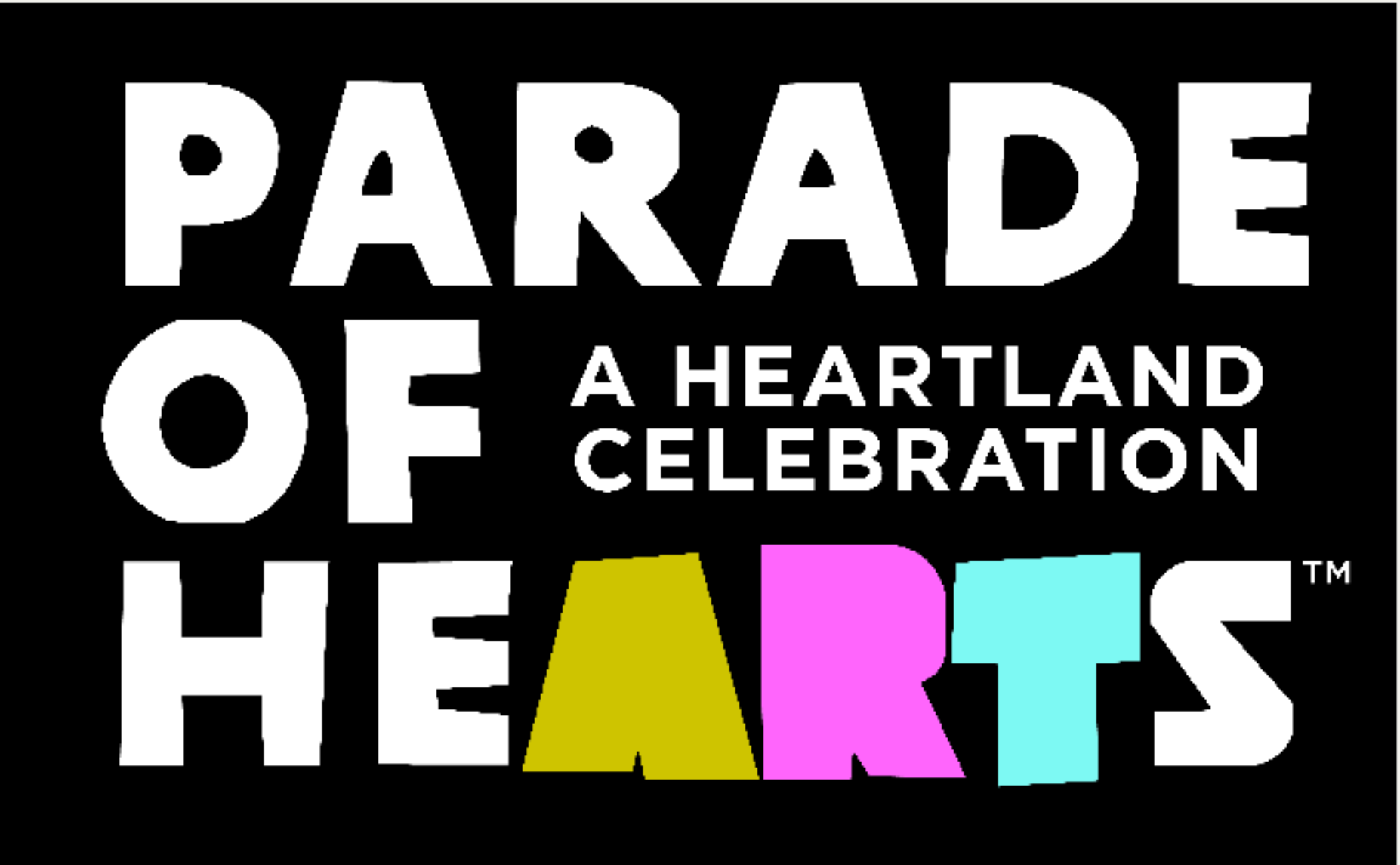
VERSION 1: JAN. 30, 2024

The Parade of Hearts

This document is an overview on how you should use the brand assets for The Parade of Hearts. Please be aware of these guidelines and implement them in your Parade of Heart projects.

01

BRAND LOGO

MAIN

File Name: POH_Logos_TM_2024-black-color-square.png

02

BRAND LOGO

VARIATIONS

Logo Variations

Main Logo - Detailed
File Name: POH_Logos_TM_2024-black-pattern-square.png

Main Logo - One-Color
File Name: POH_Logos_TM_2024_black-square.png

Secondary Logo -Long
File Name: POH_Logos_TM_2024-black-color-long.png
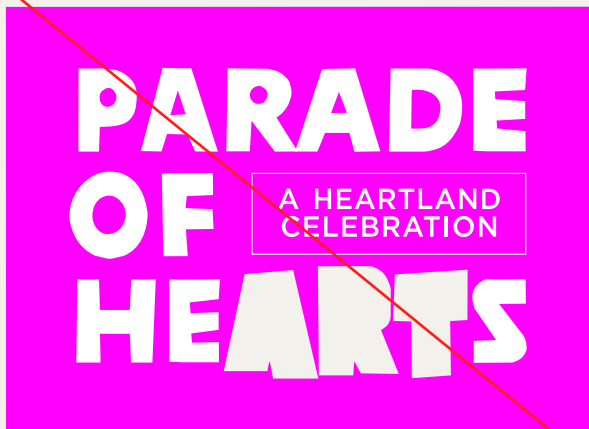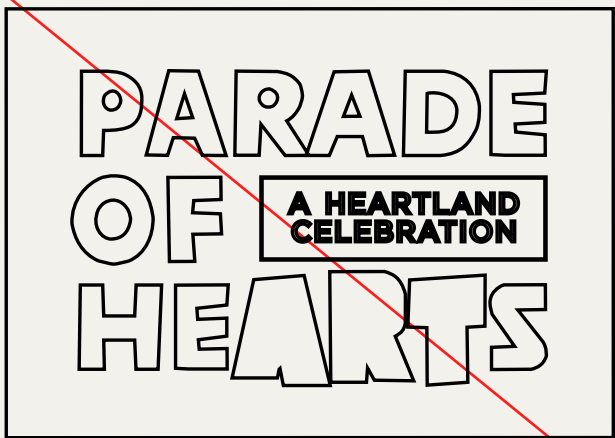
03

MISUSE

Do not compress the logo

Do not stretch the logo

Do not use colors outside of the color guide

Do not overdo outlined stroke

04

TYPOGRAPHY

Typography

POLENO (Adobe Font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Bold

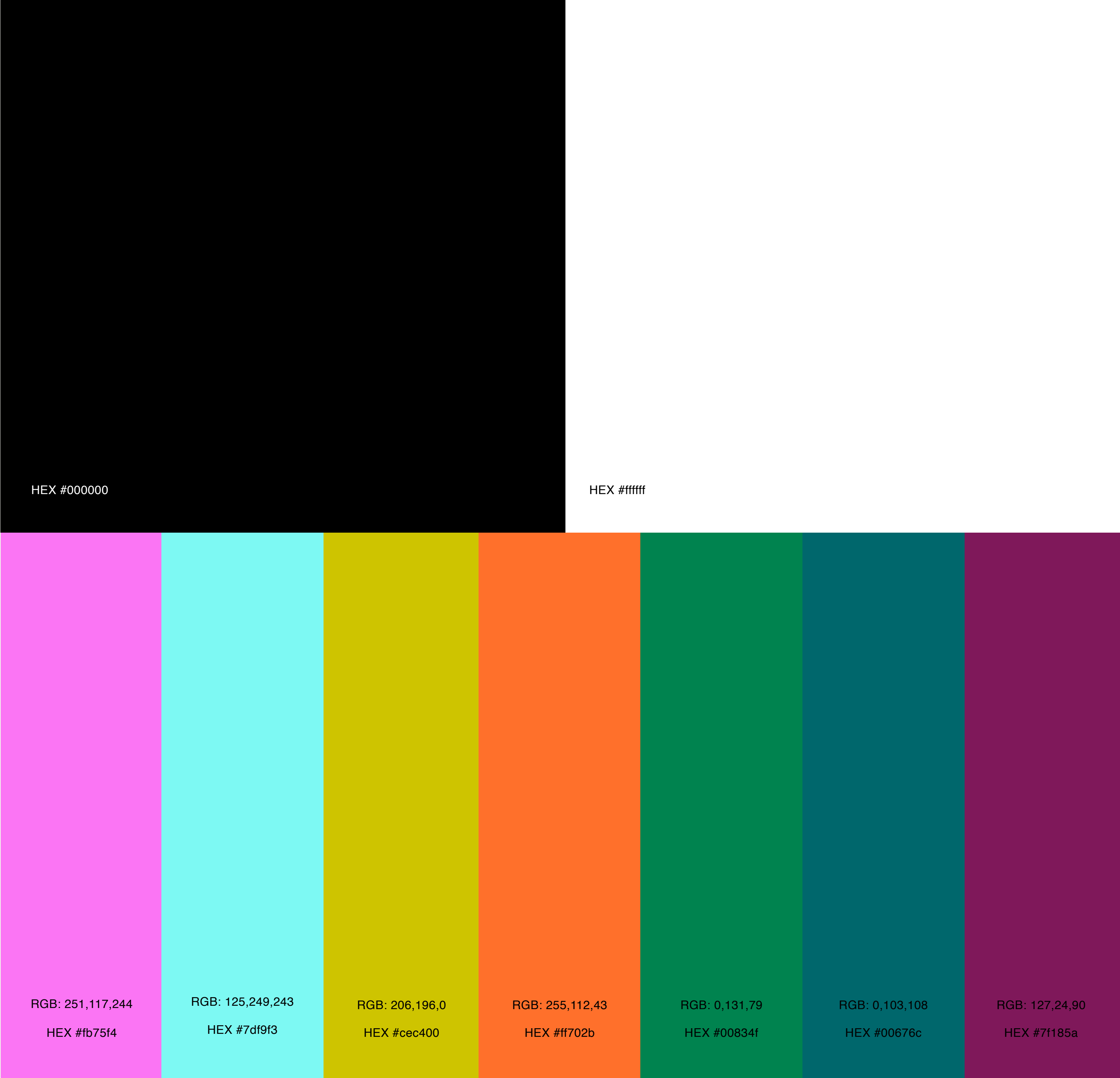ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PT Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

05

COLOR GUIDE

Color Values

This brand uses an exuberant display of a variety of colors throughout. Here are some of the most used hues.

HEX #000000

HEX #ffffff

RGB: 251,117,244

HEX #fb75f4

RGB: 125,249,243

HEX #7df9f3

RGB: 206,196,0

HEX #cec400

RGB: 255,112,43

HEX #ff702b

RGB: 0,131,79

HEX #00834f

RGB: 0,103,108

HEX #00676c

RGB: 127,24,90

HEX #7f185a

06

TAPESTRY ART

Tapestry

The tapestry art for The Parade of Hearts is a major part of the art assets used throughout the branding. It can be pieced out from each other and used as individual elements, or used as a whole in parts where art is needed. And let's face it, art is always needed!

File Name: POH24_Tapestry_Still.jpg

PARADE OF HEARTS

A HEARTLAND CELEBRATION

Here is a selection of how the art can be used for your designs.

Here is a selection of art that can be used as separate elements for your designs.

File Name: POH24-Art-Elements_1_0.pdf

07

FINAL THINGS

Approval Process + Licensing Agreement

To make the whole brand unified, you must request approval from the Parade of Hearts committee before your themed projects go out into the world. Additionally, if creating merchandise/revenue-generating Parade of Hearts content, a separate license agreement has been included with this file package. Please contact Jenn the following for inquiries:

Jenn Nussbeck

jenn@clutchkc.com

Jerilynn Burris

jerilynn@clutchkc.com

Design Questions

If you have any additional questions about the design of the brand, please contact Whiskey Design.

Whiskey Design

matt@whiskeydesign.com

Elements Included

There are items included in this file folder that you can use to create your designs. The following items are:

POH Logo + Variations

Tapestry

Tapestry Elements

Brand Fonts (Except for Poleno, which can be downloaded on Adobe Fonts)

Brand Colors

CHEERS!