Logo Usage

Foster Love’s primary logo will be used on all communications, materials, and other applications inside and outside of Foster Love. Consistent use of the primary logo will create awareness and strengthen the brand’s visual identity.

SOLID BLACK LOGO
100% black logo for single color applications.

SOLID WHITE LOGO
Should be used on dark or colored backgrounds.

Click here to download our main branding assets!
Color Palette

**PRIMARY COLOR PALETTE**
These colors are used in our logo and background elements.

**Red**
- RGB: 250,56,79
- CMYK: 0,91,63,0
- HEX: fa384f
- PMS:
  - Coated: 1785 C
  - Uncoated: 192 U

**Yellow**
- RGB: 255,184,26
- CMYK: 0,31,98,0
- HEX: ffb81a
- PMS:
  - Coated: 1225 C
  - Uncoated: 122 U

**Blue**
- RGB: 0,153,219
- CMYK: 76,36,0,0
- Hex: 0099db
- PMS:
  - Coated: 2171 C
  - Uncoated: 2192 U
Color Palette

SECONDARY COLOR PALETTE
Secondary brand colors act as a complimentary color palette to the primary brand colors. Secondary colors should not consist of more than 50% of the overall design.

Green
- RGB: 41,212,112
- CMYK: 67,0,78,0
- HEX: #29d470
- PMS: Coated 2257 C, Uncoated 260 U

Purple
- RGB: 56,79,163
- CMYK: 89,79,0,0
- HEX: #384fa3
- PMS: Coated 2369 C, Uncoated 2131 U

Orange
- RGB: 247,148,31
- CMYK: 0,50,98,0
- HEX: #f7941f
- PMS: Coated 130 C, Uncoated 143 U
Typography

**PRIMARY TYPEFACE**

**Poppins** was selected as our primary font for all internal marketing, advertising, and customer communications. Poppins is our font for all headlines, subheads, and call outs. The use of consistent typography defines our brand and creates a cohesive look across all communication. Type should not be stretched or distorted in any manner.

Poppins Regular

```
Poppins
```

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+
```

Poppins Italic

```
Poppins
```

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+
```

Poppins Semibold

```
Poppins
```

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+
```

Poppins Semibold Italic

```
Poppins
```

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+
```

Poppins Bold

```
Poppins
```

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+
```

Poppins Bold Italic

```
Poppins
```

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+
```
Typography

SECONDARY TYPEFACE

Abril Display was selected to compliment the primary font. Abril Display will be utilized for certain body copy, quotes, and more conversational writing.
Font Hierarchy

This is a Sample Headline Style

THIS IS A SAMPLE SUBHEAD STYLE

Merci doloria ssimus sant acearciet aruptis sentur? Vellaborum alitatem debist, conem ditibus este porit vendit, inullab incteni menditiate sante lam explibus num lame ea con cum aut aut aut omni ditiu quiscidLum faciet exero tentem aceped modis ad qui re sita dolut quiatur, corpor sene dis accatiisim re il exeris autatur?

“Pull-Quote Sample Style”

Legal text sample style
Socials

Visit our social pages here!

Tagline

“Making the foster care experience BETTER for the 650,000 children going through it.”