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MISSION STATEMENT

EFAA helps those in our community whose immediate needs for food, shelter and other basic necessities cannot be adequately met by other means, and supports their efforts toward financial stability or self-sufficiency.
VISUAL AESTHETIC
Whenever possible, the color logo should be used. Some instances may allow for the one color logo to be reversed out of a dark background, as long as there is enough contrast to see the logo clearly.

Please refer to this artwork as the official approved use. Logos should not be distorted, recolored, or altered in any way.
The logo must not be reduced beyond the minimum size illustrated here. This ensures legibility at small sizes.

Graphics, typography and illustrations should not enter the clear space around the logo. As shown, the clear area is equal to the width of the EFAA “E”.

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**MINIMUM SIZE & SAFE AREA**

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**MINIMUM SIZE | MAIN LOGO**

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**SAFE AREA | MAIN LOGO**
The logo must not be altered in any way. Approved uses are shown in this manual. The examples shown here illustrate misuse of the logo.

DO NOT CHANGE LOGO COLOR

DO NOT STRETCH

DO NOT REARRANGE LOGO ELEMENTS

DO NOT ADD OR REMOVE ELEMENTS

DO NOT CHANGE LOGO FONT

DO NOT EDIT THE ICON
EFAA’s primary brand colors are as follows. Please do not alter or introduce new colors to the logo.

The secondary color should be used to accent or highlight the primary brand colors.

<table>
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<th>PRIMARY BRAND COLORS</th>
<th>SECONDARY BRAND COLOR</th>
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<tr>
<td>PANTONE 1255</td>
<td>PANTONE 563</td>
</tr>
<tr>
<td>CMYK 30</td>
<td>44</td>
</tr>
<tr>
<td>RGB 174</td>
<td>132</td>
</tr>
<tr>
<td>HEX #AE841f</td>
<td>HEX #67BAAF</td>
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PANTONE PROCESS BLACK
CMYK 0 | 0 | 0 | 100
RGB 35 | 31 | 32
HEX #231F20
The following are the approved fonts, weights and their general uses.

HEADLINE FONT

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATE HEADLINE FONT

Alternate Gothic No. 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY FONT

Lora Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

https://www.google.com/fonts/specimen/Montserrat

https://www.myfonts.com/fonts/bitstream/alternate-gothic/no-2/

https://www.google.com/fonts/specimen/Lora
THANK YOU