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.

**Primary Logo**

Stacked, full color Foster Love logo to be the primary logo used

**Secondary Logo**

Horizontal, full color Foster Love logo to be used cases where the primary logo is not ideal
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 Italic

Poppins Semibold

Poppins Semibold Italic

Poppins Bold

Poppins Bold Italic
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**

Mercl doloria ssimus sant acearciet aruptis sentur? Vellaborum alitatem debist, conem ditibus este porit vendit, inullab incenii 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.”