

The logo for 'my sos family' is centered in the image. It consists of the words 'my', 'sos', and 'family' stacked vertically. 'my' is in a black, lowercase, sans-serif font. 'sos' is in a bold, red, lowercase, sans-serif font. 'family' is in a black, lowercase, sans-serif font. Below the text is a thick red curved line that forms a wide, upward-curving smile. The entire logo is enclosed within a white rounded square with a thick red border.

my **sos**
family

Brand Identity



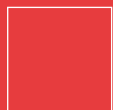
App Logo

This is how the logo will be displayed on a smart phone home screen. It will be labelled as **my SOS family**.





Digital graphic colours



RGB **231, 60, 62**
e73c3e



RGB **255, 255, 255**
ffffff



Logo & print colours



CMYK **2,87,72,0**
RGB **231, 60, 62**
e73c3e



CMYK **0,0,0,100**
RGB **0,0,0**
000000



Logo Spacing

Please leave space around the logo which is 50% of the logo size being used. This is to stop any chance of the logo being obscured by other font or shapes.



my **sos**
family



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Which Logo?

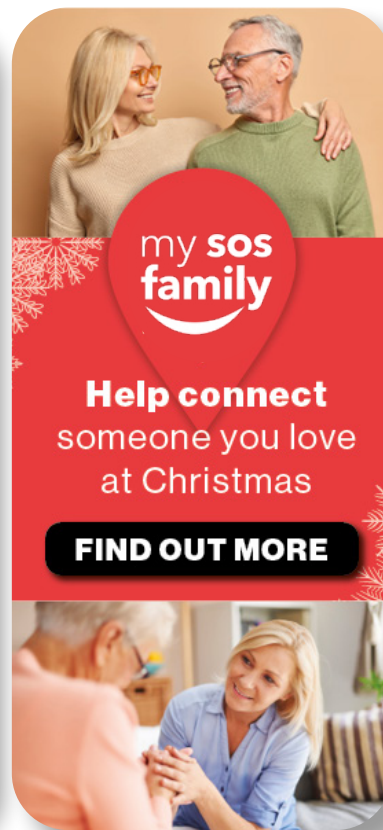
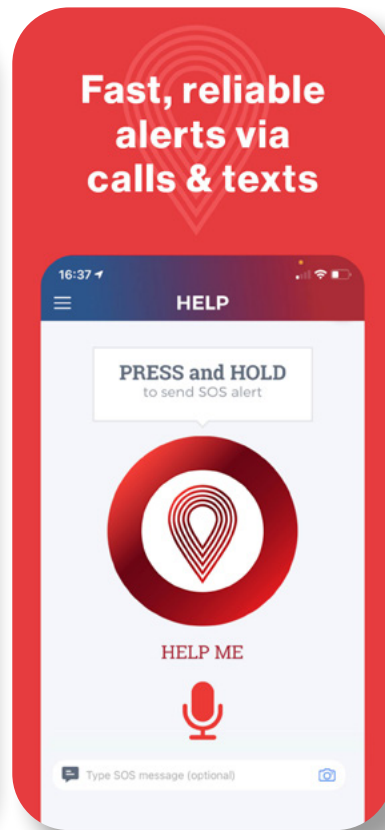
The logo is available in three colours. The logos to be used are with the red 'location' symbol.

This can be used to overlay block colours and images where appropriate- leaving required space.

The full white logo can be used where the red 'location' would be difficult to see, eg. on a red background.



my **sos**
family



Copy Rules

Use these fonts on all website assets and advertisements. Where the brand name would be written, please use as logo style with no spaces & highlight the SOS as red.

Logo font | neue haas grotesk display pro- 95 black

Header | title neue haas grotesk display pro- 35 extra light

Body copy | neue haas grotesk display pro- 55 roman

Call to action | NEUE HAAS GROTESK DISPLAY PRO- 75 BOLD