



**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

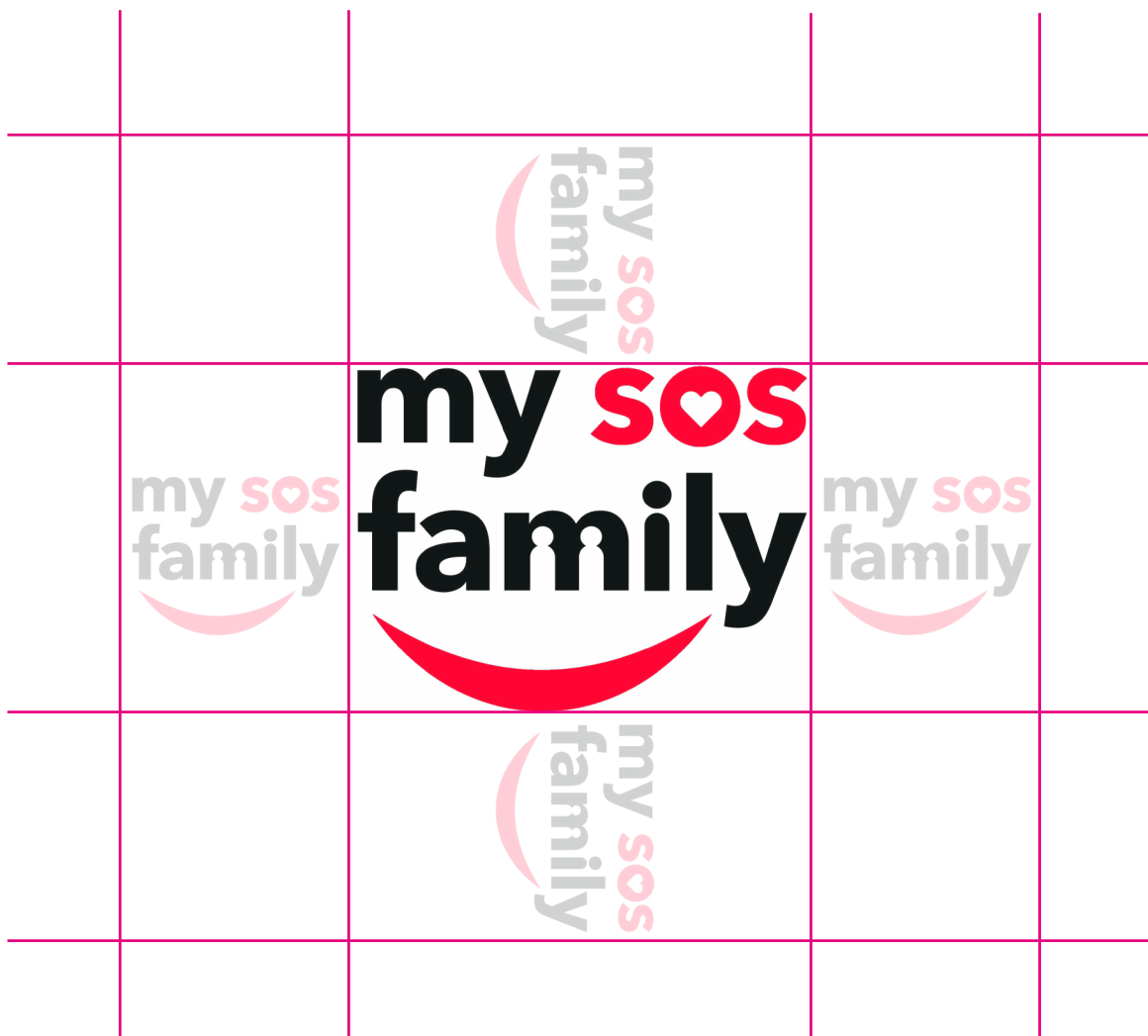
Logo & print colours



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.



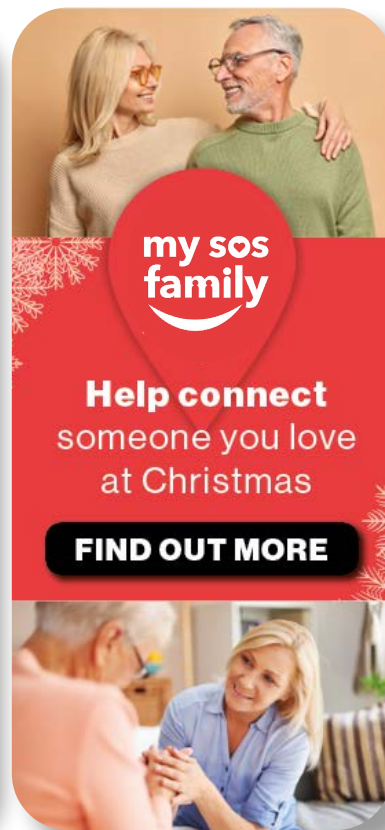
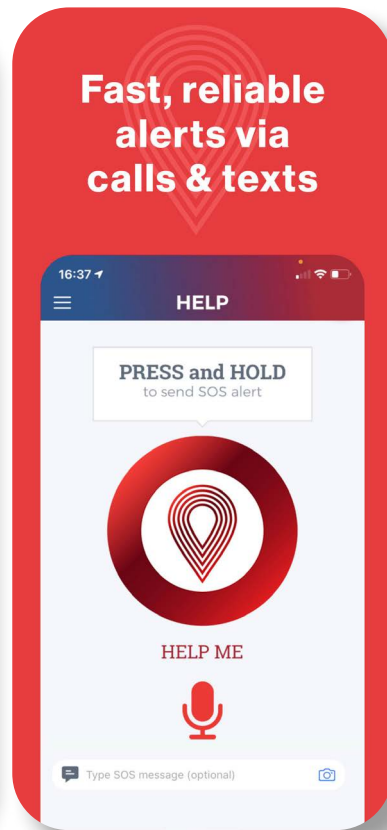
Which Logo?

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.





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.

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