



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**.



my sos
family

The logo consists of the text 'my sos' in a lowercase, sans-serif font, with 'my' in white and 'sos' in white. Below this, the word 'family' is written in a larger, bold, lowercase, sans-serif font, also in white. A white, curved line resembling a smile is positioned below the text.

my sos
family

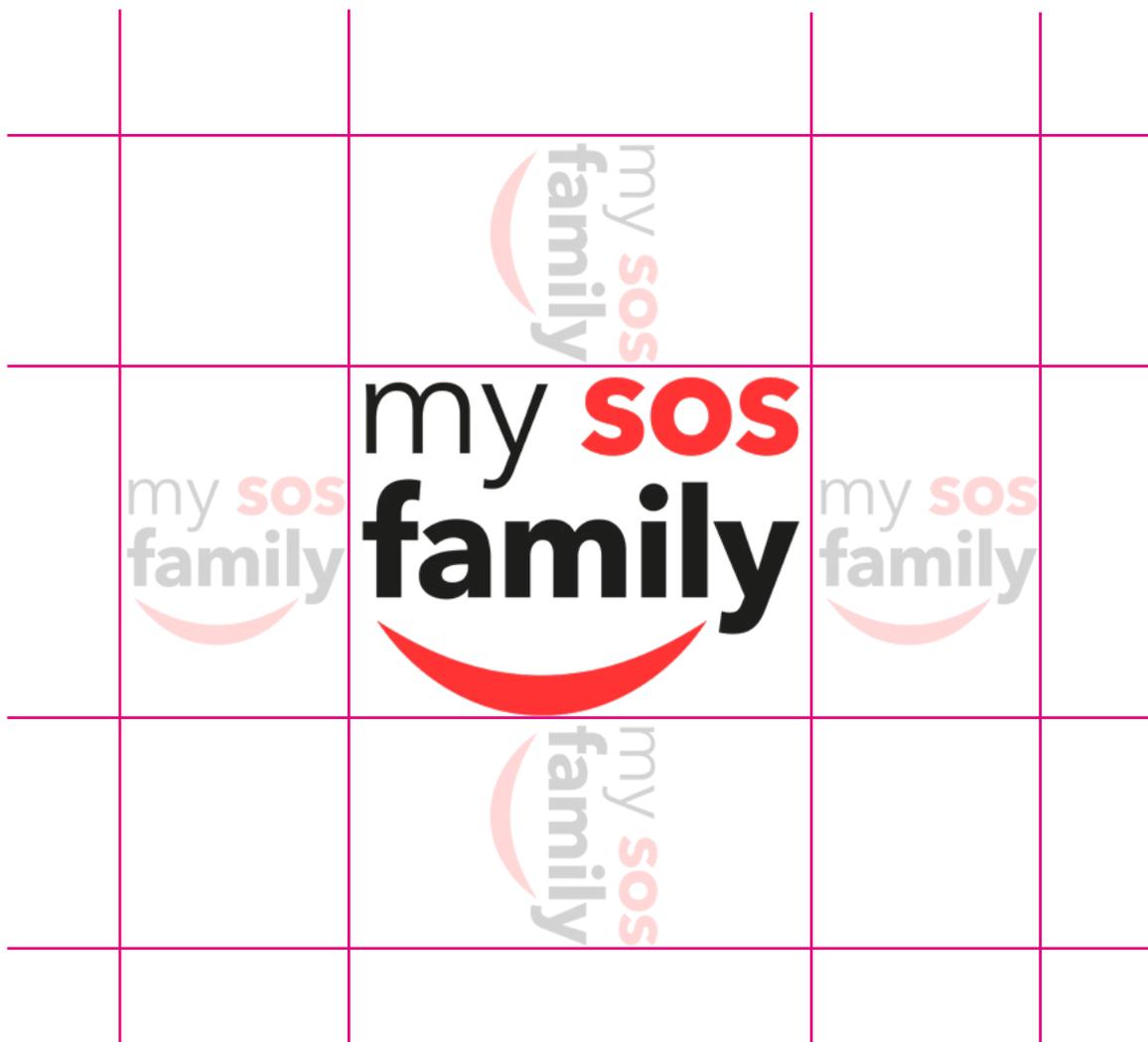
The logo consists of the text 'my sos' in a lowercase, sans-serif font, with 'my' in black and 'sos' in red. Below this, the word 'family' is written in a larger, bold, lowercase, sans-serif font, also in black. A red, curved line resembling a smile is positioned below the text.

Digital graphic colours



Logo & print colours





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.



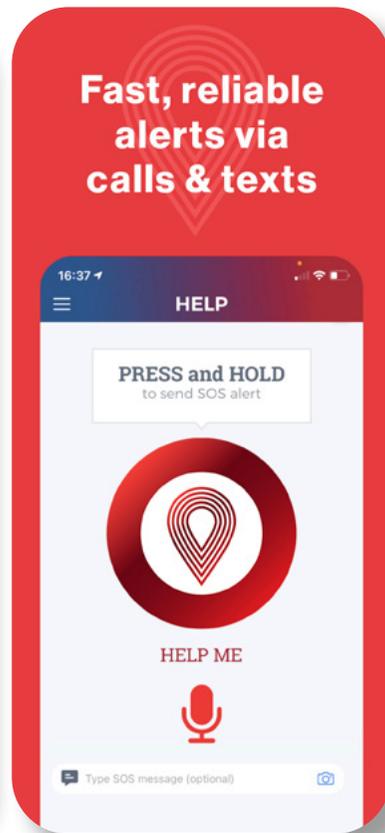
Which Logo?

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.

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