



Transforming foster care &
Ending youth homelessness

The Mockingbird Society Brand User guide.

All elements are available for download at AssetBrand.com/Mockingbird

Proportions - Keep logo proportions correct,
be sure not to stretch the logo either vertically or horizontally.

✓ correct



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✗ incorrect



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Logo Isolation - Keep a clear space around the logo

- Not less than the height of the Birds icon head to feet.
- The bird icon left of the logotext does not need to be included in the space measurement.



Minimum Logo Size - Do not use The Mockingbird Society logo smaller than indicated.
The bird icon should be no smaller than 14mm (0.551in) high

✘ incorrect



✔ correct

14mm | 0.551in



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Colors - The Mockingbird Society logo can be used in full color, black, white or a percentage of black.

- Only use colors from the official corporate colors palate.

- Always use the artwork at AssetBrand.com/Mockingbird

The Mockingbird Society Corporate Colors:

 Pantone 527 | 75C 100M | 102R 45G 145B | #662d91

 Pantone 166 | 65M 100Y | 244R 121G 32B | #f47920

 Pantone 298 | 72C 7M 9Y | 0R 179G 217B | #00b3d9

 Pantone 382 | 30C 90Y | 190R 215G 71B | #bed747

 Pantone Cool Gray 3 | 8C 5M 7Y 16K | 202R 202G 199B | #c7c9c8



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Colors and Shading - Avoid low contrast backgrounds. Do not use an image background for the logo.



✘ incorrect



✔ correct - with adequate clear space around the logo.

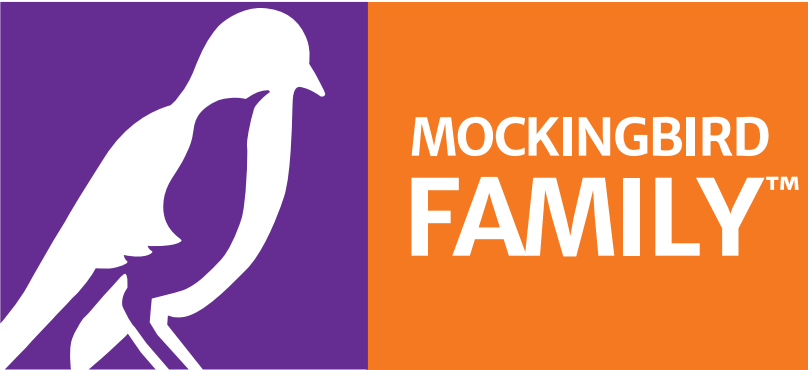
Logo Backgrounds - The Mockingbird Society logo must be used on flat backgrounds that do not clash with or drown the logo.

✓ correct

✗ incorrect



Mockingbird Programs - Always use the artwork at AssetBrand.com/Mockingbird



Logo and Tagline - The Mockingbird Society Logo may be used without the tagline, but must always accompany the “**TM**” sign as indicated.

✓ correct



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✗ incorrect



Fonts - The logotext has been carefully kerned.

For the sake of consistency only use the artwork supplied at AssetBrand.com/Mockingbird

The Mockingbird Society Corporate Fonts:

Merriweather Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 &!?

Merriweather Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 &!?



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Square Cropped Logo - Always use the artwork at AssetBrand.com/Mockingbird

